



FREE
RESOURCE

The Income Architecture Planner

Map your 4-layer income stack
build offers that compound not just one course.

WHAT YOU'LL DISCOVER INSIDE:

- ✓ The 4-layer income architecture explained and mapped.
- ✓ Which layer to build first and why order matters.
- ✓ Price ranges and effort levels for each layer.
- ✓ Your personal income architecture planning template.

Beyond the Single Course

Why one course is not a business

A single self-paced course is a product. A product earns income when marketed, and stops when marketing stops. A business earns income through compounding systems.

The therapists who build sustainable digital income don't launch one course and wait. They build a layered architecture where each offer serves a different student need, each layer feeds the next, and the total income is greater than any single offer could generate.

This planner walks you through all four layers and helps you map your own architecture. Grounded in your actual clinical experience

- Understand all 4 income layers and what each requires
- Decide which layer to build first based on your current resources
- Set realistic price ranges and time-to-revenue for each layer
- Create your personal 12-month income architecture roadmap

*“The goal isn't passive income. It's income that doesn't require
you to be present for every dollar earned*

— Therapist Growth Partner

The 4-Layer Architecture

1 What is your Layer 1 self-paced course offer?

Your evergreen entry point. Income with zero real-time involvement once built. This is where all income architecture begins.

LAYER 1 PARAMETERS:

Price range: \$97–\$497. Length: 4–6 modules, 60–90 minutes total. Effort to build: one focused weekend. Effort to maintain: near zero once live. This is your foundation offer – it funds everything else.

YOUR ANSWER:

Design your Layer 1 offer:

Course topic: _____

Target student: _____

Transformation promise: _____

Planned price: \$ _____ Target launch date: _____

LAYER 1 EXAMPLES FROM THERAPIST COURSE CREATORS:

- “The Burnout Recovery Blueprint for Therapists: 5 modules, \$247”
- “Setting Limits Without Guilt: 4 modules, \$197. Launched in one weekend.”
- “Sleep Reset for High-Stress Professionals: 6 modules, \$297”

Your Layer 1 price should be low enough for an impulse purchase decision but high enough to signal quality. The \$197–\$297 range works for most first courses.

The 4-Layer Architecture (continued)

2

What are your Layer 2 and Layer 3 offers?

Layer 2 is your live cohort. Layer 3 is your group program. Both use your existing course content the difference is delivery format and price.

LAYERS 2 & 3 PARAMETERS:

Layer 2 - Live cohort: \$297-\$997. Same content, live delivery with Q&A; sessions. Higher price, higher completion, stronger testimonials. Run 2-3x per year.

Layer 3 - Group program: \$997-\$2,997. Small group (8-15 people). Weekly live calls + course as curriculum. Limited spots create urgency.

YOUR ANSWER:

Map your Layer 2 and 3 offers:

Layer 2 price: \$ _____ Cohort size _____ Run frequency: _____

Layer 3 price: \$ _____ Group size _____ Duration _____

How Layer 2/3 students will find you: _____

LAYER 2 & 3 EXAMPLES:

- “My live cohort runs every January and July. \$497. 20 students. One group call per week.”
- “My group program is 12 weeks, \$1,497. 10 therapists. Includes individual async feedback.”
- “Layers 2 and 3 fill almost entirely from my Layer 1 course alumni list.”

Build Layers 2 and 3 only after Layer 1 has at least 20 completed students and 10 testimonials. Your early students are your cohort and group program waiting list.

The 4-Layer Architecture (continued)

3 What is your Layer 4 offer and your 12-month build sequence?

Layer 4 is your highest-margin offer. 1:1 consulting or supervision. Reserved for students who want personalized guidance.

Month 1-3	Build and launch Layer 1 self-paced course
Month 4-6	Run first Layer 2 live cohort. Collect testimonials
Month 7-9	Launch Layer 3 group program from cohort alumni
Month 10-12	Open Layer 4 1:1 consulting. Price at premium

My plan passes the reality test

- I have a clear Layer 1 course concept and launch date
- I need to refine my topic before mapping Layers 2-4

YOUR COMMITMENT STATEMENT:

“I will build my income architecture in 4 layers over 12 months, starting with my self-paced course and adding one layer per quarter.”

The compounding effect: each layer increases the perceived value of the layers below it. When students see you offer 1:1 consulting, your self-paced course feels like an extraordinary deal.

What Happens Next

1 Apply one insight today

Pick the single most actionable item from this resource. Do it before your next client session.

2 Share with one colleague

Forward this to another therapist who is thinking about building a course. Teaching reinforces learning.

3 Build your Minimum Viable Course

Record 4–6 modules across 2–3 focused sessions. One worksheet per module. Done in a weekend.

4 Launch to your first 10 students

Price \$97–\$297. Beta discount. 3 launch emails. First sales create proof. Proof creates momentum.

Ready to go deeper?

The Clinician's Course Blueprint – a weekly newsletter for licensed therapists building course income without burnout. One practical step per issue.



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