

Meeting Summary: Day 3 – Online Programs That Sell

Facilitator: Christian Mickelsen

Date: July 26, 2025

Session Theme: Bringing it all together – clarity, confidence, and action

Key Highlights:

- **Day 3 is about integration and transformation.** Christian set the tone by acknowledging that while this may be the most **fun and transformational day**, it could also be the most **emotionally challenging** for some.
- Participants may be feeling overwhelmed or unsure ("Do I really have it figured out?" or "Am I ready to sell this?") — and that's okay.
- The goal is to **move from concept to action**, solidifying your offer and stepping into the energy of selling with purpose.
- Christian encouraged a shift from hesitation to commitment, even if the next steps feel uncomfortable or uncertain.

Coaching & Mindset Reminders:

- You don't need to feel 100% ready—**clarity comes through action**.
- Selling your program is not about pressure; it's an **invitation** to transformation.
- The resistance to making offers is normal—lean into it, not away from it.

Action Items / Homework:

1. **Finalize your offer.**
 - Name it. Define who it's for. Outline the results and benefits.
2. **Practice your pitch.**
 - Say it out loud or role-play with a peer. Focus on communicating **value, transformation, and clarity**.

3. Post your offer.

- Share it with the group or your audience in a soft-launch format. Start gathering feedback and interest.

4. Journal Prompt:

- *“What fears do I have about making offers—and what truths can I remind myself of instead?”*