



THE 9-STEP BLUEPRINT TO **CREATE A TRANSFORMATIONAL ONLINE COURSE**

MASTERCLASS WORKBOOK
WITH JASON GOLDBERG

WELCOME TO YOUR MASTERCLASS WORKBOOK

5 Tips to Get the Most Out of This Masterclass

1. Print this guide before the Masterclass so you can take notes as you listen. You can also download and type directly in the guide to save paper. It is editable.
2. Review the contents of this guide before the Masterclass so you know what to expect, and you can best set aside private time before, during, and after the Masterclass to complete the activities.
3. Think of how you can quickly implement the secrets revealed in this session to rapidly change your life.
4. During the Masterclass, use the dedicated space on the right side to write down ALL interesting new ideas and inspirations you get while listening - that way you won't lose the most relevant information to you.
5. Continue reviewing your workbook and notes to process your lessons at a deeper level. Insights may spur during revision.

“Don’t let self-help become shelf-help”

-Jason Goldberg

WHAT TO EXPECT

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- Set your intentions before the masterclass

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- Craft your unforgettable message after the Masterclass.

5. REFLECTION

- Create awareness by asking yourself powerful questions.

7. TESTIMONIALS & STUDENT STORIES

- Read what people are saying about Jason's Program.

1. PRE-MASTERCLASS EXERCISE

Start with Intention

Set your positive intentions, observe your current state and write those here. How do you currently feel? What are your intentions for joining this Masterclass? What do you hope to leave with?

“Are you ready to play your way to prosperity?”

-Jason Goldberg

PART 2 THE 9-STEP BLUEPRINT TO CREATE TRANSFORMATIONS

Follow along the Masterclass and fill in the blanks. Pause the video to write your answers or take notes. But pay attention, because you can't rewind!

STEP 1: Clarity & Mindset

Start seeing yourself as a _____ as much as you see yourself as a coach. The mindset of these two are very _____. Clarity that we are talking about is _____. You will feel more _____ when you create this course.

Why I want to create a course:

STEP 2: The Business Model

Focus on _____ before content.

Where does a course fit into your business model? Why are you building a course in the business sense? Are you building it for lead generation or revenue or impact?

STEP 3: The Who

Who is about figuring out _____

It's important for you to figure out _____

Identify the _____ points of people. To do this, you can look at _____ pain points.

Who would have a high likelihood of success when working with you? Who is this course for?

STEP 4: The Style

What can be the defining style of your program.

There are many different ways you can create a course.

You can create a _____ program.

A mini-course is to practice and get _____ and

_____ something out there. You can upgrade to a proper course later.

You can present your course over _____, over

_____ or over _____.

STEP 5: The What

The number one place Jason looked at when thinking about what to teach was his own _____ and his own _____.

Jason always thought he had to be serious to be successful. In his life he managed to break out of that and noticed this transformation allowed him to understand the pain points of his clients and teach them to get out of it.

STEP 6: Production & Publishing

Recording, producing and editing a course may sound very complicated at first but here's the thing: Jason's signature course Playful Prosperity, responsible for multiple 6-figures in his business was :

- *Filmed on his laptop's webcam,*
- *Edited by him*
- *Was uploaded to a learning management system by him,*

He's not a professional videographer, not a publisher, he did it himself and that's possible for everyone.

STEP 7: Engagement

This is the element that will make your course transformational. The more engagement you have with your students, the more _____ they will experience & greater _____ they and you will have as a result of this course.

2 Elements Jason used are:

- Facebook community
- Live group coaching calls

STEP 8: Enrolment

When it comes to enrolment there are two sides of the coin.

There's a more _____ and a more _____ way to enrol. Both are really effective. A more passive way is to simply share _____.

Active way is _____ out and _____ Invite people.

Here you want to reach out to those people because you know that your course is gonna benefit them.

STEP 9: Up-serving

Up-serve is all about asking: How else can I _____ people?

Write down your ideas on how you can up-serve your students

PART 3 : EXERCISES

Try these exercises Jason revealed in the Masterclass and put things into practice now.

Find 3 people and ask them to hold you accountable

1: _____

2: _____

3: _____

The Moonwalk Exercise

What is the transformation people should have as a result of your course?

What would somebody need to know, do or believe in order to get this result?

Keep asking question no.2 until you have all your modules together.

PART 4: REFLECTION

The right questions can spur your unconscious mind to feed you the right answers. So ask yourself... (Use an extra piece of paper if you need to).

1. Go back through your notes and reflect on the 9 step-blueprint you've just created for yourself. What are your main takeaways? Summarise your learnings here.
2. What would it feel like when you have your own transformational course ready out there in the world and your tribe can't wait to get started with it?
3. What were you not 100% sure of? What are the steps in which you'll need to go deeper and learn more about. List them up here?
4. What is the one thing you can do right now to demonstrate you are dedicated to create your first transformational online program?

THANK YOU for joining today's Masterclass!



To implement what you've just learned and create your own program in just 5 weeks click here <http://go.evercoach.com/ctquest> for info on Jason's remarkable quest on creating transformations. At the end of the webinar the price will be reduced as a thank you for webinar participants!

PART 6: TESTIMONIALS & STUDENT STORIES ABOUT JASON'S PROGRAM

"I highly recommend Creating Transformations to anyone looking to create their own course or program."



One of the greatest outcomes that I've experienced from being a part of the Creating Transformations program, is a powerful shift in perspective. Specifically, a shift in my perspective towards coaching and the way in which I approach helping my clients achieve their desired goals. Jason Goldberg is a masterful coach and provided so much value in his videos and trainings. And Toma, our tribe leader, helped to make the course feel like a community working towards a common goal. Together, they made the entire experience feel so positive, exciting and meaningful. I highly recommend Creating Transformations to anyone looking to create their own course or

-Jennifer Winsor

"I went from 'zero' to 'active course on teachable' in the span of about a month."



The biggest success that I have seen as a result of doing the Creating Transformations course, is that I went from 'zero' to 'active course on teachable' in the span of about a month. And it was thanks to the Facebook group and the encouragement from everybody to have things done in time for the calls. And the accountability got from learning something and having it nice in theory to actually making it a reality.

-Lynn Marie Morski

"I am so loving Creating Transformations!"



I am so loving Creating Transformations! lots of introspection and shifts. Thank you Jason for the hacks and incredible tools.

-Ghada Bitar Khalifeh

"The course gave me multiple transformations."



The course gave me multiple transformations. I got clarity on my service stack. I realised I can be me and have fun with work. I created a programme instead of a course. For now. As I'll build up the course ideas in the next year or two.

-Martyn Sibley

"I used to struggle a lot, but now the focus of each topic is more clear."



I love you all. This is the best course I've ever taken. I know exactly what I need to be doing. And I'll do it. I just relate to so many of you.

Content has been flowing since starting this course. I used to struggle a lot, but now the focus of each topic is more clear.

-Elissa Couch