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?