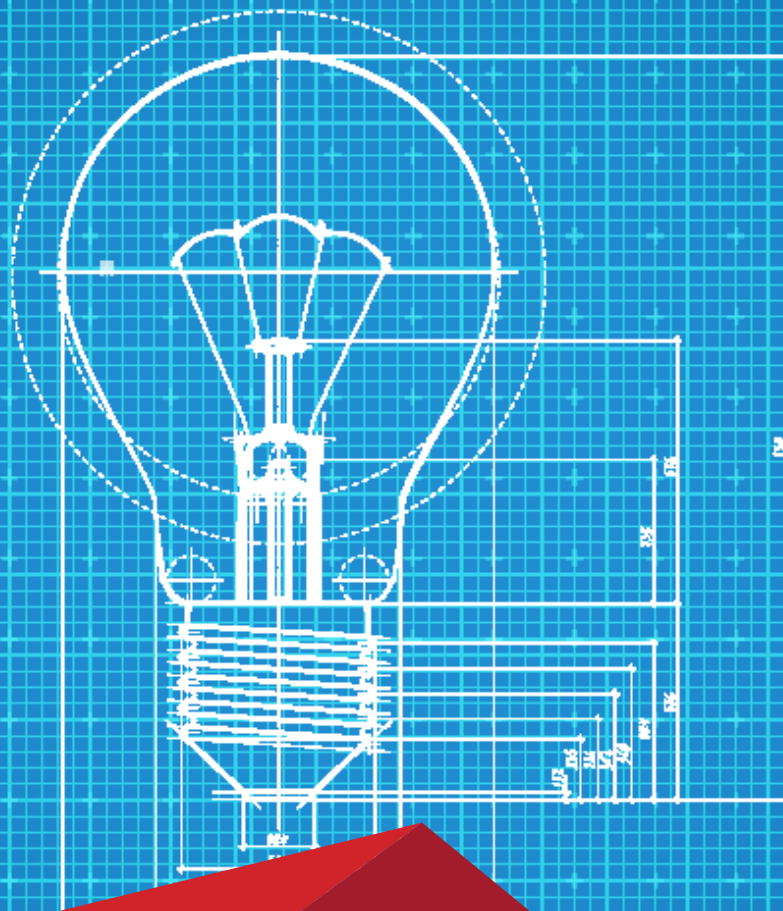




MEMBERSHIP MULTIPLIERS **COURSE CREATION** **B L U E P R I N T**

MEMBERSHIP MULTIPLIERS
BY SCOTT WHITAKER



STEP 1 What is the subject of your course?

STEP 2 Who is your audience?

STEP 3 What problem are you solving?

STEP 4 What is your promise? How will you solve that problem?

STEP 5

What are they feeling
BEFORE your course?

STEP 6

What are they feeling
AFTER your course?

STEP 7

What are 4-5 steps that will get them success?

1.

2.

3.

4.

5.

STEP 8

What are 3-4 lessons under each of those steps?

1-A

B

C

D

E

2-A

B

C

D

E

STEP 8

What are 3-4 lessons under each of those steps?

3-A

B

C

D

E

4-A

B

C

D

E

STEP 8

What are 3-4 lessons under each of those steps?

5-A

B

C

D

E

STEP 9

What's the outcome of each lesson?

STEP 10

Name your course?



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