



MINI COURSE

heatherlbunch.com

Video 1



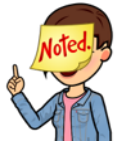
STEPS 1 & 2



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Empathy Exercise

*NOTE: Need more room to write?
Print as many of page 22 as you need.*



Who do they run into? _____

What are they experiencing through the day? _____

What are the challenges they face? _____

How do they face them? _____

How does this make them feel? _____

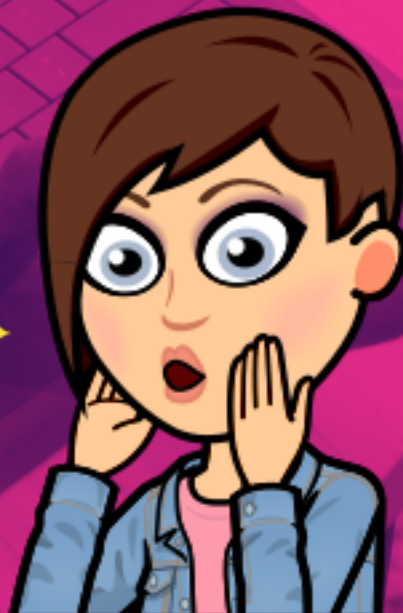
What do they dream about? _____

Are they achieving any of those dreams? _____

How does that experience make you feel? _____

Video 2

STEP 3

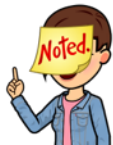


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Part 1: Pick the **proposition** you will be focusing on?

Why (persuading)



NOTE: Remember to only pick one.

How (enabling)

→ Creating a **why proposition**

Then continue to pages 8 & 10

Every

_____ (your target audience)



Should

_____ (your proposition developed from your central theme)

Example: Every woman of faith should create a life plan.

→ Creating a **how proposition**

Then continue to pages 9 & 11

Every

_____ (your target audience)



Can

_____ (your proposition developed from your central theme)

Example: Every woman of faith can create a life plan.

Part 2: **Interrogate** the proposition



Interrogating a **why proposition**

Every

 (your target audience)

Should

 (your proposition developed from your central theme)

Why should every

_____ ?
 (your target audience and your proposition)

Example: Why should every woman of faith create a life plan.

Part 3: Your answer

Then continue to page 10



Part 2: **Interrogate** the proposition

Interrogating a **how proposition**

Every

 (your target audience)

Can

 (your proposition developed from your central theme)

How can every

_____ ?
 (your target audience and your proposition)

Example: How can every woman of faith create a life plan.

Part 3: Your answer

Then continue to page 11



Part 4: Pick a **key word** for your **why proposition**

- Steps
- Actions
- Habits
- Skills
- Techniques
- Pillars

other _____

Adding a **key word** to your **why proposition**

Every _____
(your target audience)

Can _____
(your proposition developed from your central theme)

Because of _____
(add your key word)

Example: Every woman of faith can create a life plan because of these three reasons.



Part 4: Pick a **key word** for your **how proposition**

- Steps
- Actions
- Habits
- Skills
- Techniques
- Pillars

other _____

Adding a **key word** to your **how proposition**

Every _____
(your target audience)

Should _____
(your proposition developed from your central theme)

By _____
(add your key word)

Example: Every woman of faith should create a life plan by following three these simple steps.

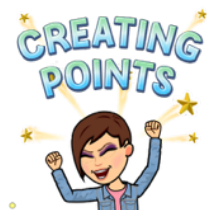
Video 3



STEP 4



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Which kind of **points** will you create?

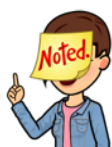
Alliteration

Your points can either start with the same letter or they can have a similar sound.

Acronym

An abbreviation formed from the initial letters of other words and pronounced as a word.

Write out your **points**.



*NOTE: You can have as many points as you want.
Just remember that less is more.*

1.

2.

3.

4.

5.

EXAMPLE



You can see Heather's example of the Joy Filled Life Class outline on page 21.

What's your **central theme** from Step 2?

What's your **central objective** from Step 3?

Pick one of your **central points** from Step 4?

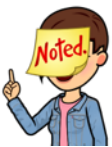
Write out your **session points** based on your **central point** from Step 4

1.

2.

3.

4.



NOTE: Print this page for each session based on how many central points you have.

Video 4

STEP 5



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Pick one of your **session points**

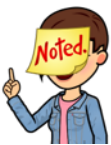


Pick an **experiential resource** type to go with this **session point**

- stories
- video illustrations
- exercises
- games
- breakout groups

other _____

Describe your **experiential resource**



NOTE: Print page 16 & 17 for each session point, experiential resource & supporting material.

Video 5

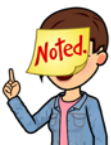
STEPS 6 & 7



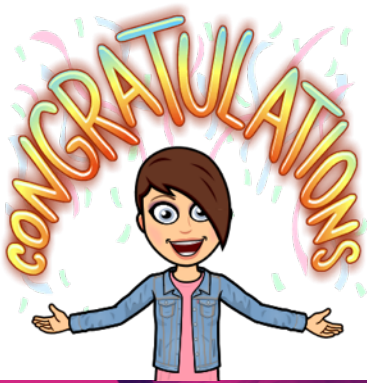
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How will you **refine your content**?



NOTE: Need more room to write? Print as many of page 22 as you need.



You've **finished** the course! **Great Job!**
Want some more **help** though? **Visit page 24**

Central and session objectives and points for a Joy Filled Life Class

Central objective and points (keyword is **habits**):

Every woman can live a Joy Filled Life by choosing these simple habits.

- Habit 1: Choose Your Thoughts
- Habit 2: Watch Out for These Thoughts
- Habit 3: Take Charge of Your Emotions
- Habit 4: Fuel Your Thoughts

EXAMPLE



Session 1 objective:

Every woman can live a joy-filled life by choosing her thoughts.

Points for Session 1: Choose Your Thoughts

- Habit 1: Choose True Thoughts
- Habit 2: Choose Lovely Thoughts
- Habit 3: Choose Productive Thoughts

Session 2 objective:

Every woman can live a joy-filled life by watching out for these negative thoughts.

Points for Session 2: Watch Out for These Thoughts

- Habit 1: Watch out for RATs - Really Awful Thoughts
- Habit 2: Watch out for Destructive Thoughts
- Habit 3: Watch out for Secret Thoughts

Session 3 objective:

Every woman can live a joy-filled life by taking charge of her emotions.

Points for Session 3: Take Charge of Your Emotions

- Habit 1: Take Charge of Your Emotions by Focusing
- Habit 1: Take Charge of your emotions by being Proactive
- Habit 1: Take Charge Of Your Emotions By Pausing

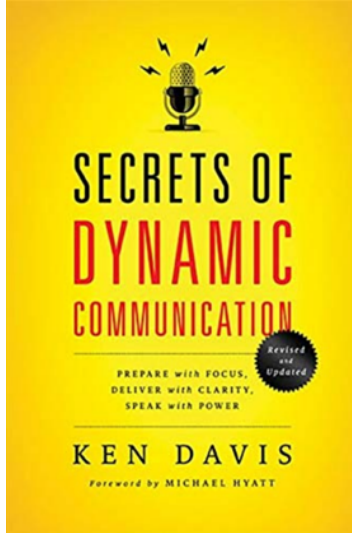
Session 4 objective:

Every woman can live a joy-filled life by fueling her thoughts.

Points for Session 4: Fuel Your Thoughts

- Habit 1: Fuel Your Thoughts In The Morning
- Habit 1: Fuel Your Thoughts In The Evening
- Habit 1: Fuel Your Thoughts In Between

Resources and References mentioned in UEC Mini Course



Secrets of Dynamic Communication,
Ken Davis
kendavis.com



If you purchase products through Amazon, I will receive an affiliate commission.



Lethia Owens, CEO and Branding & Market Domination Strategist of Game Changers, Int and Founder of Women of Audacious Faith
lethiaowens.com | myaudaciousfaith.com



Ray Edwards, Copywriting Academy Masterclass
rayedwards.com



Are you still stuck in the **writing weeds** and **want some help**?

Maybe you're thinking, *"this is great advice, but I don't have time for this."*

Maybe you're working through the exercises thinking to yourself: *"I'm not a good writer. I stare at the blank page, and it laughs at me. I can't seem to formulate my thoughts into a structure that flows. How do I know what to cut and what to leave?"*

What if your message **never** gets out there?

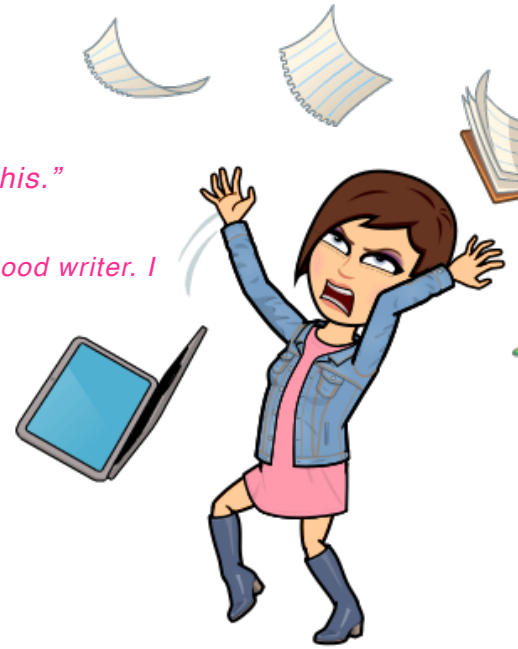
Who will **miss out**?

Whose lives will **not be changed**?

If not now, **when**?

- What if someone could help you do what you can't do or don't want to do?
- What if you found someone that did have the time?
- What if you could let someone else help you get your content out of your head and into a ready-made format so you could finally launch that course you've always wanted to?

Could you finally offer that event that's been in **your heart**?



I'm here to help make that happen for you. I've seen the power of designing unforgettable, experiential curriculum first hand and I desire to help you do the same. What you bring to the table needs to get out in the world. People need your brilliance. Their lives are depending on it.

That's why I'm offering my **writing services** to you so you can finally go from **idea** to **final product** without the **time-consuming pain** of writing it all.



We'll work together to hone your theme and message so it hits the bullseye with your audience. I'll guide you to get your ideas and content out of your head, and I'll shape it into a robust system you can teach from and create multiple streams of income such as courses, masterclasses, ebooks, live or virtual events, and even individual or group coaching. We'll collaborate to craft dynamic resources like illustration, activities, stories, and exercises that create an unforgettable experience for your participants. **Your curriculum will go from information to transformation, and you didn't have to write a sentence.**

HONE YOUR OBJECTIVE



Or, maybe you need a nudge in the right direction, a hand up to get unstuck or brainstorming sessions to pull out your creative genius, then my consulting option might be just what you need.

Here's what others are saying about working with me:



"I have been blown away by the amazing work Heather Bunch did for our organization. Her ability to take our voice, core message and intellectual property and turn it into a powerful, easy-to-digest curriculum was beyond impressive. She was easy to work with and is super creative, helping to develop great ideas when to punch up our message. Heather is my go-to person for curriculum development, and I highly recommend her to all of my clients."

Lethia Owens, CEO and Branding & Market Domination Strategist of Game Changers, Int and Founder of Women of Audacious Faith



"When I showed my two courses to Heather, she took them from good to great. As a brilliant writer and video producer herself, Heather understands what makes for engaging content. If you are struggling with creating your course or if you are looking to take your course to the next level, Heather is a one-stop shop for your creative needs."

Jackie Trottnann, Author, Blogger, and Faith-Based Coach of Joy & Flow

Are you ready to get your **ideas** out of your head and make them a **reality**?

Are you **ready** to stop using excuses like,

“I don’t have **enough time**,” or

“I’m **not** a writer?”

Are you ready to create an **unforgettable, experiential curriculum** that will change your participants’ lives?

Visit the link below to schedule your complimentary consultation with me. Let’s discuss if we’re the right fit for each other so you can finally have your unforgettable, experiential curriculum ready for your next in-person or virtual event, course, or training.

<https://calendly.com/heatherlbunch>

Helping you live fearlessly free,
Heather



Heather L Bunch
Signature System & Curriculum Designer

