

BEYOND ONE-ON-ONE BOOTCAMP

Day 2 Workbook

Design Your Signature Program

You don't have to stare at a blank page trying to figure out what goes in your program.

Use what you already know – and AI – to organize your expertise into a clear outline and confidently choose your price.

Louise Henry



Gather your materials.

You're probably not starting from scratch. Check off what you already have — all of it can become the foundation of your program.

- ☐ Documents you've made for yourself
- ☐ Checklists or processes you follow
- ☐ Notes you've taken over the years
- ☐ Emails you've written to answer questions
- ☐ Client deliverables you've created
- ☐ Videos or trainings you've already recorded
- ☐ ChatGPT/Claude conversations where you've explained your process

AI PROMPT — ORGANIZE YOUR MATERIALS

Review everything I've uploaded. What themes do you notice? What process am I already teaching? What frameworks or repeatable methods appear throughout these documents? Summarize the biggest takeaways.

YOUR LEARNINGS

Build the journey.

What else would someone need to know to get from Point A to Point B?



Brain dump — don't worry about the order yet.

AI PROMPT — STRUCTURE THE BRAINSTORM

I've brainstormed everything someone needs to know to go from Point A to Point B. Please group these ideas into logical modules, suggest module names, put them into the best learning order, and remove anything that isn't essential to achieving the transformation.

Your outline.

Pick your delivery methods.

What would your dream program include?

- ☐ Video lessons
- ☐ AI prompts & custom tools
- ☐ Community
- ☐ Worksheets & workbooks
- ☐ Templates & checklists
- ☐ Coaching / Q&A

Price your program.

All three together set the price.

1.

The size of the transformation

A smaller piece, or the whole picture?

2.

The value of the outcome

Money made? Time saved? How life-changing?

3.

The deliverables

How much support and access to you is included?

Once you have a number, check it against the alternatives.

What would it cost them to get this same result another way — one-on-one sessions, hiring someone, or figuring it out alone?

THE ALTERNATIVE

What it is _____

Cost \$ _____

YOUR PROGRAM

What it is _____

Price \$ _____

This is how you can feel really good about your price and position your signature program as a steal!

Now calculate your numbers.

Program price: \$ _____

Annual income goal: \$ _____

Students needed: _____

Students needed per month: _____

There's no perfect price. You can always start lower, and raise it over time.

Louise Henny