

More Sessions, Less Selling! Module 2 Worksheet:

Use this worksheet with the **More Sessions, Less Selling!** video training provided.

Who is your Program or Bundle for, and what Issue is it designed to address?

 Please write down some different kinds of people you've noticed you enjoy working with, or who you think you would enjoy working with. Examples: Moms, pet owners, women struggling with chronic anxiety, veterans, other healers, people struggling to lose weight, spiritual seekers, people with digestive issues, people with back pain, people struggling with OCD, singles looking for a life partner, etc – no limits here!

2) You may also find it helpful to come at this from a different angle, so please write down some different kinds of issues or problems that you have enjoyed helping people with, and/or that you have had success in resolving for yourself, as part of your own journey.

This might include issues where you have experience, expertise, training, insight, passion, interest but that you haven't yet worked with using your current healing or coaching modality.

- 3) Please look at what you wrote in sections 1 and 2, and see what ideas begin to come to you about what:
 - Who you may want to create this for, and/or
 - What issue or problem your program could be designed to help, and
 - What resources, suggestions, expertise, you could put together, combined with your healing or coaching sessions, that would benefit those people, or people dealing with those issues.

You may find these questions helpful to jumpstart your ideas:

- a. who do you already have resources and suggestions for that would help them?
- b. who could you tell a story to about you, your clients, and/or your work that would be immediately relevant to them?
- c. what issue / problem have you learned a great deal about, either because you had to or because it's just so fascinating to you?
- d. what life skill have you learned that would really help other people if you could guide them to learn it?
- e. What "hidden" expertise do you have that would make a powerful difference for others, combined with your session work?

Please use this as a free brainstorming space for all of it, the Who, the Issues, the possible ideas for what you could include in your program or bundle for any of them, don't censor, just write what you see at this time: (or if you do better with drawing with circles and arrows to brainstorm, feel free to grab a blank piece of paper and use that instead!) 4) Please pick and write down 1 to 3 different potential people and / or topics you are considering for your program

5) Using what you have above, pick at least one of them and try putting it into this statement – and then see how that feels! You can try it out with all of them, or just some, give yourself permission to play with this!

"My program (or bundle) is for	r	who
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