

# Module Two:

## *Structuring for Profit*

Worksheet:  
❖ Core Product

## Creating Your Core Product

Your Core Product sets the foundation for your business. It is created for your ideal client and designed to bring them the transformation they need. It is priced to allow you to generate the income you need in order to make your client's results your top priority. The purpose of all other products in your eco-system is selling this product.

Your answers to the following questions will start to form your core package.

**Imagine you have just completed a transformation program with your ideal client and you've requested a testimonial, what would the perfect testimonial say?** (Note this is not gathering existing testimonials, this is about creating the ideal testimonial you'd love a client to say)

**For your client to achieve this result, what steps do you need to take your take?**

**What is the minimum time you will need to complete this work with them?** (or members of your team. Identify who and how much time.)

**How much is this transformation worth to your ideal client?**

You should now be beginning to form a clear idea of what your product will entail.