

HTO: THE PROBLEM YOU SOLVE

1.

2.

3.

4.

5.

6.



HTO: HOW YOU SOLVE IT

COACHING

- One to one (private coaching)
- One to many (group coaching)
- One to few (small group coaching)
- Other

FULFILLMENT EVENTS

- VIP Day/s
- Mastermind (Hot Seats)
- Retreats (Immersion)
- Implementation Day/s (Get it done)
- Other

ACCOUNTABILITY

- Checklists (self-guided)
- Check-in Calls (Guided)
- Accountability Partners (group guided)
- Other

TROUBLESHOOTING

- Laser Coaching (Hot Seats)
- Debriefs (Get Challenges Fixed)
- Q&A Calls (Get your questions answered)
- Other

ADDITIONAL SUPPORT

- Online Community
- Curated Resources

What People Buy: ACE

Accountability, Community, Enhanced Opportunity

How They Succeed: RIM

Repetition, Immersion, Modeling Proven Practices



MY HTO

DELIVERABLE (WHAT)	PLATFORM (HOW)	FACULTY (WHO)	RHYTHM (WHEN)

