

Easy Breezy

YOUR MINI COURSE TEMPLATE

*This is the Easy Breezy TEMPLATE for **your** 4-week mini course.*

How to use this template:

MAKE A COPY and then add your own content to that version.

The template is divided into four sections which correspond to the four weeks of videos in the course hub. Watch the corresponding videos before filling out your template:

- o **Part One: Conception**
- o **Part Two: Planning**
- o **Part Three: Logistics**
- o **Part Four: Mindset, Marketing and Selling**

EXAMPLES from Easy Breezy are provided. (You can always delete these from your course document if you prefer. *Top tip: keep an extra copy with the examples included so you can go back to them at any time!*)

CONTENTS

Part One: Conception	4
My inner goals and power thoughts	4
Ideas – brainstorming	6
The Spirit, Energetics & Culture of your course	7
Part Two: Planning	9
One simple idea	9
Key points you want to cover – brainstorming	10
The Container	11
Course Contents – week by week	12
Revisit the Spirit, Energetics & Culture of your course	14
Course name	15
In-course offer	15
Upsell	15
Part Three – Logistics	16
When	16
Where	16
Other details	17
Pre-course materials	17
Part Four: Mindset, Marketing and Selling	18
Sales doc (PDF/Google doc/sales page)	18
Socials	25
Emails	26

Fill this page in when you are ready...

- What is the title of your course?
- What is your strapline?

EXAMPLE:

Easy Breezy

The simple and fun way to create your first profitable four week mini-course.

TITLE: (add your title)

Strapline: (add your strapline)

Part One: Conception

My inner goals and power thoughts

□ How am I going to grow as a result of taking this leap of faith?

EXAMPLES:

- *Create something I am proud of that really helps people*
- *Help people to take action and smash through their limitations*
- *Help people make money*
- *Help people change their self-concept*
- *Help people create a piece of work that they are really proud of*
- *Help people develop Entrepreneurial skills and confidence*
- *Build my body of work, build my own confidence, face my own inner limitations.*

Your answer:

□ How will I know if I have been successful in this?

EXAMPLE:

- *I will have created and delivered Easy Breezy!*

Your answer:

□ My Personal Power thoughts

EXAMPLES:

- *My transformation comes from taking action even when I am scared.*
- *Giving this a go, makes me who I want to be.*
- *This is what my courageous self does.*
- *I am the woman that creates fun stuff like this because I got a nudge from the Universe.*
- *There are people out there right now who's lives will change because of this course.*
- *People LOVE to buy from me.*
- *Everything I say helps people say YES.*
- *I am amazing at selling.*
- *I am ALL IN on this idea.*
- *It's already done.*
- *I've got this.*

Your answer:

Ideas – brainstorming

- Note down your thoughts about what problem you could solve, skill you could teach, or topic you could cover.
- Decide on a simple one that lights you up.

The Spirit, Energetics & Culture of your course

❑ What is the *Spirit* of your course?

EXAMPLE:

- *Fun, direct, to the point, no nonsense.*
- *Light, give it a go type attitude.*

Your answer:

❑ What *Energy* do you want to embody and help your participants to embody?

EXAMPLE:

- *Courage/Decisiveness.*
- *I CAN'T get this wrong.*
- *Fun.*
- *Simple.*
- *Done is better than perfect.*
- *Building momentum, confidence and intellectual property.*

Your answer:

□ What *Culture* are you building within the community of your course?

EXAMPLE:

- *Supportive of each other.*
- *No unsolicited advice/coaching.*
- *Holding each other in compassion AND highest vision of their resourcefulness and capability.*

Your answer:

Part Two: Planning

One simple idea

TIPS:

- *Pick one simple thing – one simple problem that you can help people with.*
- *Keep it simple: you have embodied it, you feel strongly about it, you are confident enough on it. You think that other people might want that too.*
- *It's easier for people to say yes to one simple thing, it is tangible which helps with the yes, it creates safety in your buyers' minds, it establishes you as an expert.*

My idea is:

Key points you want to cover – brainstorming

TIPS:

- *You don't have to have it all perfectly mapped out.*
- *Feel into the energy that you want to embody and infuse this container with. E.g. I wanted Money Magic to feel witchy and magical and help people access that part of themselves.*
- *Think about the journey you will take them on over four weeks – what you will cover – map out a skeleton idea. E.g. Money Magic was Activate: Plentitude: Clear: Havingness.*
- *What are the big topics, the key learnings or shifts, the big ideas...OR make a list of everything you want to cover and then put it together!*

My key points are:

The Container

TIPS:

- *What mindset/energetics do you want people to bring? E.g. for Easy Breezy, it's Done is better than Perfect. I am not available for overwhelm. This gets to be FUN.*
- *What boundaries and guidelines do you want in the group? E.g. I have one where there is no unsolicited advice or coaching – if you want coaching clearly ASK for it.*
- *Think about the culture that you want to embody (I allow people to see the real me. I try to over deliver. I try to see everyone as being innately brilliant and able and in their power. I hold a tight space in the Facebook group with clear guidelines.)*

My container includes:

Course Contents – week by week

For each of the 4 weeks of your course, think about:

- what you want the **Content** to be (themes, points, topics)
- and what **Homework/action/integration tasks** you'll offer.

TIP:

- *You can use the table on the next page, draw a mind map, or make a list of your weekly content. (Or whatever works for you.)*

Course Content Planner

	WEEK 1	WEEK 2	WEEK 3	WEEK 4
CONTENT				
HOMEWORK				

Revisit the Spirit, Energetics & Culture of your course

Revisit the mindset/energetics you want to embody and support your people to embody through this program – have they changed in the planning? Do you like the changes?

- What is the *Spirit* of your course?

Your answer:

- What *Energy* do you want to embody and help your participants to embody?

Your answer:

- What *Culture* are you building within the community of your course?

- What are your group *boundaries* and *guidelines*?

Your answer:

Course name

- What do you want to call your course?

Course name:

In-course offer

- Are you selling something else inside the course?

EXAMPLE:

- *In-course offer: One to one for £75 for 45mins*

In-course offer:

Upsell

- Is there something you want to upsell at the end of the course?

EXAMPLE:

- *Money Magic offer: £222*
- *PRICE: £444 – sell two spots and you have paid for your ticket!*
- *Implementation and coaching group mini- program.*

Upsell:

Part Three – Logistics

When

□ When will your course take place?

EXAMPLE:

- *Four Wednesday coaching calls at 6pm UK*
- *Starting Wednesday 29th*

Your answer:

Where

□ Where will your course take place?

EXAMPLE:

- *Hosted in a Facebook group*
- *Pre-recorded mini classes drip fed week by week into the Facebook group.*
- *Live coaching calls on zoom.*
- *A post-course webpage for the materials to live.*

Your answer:

Other details

- Add any other details (including links for ease of reference).

EXAMPLE:

- *Payment via a Kajabi checkout page*
- *Two instalment options*
- *Communication via email and Facebook*

Your answer:

Pre-course materials

- Any materials you need to create before the course starts - NB this is OPTIONAL! You can do a great course with NO pre-course materials!

EXAMPLE:

- *PDF / sales page doc / google doc*
- *Google doc template - This doc*
- *My google doc for inspiration*
https://docs.google.com/document/d/17fqUunxxh_RhUdZY79AVf1iKvI2xJNcag2wbc7dnIOI/edit?usp=sharing
- *Checklist*
- *Connecting to the spirit of your offer activation*

Your answer:

Part Four: Mindset, Marketing and Selling

Sales doc (PDF/Google doc/sales page)

- ☐ What's this course about:

EXAMPLES:

- *Easy Breezy is THE COURSE to help you turn your knowledge and passion into a potent AND profitable mini-course whilst having fun and keeping it super simple.*
- **We love Simple** because over complicating anything puts you into overthinking and inaction. Simple will have you taking action and making money right off the bat.
- **We love Fun** because you are way more likely to follow through with your ideas and downloads if you are having fun AND when you are having fun, your clients are having fun and when your clients are having fun, they are also having breakthroughs.

Your answer (what you tell your clients):

We will take you on an adventure to dive deeply into yourself as you explore aspects of your mind, body, soul and spirit as you build on understand your 'self', build your self-esteem, become more empowered and improve your confidence.

All this and more in a loving space with guided meditation, sound bath and reiki healing, each week focusing on core thoughts and building on self perception, thoughts and change, feelings and self value and coming into your power.

□ What's brilliant about this course:

EXAMPLES:

- **Four-week courses are MAGICAL and PROFITABLE.**
- *Here are three reasons that you should build a four-week mini-course no matter where you are in your business (or your life!!)*
- *Four weeks is the perfect amount of time for you AND for your clients - it's short enough that everyone stays engaged and focused (and gets amazing results/has an amazing experience) and it is long enough that they feel a tangible transformation. Plus, at the end of four weeks your clients won't want it to end and will be itching for more!*
- *A four-week mini-course allows you to showcase your work in a short and simple way that has clients eager to want to invest more money with you. You become the authority on this subject and you build your own confidence and your 'body of work' as a result.*
- *A four-week mini-course at a no-brainer price point makes it really easy for your clients to say yes to you and will even have complete strangers jumping at the chance to work with you. It gives you a great opportunity to wow people and lead on to one-to-one work or a bigger course or even a membership or some other offer. And if you don't have an onward offer, it builds your mailing list of people.*
- *By the end of the four weeks, you will have: Come up with your course content; decided what one simple problem you will help your clients with; given your course a name; mapped out a skeleton of contents for each week; created selling points and marketing materials; organised all the logistics for how to deliver*
- *Four-week courses are MAGICAL - they are easy to deliver when you are nervous or busy, they are easy for your clients to say yes to because they are short and affordable.*
- *They are SO transformative for you and for your clients.*

Your answer (what you tell your clients):

An opportunity for you to rest, be nurtured and loved - starting with you!

Take time out of your busy lives, leave all behind and take time to be you, work on concentrating on yourself and putting 'you' front and centre. Taking the advice we often give others and taking it for ourselves.

Taking a moment to be the centre of your own universe (for a short while) opening possibilities as you move towards your true self and align thoughts, feelings, actions.

Course will help you feeding and nurture your self/soul/kindness/love and work towards accepting your true value. This will build up your self-esteem, self-worth, self-love and self-care.

How? We will work together to give you your own tool kit which will be developed over the course and will include affirmations, journal prompts, a 'self-care' box.... Alongside building emotional resilience to navigate the world you move in.

Who this course is for:

EXAMPLES:

- *Whatever stage of business you are in, a four-week mini-course priced around £100 is something that will enhance your business and your confidence.*
- *Easy Breezy is for you if:*
 - *You have never launched a course before but you fancy giving it a go.*
 - *You want to create an online OR an in-person course*
 - *You have launched courses before but it felt heavy and complicated and you didn't have any fun.*
 - *You have NO CLUE where to start and the whole process seems daunting and complicated*
 - *You know exactly what to do but you want to be in a super fun container full of like-minded business owners building something in community and you want to be reminded of your magic.*
 - *You fancy a fun challenge which creates a course at the end that you can sell as an evergreen product.*
 - *You are ready to build a body of work around your expertise.*

Your answer (what you tell your clients):

You!!!

Are you feeling disconnected, a little lost, would like refocusing a (seasonal) reset, in need of reflection, are you out of balance - giving more to others and not taking time for yourself? Step off the world and re-energise, take your power back - Just be you with us. Build your own tool kit to make better choices and take control.

□ How this will impact your life:

EXAMPLES:

- *Here's the rub - I am known for selling one thing and then massively over delivering within that container! (not a bad reputation to have!)*
- *So, on one level you will finish Easy Breezy having created a market-ready, four-week, mini-course so all you have to do is start selling it and watch the payments come rolling in and you will know how to do this ON REPEAT for any topic that you like! Plus, you will know how to do it without investing loads of time and money.*
- *AND by gaining these skills you will also have built solid, money making, entrepreneurial skills like decisiveness so you don't waste time making decisions, courage and confidence to try things out and know you won't die if they don't work, strategies to deal with imposter syndrome and fear of failure.*
- *You will have started to build a body of work that supports your clients and can be sold again and again.*

Your answer (what you tell your clients):

Develop a deeper understanding of how you move in the world, holding space for yourself as you meet your own needs to explore and recognise what is right for you in your individual uniqueness.

- ☐ What we cover in this course:

EXAMPLES:

Part one:

- *I'll take you through why I created my first four-week course*
- *Why they work*
- *What you will get out of them - both externally and internally*
- *What we will cover in the course.*
- *Explain the sections in the google docs template.*

Part two:

- *Picking one simple problem to solve or topic to cover*
- *Planning the content*
- *Planning the container*
- *The name, upselling*

Part three:

- *How to not get bogged down in the details*
- *Things you will need to decide*
- *Marketing materials*

Part four:

- *Progress over perfection*
- *Things to think about to help keep your marketing light and engaging*
- *Selling practices, e.g. timeframes, goals, content, frequency*

Your answer (what you tell your clients):

- [OPTIONAL: if you are giving bonuses] Plus these super-duper BONUS RESOURCES:

EXAMPLES:

A simple 'fill in the blank' google doc

- *This bonus is genius because it will take all of the guesswork out for you. You just open the doc and fill in the sections as we go through the mini-course! You can also use this doc again and again anytime you want to create something.*

A tick box checklist of action items

- *I love this bonus because it will keep you organised at a glance. No missing anything, no forgetting anything, no writing endless to do lists.*

A copy of my 'Easy Breezy' google doc

- *Wanna see behind the scenes? Well, I wanna show you everything. This bonus gives you access to the actual google doc I have created for 'Easy Breezy' so you can see how what you are learning is applied in reality. It's going to inspire you and give you confidence that you can do it too.*

Bonus Ask us anything class

- *This bonus class is your opportunity to bring me and Mark ANY questions you have and we will do our best to help you. Not sure how to set up a payment link? We got you. Not sure how to create a DPF - we got you!*

Your answer (what you tell your clients):

□ Logistics and price:

EXAMPLES:

When:

- *We start at 6pm UK - 29th November and run through to 20th December.*

Where and How:

- *Hosted in a private Facebook group.*
- *Pre-recorded mini classes drip fed week by week into the Facebook group.*
- *Live coaching calls on zoom.*
- *Ongoing replay access via a post course webpage for the materials to live.*
- *Communication via email and Facebook.*

Price:

- *(e.g.) £97*

Payment links:

- *CLICK HERE TO PAY IN FULL*
- *or CLICK HERE FOR 2 Instalments*

Your answer (what you tell your clients):

Socials

- Use this part of the template for your social media posts so you can easily find them and re-post in future rounds of your course.
- Create a cut and paste social post with ALL the details clearly stated.
- Tell them how to sign up.

EXAMPLES:

- *Easy Breezy is a four-week mini-course to help you turn your knowledge and passion into a profitable mini-course whilst having fun and keeping it super simple.*
- *We start Wednesday 29th Nov at 6pm UK*
- *Four weeks:*
 - *Short, pre-recorded classes*
 - *Weekly live coaching*
 - *'Fill in the blank' templates*
 - *A checklist*
 - *A step-by-step guide on how to create simple and profitable four week mini-courses*
- *All for £97!!!*
- *Sign up using the link in my bio/the comments*

Your answer:

Emails


- Create your post (sign up email)

EXAMPLE:

[Subject Line]: Start channelling those ideas cos you are about to create MAGIC.

Congratulations [NAME] for saying yes to creating a potent and profitable four week mini-course!

[Include logistics and details]

 The magic starts on the 29th November at 6pm on Zoom.


This is the link (it will stay the same every week):

- o Join Zoom Meeting

<https://us02web.zoom.us/j/89688482411?pwd=bGZtZXpvaVM3RXlPTWRralgybEpDdz09>

- o Meeting ID: 896 8848 2411

- o Passcode: 070673

 I will send you an email with a link to the private Facebook group before the start of the course. In the meantime, here are some journaling prompts to get your creative juices flowing:

✨ If creating a course goes even better than I could ever imagine, what would I have learnt?

✨ How would I feel?

✨ What else becomes possible for me?

Any questions in the meantime, drop me an email rachel@rachelsmithbone.co.uk

Lots and lots of love

R

Write your (as applicable):

- o Sales Emails
- o Reminder Emails:

EXAMPLE:

Title:

Reminder email for Live Call One - 31st Jan 2024 at 6pm UK

Hi!

Here is your reminder that the live call will start at 6pm UK

Here is the Zoom link.

Join Zoom Meeting

<https://us02web.zoom.us/j/89688482411...>

Meeting ID: 896 8848 2411

Passcode: 070673

If you haven't joined the facebook group yet, join it here.

<https://www.facebook.com/groups/easybreezyjan24/>

See you later!!

Love R

- Replay Emails
- Post Course Sales Emails
- Add your emails here:

Post Launch Growth Evaluation:

After your launch has finished, spend some time documenting your launch. This serves two main purposes; it helps your brain understand that YOU created the result that you got. This builds confidence and helps you to take ownership of your success which in turn helps to build your belief that you are capable; the second thing is that it gives you valuable information for the next time you run your mini-course so that you don't run the risk of forgetting.

1. Record your launch in numbers:

How long did you sell for?

How many posts/emails etc did you share?

How many people joined in total?

How many paid full price?

How many paid on the instalment plan?

Where did your buyers come from? (e.g friends, social media, email list, facebook groups)

2. What thoughts were most helpful during your launch?

3. What are you proud of?

4. What did you learn?

5. What would you do differently or like to try next time?

6. Anything else you want to remember or reflect upon about this launch?

Testimonials: