

Week Two Video #1

"Create Anything Framework"

Summary

By now, you're ready to start creating things: products to sale, webinars, speeches, etc. But have you ever wondered what to actually say?

In this video, I teach my famous "Create Anything Framework." It gives you a basic outline to follow as you begin thinking about your content creation. It's not a must-follow outline - it just helps you figure out how to start and what to think about saying. So, yes, feel free to add or delete anything you want. There are no rules. This outline just makes sure you don't miss anything.

Here's the Framework:

1. Here's who I am and what I do...
2. Have you ever had any of these challenges...
3. Me too - here's my story of struggle...
4. Here's my story of finding the solution...
5. Here's my and my students results...
6. Here's the old world vs. the new world (myths/trends)
7. Here's the solution (step-by-step system in a framework)
8. Here's the most common mistakes (do's and don'ts)
9. Here's the first thing to do once you finish my program

If you are using the outline for a product you are selling, you'll spend most of your time on point #7—which is where you teach your step-by-step process or advice. That bullet point could be the bulk of your online course. For example, points 1-6 could be your first video in your course, but point #7 could take multiple videos, one for each step in your process.

For example, I might teach a framework for succeeding in the expert space and each step is Position, Package, Promote, and Partner. Well, there's four topics there, and each could be a separate video in the course, even a separate week of the course. Then, the last video in the course would cover points 8-9 above.

Your job is to maintain your energy level and enthusiasm in each point of the framework and throughout the entire product or presentation. Always remember to cheer on your students in each video. Honor, thank and celebrate your students for continuing their education, just like I always do. (Yes, I'm proud of you!)

If any of this feels overwhelming, it's *okay*. Just keep watching each video as we go. You have access to this for *life*. You'll learn more and more, and become even more comfortable with each lesson and activity. You're on your way, Expert!

- Brendon

Week Two: Video #1
The Create Anything Worksheet

Below are nine points to consider teaching when outlining your product. These are just starter points. This can be the outline for anything, but if it is for a product that you are selling, you'll spend most of your time on point #7—which is where you teach the most.

Remember, this is teaching from your perspective, so there are *no right or wrong ways to teach*. Just begin! Make your outline! Teach! You're ready!

1. Here's who I am and what I do...

[Simply introduce yourself here, and how you help people. You don't need to go into a big long story here. For example, Brendon might simply say, "Hi, I'm Brendon Burchard, author of so-so book and Founder of so-so program. I help people learn X topic so that they can have Y benefit."]

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2. Have you ever had any of these challenges?

[This is where you take the customer's perspective and discuss the problems and challenges they face in succeeding in the topic area you are going to be teaching.]

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The Create Anything Worksheet, page 2

3. Me too. Here's my story of struggle...
- [Share the struggles you've been through that relate to the topic you are teaching. So, if you're teaching personal development, share a personal struggle you've had in finding your path and motivation in life. If business, share how hard it was when you began. Just be authentic and don't feel like you have to share your entire life story. Just share some vignettes that are relevant to your topic, some moments in time that were difficult.]

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4. Here's my story of finding the solution...
- [Now share how you overcame your struggles. You don't have to be perfect—it's okay if you still struggle with the same things. But do talk about the journey you went on to improve your life or business. Did you read books, go to seminars, have a breakthrough, learn a lesson from a mentor, discover a secret to going faster? What helped you improve?]

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5. Here's my results and the results my students have gotten...
[This is where you share the successes you've had after you went on your journey to solve your problems. It doesn't have to be about having fame and riches. It can be simple stories of how your life changed in positive ways, and how others have changed too. You don't have to share specific numbers or data—this isn't about setting an expectation that your customers can have the exact same result (that's illegal to promise). This is about sharing how your life transformed and how your students, if any, have improved their lives too.]

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6. Here's the old world vs. new world...
[So how did you used to think things work, before your success, and how do they *really* work? What are the myths or trends in your industry and what's the reality today? By exposing myths or bad thinking in your topic area, you position yourself as an expert with perspective.]

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8. Here's the most common mistakes (do's and don't's)
[What should your students avoid doing or make sure they do when they start moving forward?]

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9. Here's the first thing to do once you finish my program...
[Imagine you're ending your product or presentation and you get just a few more minutes to give the audience your marching orders. What do you want them to go out in the world and do first? Why should they be excited and what's the next step for them now?]

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