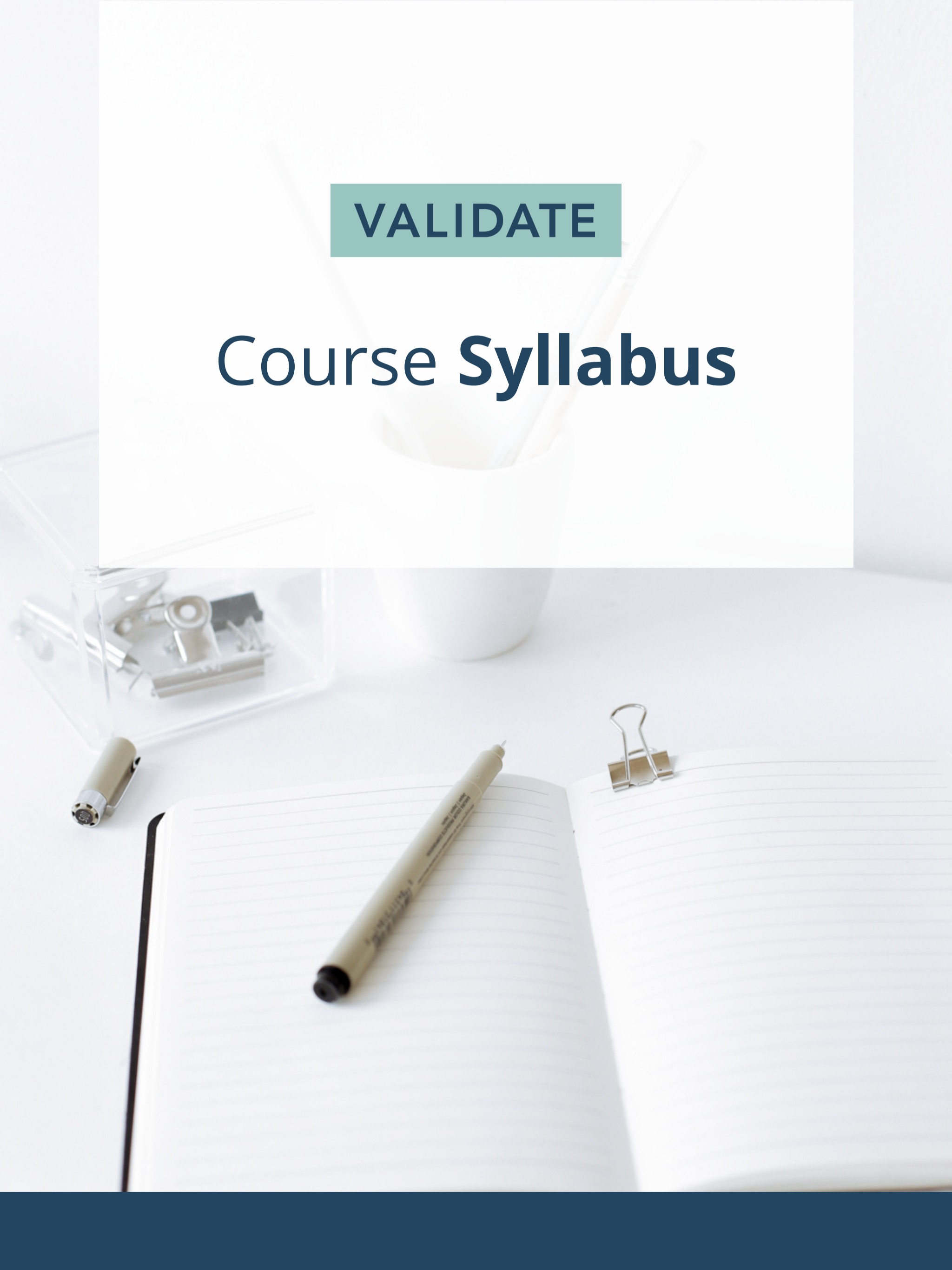


VALIDATE

Course **Syllabus**





Course **Syllabus**

Week One: **The Foundation**

- ▶ The Most Important Money You'll Ever Earn
- ▶ Essential Mindset
- ▶ Here's the Plan
- ▶ Choose an Idea (One!) to Validate
- ▶ Your Product's PTR

Week Two: **Market Research**

- ▶ Market Research: DMO Sessions

Course **Syllabus**

Week Three: **Developing Your Marketing Message**

- ▶ Expanding Your PTR

Week Four: **Crafting Your Signature Offer**

- ▶ Create Your Signature Method
- ▶ How to Price Your Product with Sales Psychology
- ▶ Design Your Beta Product

Week Five: **Set Up Shop**

- ▶ Create Your Beta Product
- ▶ Setup Your Beta Offer for Purchase

Course **Syllabus**

Week Six: **Testing Your Idea**

- ▶ Your Target Beta Goal
- ▶ Beta Campaign
- ▶ What if you don't hit your target?

Week Seven: **Product Delivery**

- ▶ Delivering Your Product
- ▶ Gathering Testimonials & Case Studies

Week Eight: **Questions & Answers**

- ▶ What's next?