

CHRISTIE'S TRAINING SCRIPT / NOTES

MODULE 1 - DECIDE WHAT TO TEACH

WooHoo and welcome to the first official live training inside Courses Made Easy. I'm Christie Miller and I seriously can't contain my excitement. It feels like we've been waiting for this day to come forever. And YAY it's finally here!

So here's how these sessions will work. In a moment I will turn off my camera and share my slides. After the teaching segment is done, I will open up the lines for Q+A and coaching.

If you want to take notes on the slides then you can download them inside The Health Coaches' Clubhouse membership site.

Jayne, my Client Excitement Officer, gave each of you access to The Clubhouse yesterday. If the tech gremlins intercepted the email or you're having trouble logging, please tag Jayne in our FB group or send an email to Jayne@ChristieMiller.com.

Alright, let's dive into today's lesson.

1. Let's begin with Module 1 - Decide What to Teach. If you're like so many of the coaches I know, then you aren't sure what to put in your course, wonder why anyone would pay you, and worry that you're not good enough to charge money for your services.
2. That's why we begin with some personal development. Today you will
 - Discover the WhyPower required to finally create that course of yours
 - Believe you can be a successful course creator
 - Tap into various sources of your expertise to uncover your hidden jewels of knowledge
3. And you'll
 - Get clear on who you serve, what transformation you provide, and how you do it
 - Commit to identifying (or revising) your ideal client if you haven't already done so
 - Decide which type and size of course to create first
4. If you haven't already downloaded the Creator's Workbook, you may do so inside The Clubhouse.

5. If you've ever started a goal all gung ho and then fizzled out, then this WhyPower exercise will really help you. My biggest wins (hello Porsche Cayenne, 31 pound weight loss, having a 6-figure launch, etc.) have occurred when I had the deepest connection to my WhyPower.

WhyPower trumps willpower every day of the week. It's the thing that keeps you going when you want to quit. For your clients, it's the thing that helps them get to gym, eat healthier, or adapt healthy habits even when they are exhausted or craving junk food.

To tap into your WhyPower take time to answer these questions in your workbook:

- Why do you want to create a course?
- What impact will a successful course have on your life?
- What will it enable you to do?
- What will it help you stop doing?
- What makes you cry when you think about it?

You'll know you nailed your WhyPower when you get goosebumps, cry, get angry or feel some other deep emotion.

My WhyPower is not wanting another child to hear the words, "I did this to myself" as they look into their dying parent's eyes. Even though it has been 19 years since my dad said those words before dying a premature and preventable death, it feels like yesterday.

And that's exactly why I'm working so hard as The Health Coaches' Coach. So what's your WhyPower? Tap into it to sustain your motivation.

6. I invite you to Steal My Stuff and create your own WhyPower worksheet based on Toyota's 5 Whys exercise. This works great for your weight loss and health coaching clients. With the 5 Whys, you declare a goal (in this case it's weight loss) and then ask why that goal is important. With every response, you ask why to dive deeper. It may take 5 Whys or you may need 34 Whys. Just keep going with yourself or your clients until you hit the true, emotional, bigger why.

7. Another thing you may be feeling is that you are not good enough to create an online course. Those sneaky little "not enough" gremlins always surface during course creation. And their sole job is to make you give up, forget your WhyPower, and go back to your comfort zone.

But we won't let that happen to you. Introducing the 100 Wins Exercise.



During my year-long certification training with Jack Canfield, America's #1 Success Coach, Jack invited the class to write down 100 successes so we could understand that we have a track record of accomplishment even when we fail to recognize them or completely forget about them.

And WOW was it powerful! I want you to experience the power of this exercise so I'm going to bribe you a little bit. Each person who completes the 100 Wins Worksheet on page 5 and 6 in your Creator's Workbook and posts a photo of it (yes, you must use pen and paper) by Sunday at 5 pm Pacific, will be put in a raffle to win a \$50 Amazon gift card. That's your first Surprise and Delight of the day.

8. Okay, so let's say you tap into your WhyPower and gain more confidence by completing the 100 Wins Exercise, but you still aren't sure what to teach? There's a worksheet for that!

- Start with your personal transformation. Did you overcome the same problem that your clients have now? I created EatTrainWin after losing 31 pounds. I felt so great and wanted other women to feel good for life too! What did I teach? The exact tips, tools, and tricks I used in my successful weight loss journey which was mindset based.
- Then look at the methods you use to successfully coach your 1:1 clients. During the Build Your Online Course challenge, you identified specific things you taught that generated results. Keep expanding on that exercise from Day 2 - Grab Your Best Stuff.
- Another source of coaching topics can be found inside your zone of unconscious competence. This is the place where you do things without even realizing how great you are at them or how you are doing them. For example, you may be a master at meal prep and don't realize how hard it can be for others in the beginning. Look around and spot that knowledge.
- Need more? Okay what are you passionate about? What really fires you up about living healthier or if you're not a health coach, what fires you up about your business? What would you continue to do even if you weren't paid for it?
- And finally, what questions do people ask you the most? There are nuggets in those questions!

Always focus on your clients' pain points and how you solve them. That's what they will pay you for!

9. Once you know what you'll teach, you need to figure out your promise? The easiest way to think about this is where are your clients now, and where will they be at the end of your course if they do everything you say? What does that look like? Clients will hire you because you can get them from Point A to Point Z faster or better than they can get there on their own.

For now, do not get hung up on figuring out each step of the journey, just identify the starting point and the ending point. This is all you need in order to validate your course idea in the next step. We'll come back to my promise in a minute.



10. But first let's make sure you know, exactly who you serve.

- I included the Ideal Client Avatar training link in the workbook and will also add it to The Clubhouse so you can find it quickly. Do not skip this step!
- On Day 3 of the Build Your Online Challenge you created your Unique Positioning Statement. If you haven't written it, now's the time to nail it and write it in your workbook.
- And finally, what makes you different? Why will people hire you instead of the other coaches standing on the corner? Be bold and declare it.

11. Here's my Weigh to Win promise. I help successful women shed the weight that's holding them back so they can play to win in all areas of their lives. My ideal clients come to me for weight loss, but they leave with a whole new confidence, outlook on life, etc. I sell them what they want and give them what they need. Weigh to Win is a personal development course that leads to permanent weight loss.

12. My promise centers around my ideal client who stays up at night saying, "If I'm so smart why can't I lose weight?" With my help they go from there to a place where they heal their pain and lose weight for life!

13. Like I said, my clients come to me for weight loss but leave with so much more. Sally came in, did the inner work, decided to release the harmful memories of the past, and begin to heal. With that came weight loss and she's at her lowest weight in 10 years! I hope Sally's story inspires you to really get your secret sauce out into the world.

14. Remember, you don't need to identify the steps from Point A to Z right now. You only need to identify those two points and what you promise. In Module 3 - Build the Content you'll learn my process for breaking it all down into bite-sized wins that keep your clients in the game. So please don't put any extra pressure on yourself.

15. WooHoo, let's talk about the different types of courses you can create. This is F-U-N. I will describe my three favorites and give you some examples of how I have done each of them. And ... wait for it, there's another surprise and delight coming your way. WooHoo.

Okay, here are the three types of courses we will cover:

- The workshop
- The mini-course and
- The core offering which is more often called your signature program, but that can be intimidating and scary when creating your first course. So let's agree to call it your core



offering, okay?

16. First up is the workshop. This can be...

- a single session or multiple sessions you host live online about a very specific topic.
- It's a great way to introduce yourself as the go-to expert in a certain area.
- And because it's so specific and short, this is the easiest course to create.

17. Here's an example of my Play to Win workshop. This was a 3-part workshop that I hosted three evenings in a row. Each live training was approximately 90 minutes. During this course, I taught my clients how to use my 9-step process to accomplish their goals and feel like a total winner.

It was \$97 and 60 students enrolled. To prepare for the class, I tapped into my "unconscious competence" around goal setting and achievement. Earlier in the year I won a Porsche Cayenne so I looked back at everything I did from beginning to end, and put it into this course.

This unconscious competence earned me almost \$6,000. But that was just the beginning, I later reused and resold it as a self-guided program. Think about what you do on a regular basis that can be packaged up and offered as a workshop.

18. The next type of course you may want to create is a mini-course.

- The mini-course is similar to a workshop with more features and support. For example, my mini-courses include workbooks and a closed FB group.
- These extra features allow your clients to really feel supported and engaged with your community.
- The mini-course takes a bit more time to create and support, but it's still a relatively easy one to get done.

19. Here's an example of my How to Create a Healthy Balance mini-course. I used to have a monthly membership called The Winner's Circle. And each month, I released a new mini-course like this one.

The mini-course included two live trainings that were 60 minutes each, two workbooks, lifetime access, and a FB group.

On this slide you'll see that it has a "pop-up" FB group. That's a group that you open up for a specific purpose such as running a 30-day mini-course, and then archive it when you're done.



Like with workshops, pricing on mini-courses varies. It could \$47, \$97, \$197 ... it depends on the value of the transformation you are providing as well as the amount of access to you in the group.

20. Awww ... my favorite course ... the core offering. Again, this could be called your signature course, but why put so much pressure on yourself out of the gate with such a big name, right?

- This is your complete methodology packaged and designed to replace your 1:1 coaching practice.
- This course guides your clients through an intense transformation process.
- This is the hardest / most time consuming course to create!

Don't let that scare you. The rewards of creating a core offering are endless. Yes, it takes time to prepare all the materials, but it's so worth it.

If you need a reminder of the financial benefits, review the chart from day one of the Build Your Online Course challenge. It really puts it into perspective.

21. This course, Courses Made Easy and my other course, Client Creator Playbook, are my two core offerings. I don't envision a third one at this time (PHEW!) and plan on offering both of these courses several times a year. That means I get rinse and repeat. Ahhhhh... I love the sound of repeating this course after it's fully built.

You know about this course, but I believe it's more helpful for me to show you my core offerings from EatTrainWin.

- Feel Good for Life was my very first course that I launched on October 17, 2014 in honor of my Dad's birthday. It was an 8-week course that began at \$197 and went through a series of price increases until it hit \$997 for the regular level and \$1,797 for the VIP level.

I ran Feel Good for Life for 3.5 years until I just couldn't stand it anymore. Seriously! I was soooooo tired of the content and my philosophies and knowledge had grown exponentially. That's why I decided to create a new course.

- Weigh to Win was launched in March 2018 and I gotta say, it's my best work when it comes to weight loss and permanent behavioral change. It began as an 8-week course and after the first two rounds, we noticed our clients were getting behind in the third round. After polling our clients, we decided to expand it to 90 days. No new information, just more rest weeks which we call Rest & Digest. Feel free to steal that name from me.

WTW is a \$997 course with a \$1,000 upgrade option that included 4-private coaching sessions with me.



When you create your core offerings, the intent should be to run them for 3-5 years. While it feels like a shame to have only run Weigh to Win three times, the work was not wasted because I served my clients in a big way and they got results.

And in late 2020 or early 2021 (that sounds so far away), we will offer a Weigh to Win certification program for health coaches. I'm super excited about it because we will train our health coaches how to teach personal development so their clients will get better results!

22. Who's ready for a Surprise + Delight? [read chat box] Woot woot ... if you're ready, I'm ready. It's one thing to talk about courses, but I think you'll get an even better understanding of how to create a course if you actually get to see it.

So, when we are done here today, I will give you access to the How to Create A Healthy Balance mini-course. That way you can watch the videos, check out the worksheets, and really get a feel for it.

23. Before I open it up to Q+A, let's preview what's coming up in the next module. One of the biggest fears you may have is ... will my course sell? In Module 2 - Validate Your Idea you'll learn about the sweet sales spot that lies at the intersection of your brain, their pain, and the belief.

24. Alright, let me stop sharing my slides in a moment so we can go into Q+A. Okay, slides are off, my video is back, and I'm ready to deliver the A's to your Q's.