

Program Delivery Guide Worksheet

How are you going to deliver your program, product or service?

Circle one:

In a group seminar/retreat

In a group using a conference line

One-on-one

How long will it take?

What costs are involved?

Location:

Materials:

Food/drinks:

Other:

How will you let people know about it:

Social media:

TV:

Radio:

Networking event:

Other:

How many people do you expect to be there:

When are you starting?

What will clients expect to achieve or receive?

What problems are you helping them solve?

What future opportunities will they have to work with you?

What will you charge per person?

How much can you expect to make per person after event/product/service expenses?

Program/Product/Service Feedback

What went well?

What can you improve for your 2nd coat?

What did your clients like?

What testimonials did you get from your clients?

When is your next group program or service going to start?

How can you take what worked best and build on it to improve it the second time?

Other notes for future planning or reflection: