



Content Creation Template

Use this template if you want to create your own content – your own program – to use as the foundation for your individual or group coaching. Remember, it's YOU that makes your content unique... Your voice, your words, your stories, your experiences, your personal insights, etc.

When possible and appropriate create your own naming conventions. Example: David Bach created the phrase, "What's your Latte Factor?" to basically say, "Where are you spending money that you could potentially be saving?"

Topic *What is the focus of your coaching?*

Participants *Who are your ideal clients / participants?*

Challenges *What are 3-5 BIG challenges your ideal clients / participants face?*

Outcomes *What will participants be able to do, achieve or experience through your coaching?*

Brainstorm Names *Ways to name: Focus on desired outcome/results, Who the program is for, Use current brand, Create an Acronym*

Steps *Outline 3-7 key steps to overcome the challenges and achieve the desired outcomes.*

For Each Step *Create a framework and use it for each step. This makes content creation much faster and easier. After you create your main framework, all you need to do is “fill-in-the-blanks.” Here are some ideas of things to include. You do NOT need to include all of these. Often times with content creation, less is actually more!*

Definition *What is the step about?*

Benefits *Why is this step important and how do they benefit?*

Story/Example *Share a story or give an example about the step.*

Learning Points *What are the 1-5 key learning points related to this step?*

Powerful Questions *What are 1-3 powerful coaching questions you can ask?*

Quote *Share a quote that relates to the step.*

Assignments *What action items or exercise for this step?*

Resources *What additional tools or resources relate to this step?*