



# Million Dollar Program Workbook

## Step 1: Find Your 6-Figure Problem

*Circle one of the 4 Reasons People Buy which will become your **main** focus (though perhaps not your only one).*

**MAKE MONEY**

**SAVE MONEY**

**STAY OUT OF JAIL**

**HAVE A BETTER LIFE**

*Identify the value you provide and describe the ideal audience that will value that contribution the most.*

I help my ideal client \_\_\_\_\_

Clients most likely to value what I do might look like: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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*Finalize your 6-Figure Problem*

The 6-Figure Problem I solve is: \_\_\_\_\_  
\_\_\_\_\_

My ideal client would pay: \_\_\_\_\_

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## Step 2: Define Your Stages

*Identify the 3 to 5 steps needed to get your client from their starting point to the desired outcome. Think through each step by asking the question "what next?" Make sure you do not use fewer than 3 or more than 5 steps. If you think you need more or less, redesign the stages or redefine your outcome.*

Stages
1.
2.
3.
4.
5.

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## Step 3: Million-Dollar Stage Design

*In each box, copy the stage description and decide on the 3 components of stage design: What does this stage involve? (What) How do you know you're done? (How) And What do you have when you're done? (Why)*

### Stage 1

**Description**

**What does this stage involve?**

**How do you know you're done?**

**What do you have when you're done?**

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## Stage 2

**Description**

**What does this stage involve?**

**How do you know you're done?**

**What do you have when you're done?**

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## Stage 3

**Description**

**What does this stage involve?**

**How do you know you're done?**

**What do you have when you're done?**

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## Stage 4 (if needed)

**Description**

**What does this stage involve?**

**How do you know you're done?**

**What do you have when you're done?**

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## Stage 5 (if needed)

**Description**

**What does this stage involve?**

**How do you know you're done?**

**What do you have when you're done?**



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## Step 4: SAM for Each Stage

*Copy your chosen stages from Step 1. Choose which of the three SAM offerings you will need for each stage in order to complete it. Will it need skill transfer, accountability, mentorship, or a combination of them? Put a check in each box you think is needed.*

Stages	Skills	Accountability	Mentorship
1.			
2.			
3.			
4.			
5.			

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## Step 5: Building Block Matching

*Copy your chosen stages from Step 1. Put a circle in each of the SAM columns correlating with what you decided in Step 4. Choose the building blocks for each of the stages and put an X through each SAM column associated with the building block. Continue adding building blocks to each stage until all the circles and X'ed out.*

Stages	S	A	M	Building Blocks
1.				
2.				
3.				
4.				
5.				

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## Step 6: Stage Delivery

*Copy your chosen stages from Step 1. Describe how you will deliver each stage of your program. Explain how you will implement the building blocks you will use and the logistics & timing for each.*

Stages	How Will Your Deliver? (which building blocks will you use)
1.	
2.	
3.	
4.	
5.	

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## SUMMARY

Title of your program: \_\_\_\_\_

The 6-Figure Problem I solve: \_\_\_\_\_

\_\_\_\_\_

The ideal client looks like: \_\_\_\_\_

\_\_\_\_\_

My 3 – 5 stages (title them):

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

Price of my program: \_\_\_\_\_