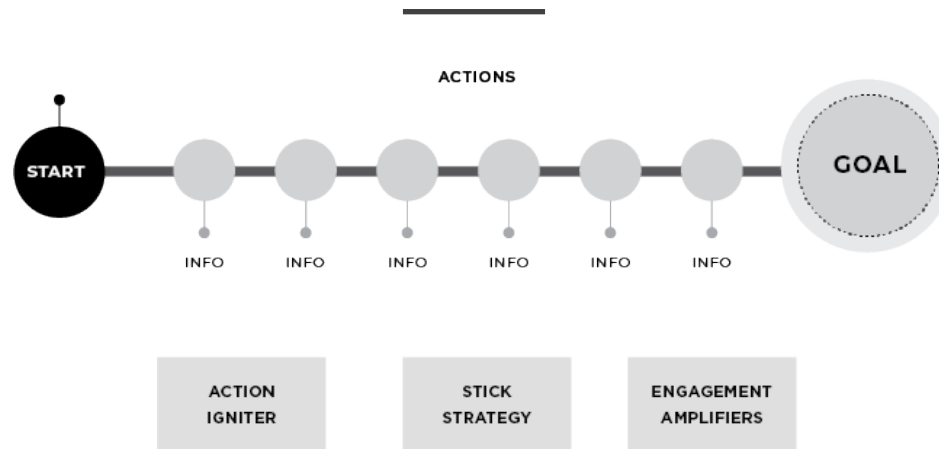


# RCTF INSTRUCTIONS

How to get everything out of your head and into a well-structured online course that produces results for your customers.



## PHASE 1:

Step 1: Identify your customers current reality

Step 2: Identify the desired result

Step 3: Identify the actions they will need to take to reach this goal.

Step 4: Identify the information they will need to know in order to successfully complete each action.

Your core actions become your modules and the information needed for each action become the lessons within that module.

## PHASE 2:

Step 5: Ignite Action: What resources can you provide to help your customers implement what you taught?

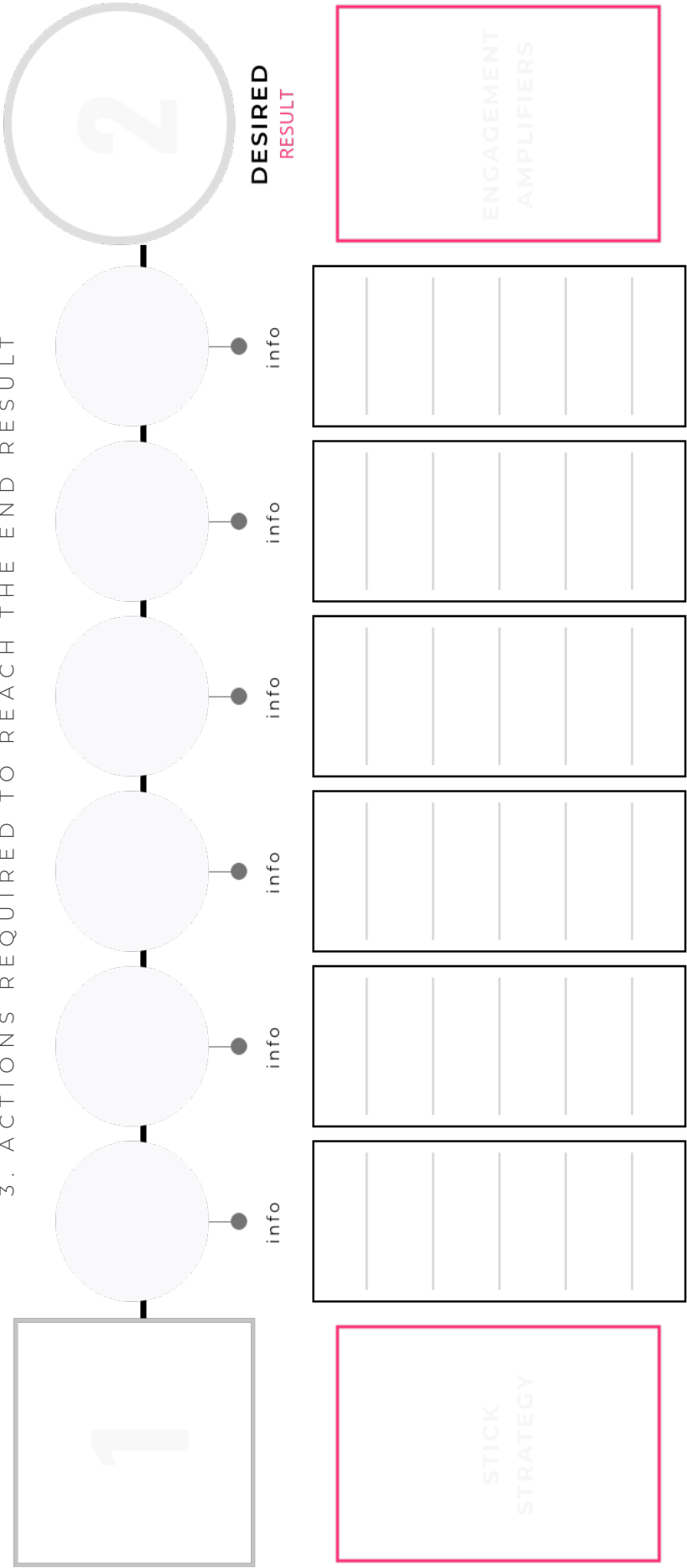
Step 6: Stick Strategy: How can you provide the opportunity for your customers to review, retrieve and reflect on the new concepts so it moves to long term memory?

Step 7: Engagement Amplifiers: How can you increase engagement, interaction and content consumption? The best “amplifiers” meet basic human needs like the need for connection, significance or completion.

# RESULT CENTERED TRAINING FORMULA

WHERE  
ARE THEY NOW?

3. ACTIONS REQUIRED TO REACH THE END RESULT



DESIRED  
RESULT

ENGAGEMENT  
AMPLIFIERS

STICK  
STRATEGY

ACTION IGNITER

ACTION IGNITER

ACTION IGNITER

ACTION IGNITER

ACTION IGNITER

ACTION IGNITER