

BEYOND ONE-ON-ONE BOOTCAMP

Day 1 Workbook

Design Your One-to-Many Business

A strong signature program starts with the right transformation.

Today, you'll choose what result you want to help people achieve, who you want to help, and how it could fit into the business you want to build.

Louise Henry



Braindump every result you've helped clients achieve.

Think about the problems people consistently come to you for, and the transformations you help them achieve. Don't filter yet – just get it all down. We'll narrow it down after.

Choosing Your Signature Program

Look for something that checks these three boxes.

1. It's something you genuinely enjoy helping people with.
2. You can demonstrate a clear ROI.
3. It's a highly desirable outcome — it's very important to your ideal client that they solve this.

WHICH RESULT FROM YOUR BRAINDUMP CHECKS ALL THREE?

Get Clear On Your Ideal Client

Who are they?

What are they struggling with?

What level are they currently at?

Map Out Your Transformation

POINT A

Where someone is today



POINT B

Where you help them get to

COMPLETE THIS SENTENCE

I help

IDEAL CLIENT

learn

WHAT YOU TEACH

so that they can

without

RESULT

WHAT THEY DON'T HAVE TO DO

E.g. I help busy professionals learn a simple system for managing their money so that they can build long-term wealth without spending hours on complicated spreadsheets.

Design Your Dream Business

Imagine it's one year from today... how would you love your business to look?

Client Work	Online Program
Number of clients: _____	Revenue goal: _____
Revenue: _____	Program price: _____
	Students needed: _____

IF YOUR SIGNATURE PROGRAM WAS...

PROGRAM PRICE	STUDENTS NEEDED FOR \$100,000
\$500	200
\$1,000	100
\$2,000	50

Remember: you're not just limited to pricing based on the value of the result — these elements can command a higher price point:

- Human support
- AI tools
- Live coaching

We'll finalise your price tomorrow — for now, just work out these numbers and start thinking about where you'd like to land.



IMAGINE IT'S ONE YEAR FROM TODAY...

**Your signature program is live.
You're enrolling new students every
month. What has changed?**

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