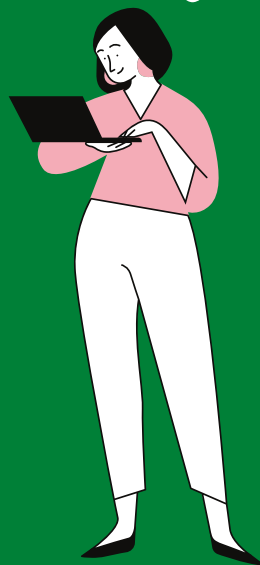# DO IT!

Create Content with Course Frameworks!

Plan and create your online course the right way

Content Sections

01

FIND A PROFITABLE IDEA

Combine your knowledge, passion and market research to find the most profitable course idea for your business.

02

THE IDEAL STUDENT

Build your ideal student avatar and figure out how to solve their problems and overcome their objections.

03

LAYOUT & PLAN COURSE

Organize your course content, outline your lessons, materials and bonuses. Break down your end goal and student transformation.

04

CREATE COURSE CONTENT

Decide on your course name, price, format and technology to use. Create all your course materials, sales page and launch plan.
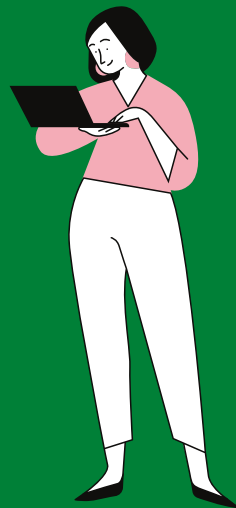
05

COURSE GOALS & TIMELINE

Monitor your course focus and progress. Decide on your income goals and keep track of your sales, resources and impact.

01

Find a profitable course idea

Keep track of your ideas and combine your knowledge, passion and market research to figure out the best course idea for your business.

Reasons & Motivations

There is always a "Why." Reminding yourself of why you want to create a course will help you stay motivated to start and finish your course. List and explain your top 3 motivations below:

I WANT TO CREATE THIS COURSE BECAUSE

I WANT TO CREATE THIS COURSE BECAUSE

I WANT TO CREATE THIS COURSE BECAUSE

- Make a bigger impact
- Add another income stream
- Generate passive income

- More time with family
- Share my experience
- Scale my business

Getting Started

What do you need to get started? What do you need to learn, buy or figure out before you can get create your course?

THINGS I NEED TO GET STARTED

- [ ] To Learn:
- [ ] To Buy:
- [ ] Decide:
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]

Course Idea Braindump

What should I teach? List all your course topic ideas. Don't hold back! Just jot down whatever comes to mind. We will fine tune your ideas on the next pages.

•

_____

_____

_____

_____

_____

_____

_____

_____

PRO TIP

Check **Google Trends** regularly to see which course topics are getting the most attention.

_____

_____

_____

_____

_____

_____

Knowledge and Skills

Identify your skill set. What do you have experience in? What kind of questions do you get asked over and over?

WHAT I GET ASKED REPEATEDLY

————————————————

————————————————

————————————————

————————————————

————————————————

————————————————

————————————————

————————————————

MY SKILLS AND EPERTISE

REMINDER

You don't have to know everything about a particular topic. If you have more experience than your target audience (even if you're just ONE step ahead of them) you're already an expert.

Passion and Purpose

Your passion will make you radiate with excitement and help you sell your course with ease. Your audience will be able to relate and connect with you more easily. What are you truly passionate about?

WHAT DO I LOVE TO TALK ABOUT FOR HOURS?

_____

_____

_____

_____

WHAT MAKES ME LOSE TRACK OF TIME?

_____

_____

_____

_____

WHAT AM I GOOD AT? WHAT DO I HAVE A KNACK FOR? (THIS COULD BE ANYTHING – ORGANIZING, BAKING, SOLVING PROBLEMS,...)

_____

_____

_____

_____

Validate your Course Idea

Use some or all of these methods to to validate your course idea and find out what course content your ideal customer is CRAVING.

WAYS TO VALIDATE YOUR COURSE TOPIC

- Send a survey to your email list to find out what their problems and pain points are.

- Market Research Call (15-20 min) with your ideal client Ask them about their problems and pain points.

- Instagram – Research hashtags, follow competitors, use polls, or question stickers to find out what they need.

- Use Pinterest and Google Trends to find out what's trending and successfully selling for others

- Join Facebook groups where your ideal customers hang out and see what questions they're asking and sharing.

- Use Quora, AskThePublic or Reddit to find topics your audience is most interested in learning about.

- Find trending books on Amazon in your niche. Read the reviews to find out what else people would like to see.

Your Audience

Now use your insights to list out what your audience is struggling with and what their ideal solution to their problems would look like.

WHAT DO THEY STRUGGLE WITH

— — — — — — — — — — — — — — — — — —

— — — — — — — — — — — — — — — — — —

— — — — — — — — — — — — — — — — — —

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— — — — — — — — — — — — — — — — — —

— — — — — — — — — — — — — — — — — —

THEIR IDEAL SOLUTION

NOTE

Use this space to jot down some initial thoughts and ideas about your audience. There will be more details and resources about creating your ideal student avatar in the next chapter.

Your Profitable Course Idea

Summing it all up. Uncovering the perfect idea for your online course doesn't have to be hard. List your knowledge, passions and audience needs below. What do they all have in common?

WHAT I'M PASSIONATE ABOUT
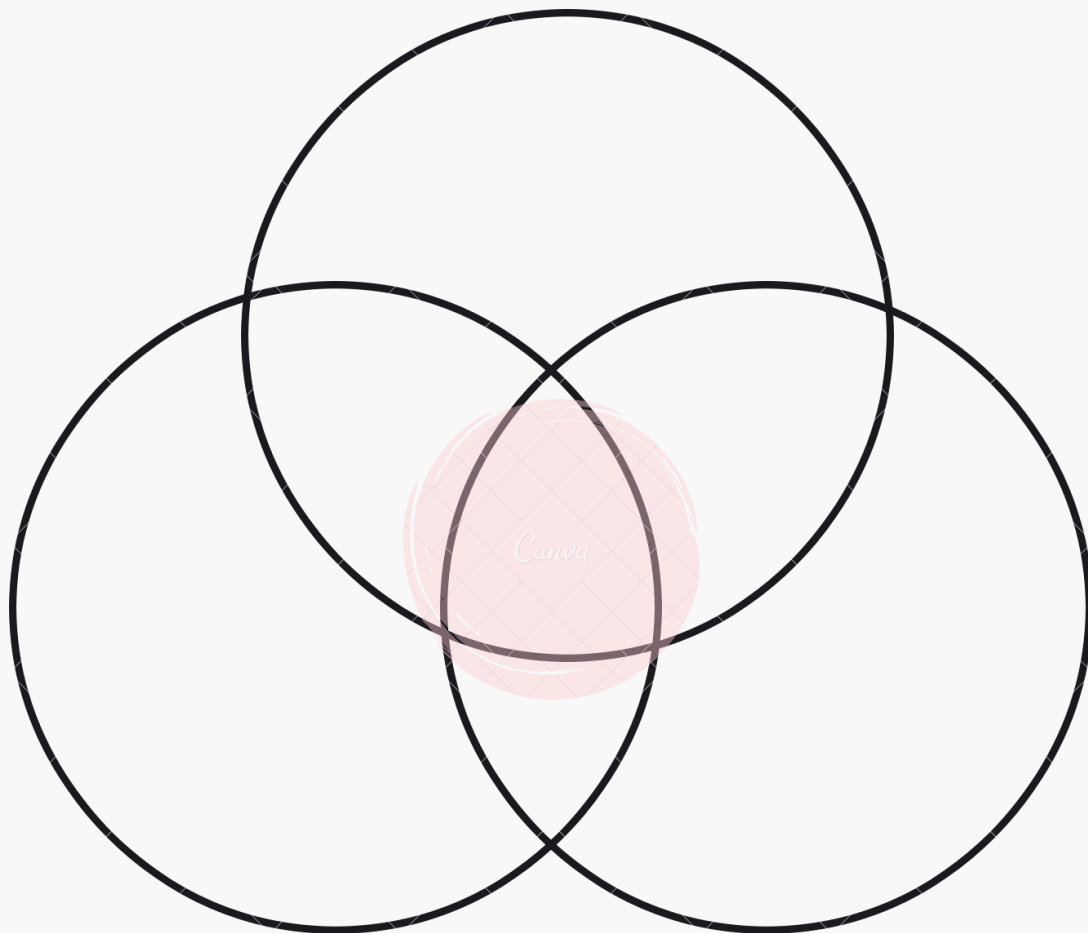
WHAT I KNOW   WHAT MY AUDIENCE WANTS

Inspiration

The odds are pretty high that whatever your profitable idea is – it has been done before. Take a look at your competitors to get inspired. Rememeber that your goal is to serve your students not to beat your competitors. Don't copy but put your unique spin on it.

COMPETITOR	WHAT I LIKE ABOUT THEIR COURSE

02

Your Ideal Student and their Transformation

Build your ideal student avatar and figure out how to solve their problems and overcome their objections.
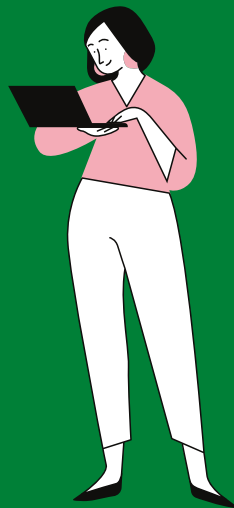
Your Ideal Student

Let's take a look at what your ideal students have in common. This will not only help you to create a tailored course but it's also much easier to market a niche-specific course (e.g. when creating your sales page copy or social media promo posts).

SIMILARITIES (E.G. GENDER, AGE OR HOBBIES): _____

_____

_____

_____

_____

WHAT INSPIRES THEM? _____

_____

_____

_____

_____

WHERE DO THEY HANG OUT ONLINE? _____

_____

_____

_____

_____

Problem and Solution

Now that you understand their characteristics let's dive into their pain points. What specific problem are they experiencing? What challenges are they facing? How can your course provide specific solutions to those problems?

PROBLEM	SOLUTION
They hate their 9-5 job and want to start their own business.	Step-by-step guide to quit and start a business that excites them

Objections and Concerns

What objection do they need to overcome? What kind of negative experiences have they made in the past. Create appropriate responses to address and overcome every possible objections they might have.

OBJECTION

SOLUTION

I bought a course about ___ in the past and it didn't teach my what I needed to know.

My course is different because it specifically focuses on ___

Ideal Student Overview
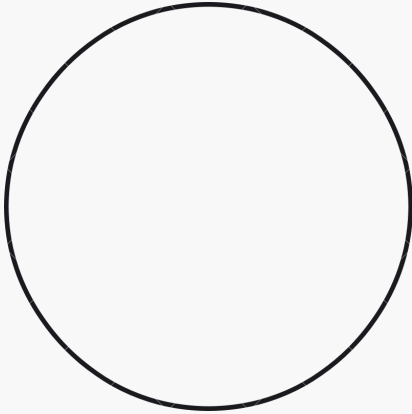
NAME:

GENDER:

JOB TITLE:

HOBBIES:

INSPIRATION:

AGE: _____

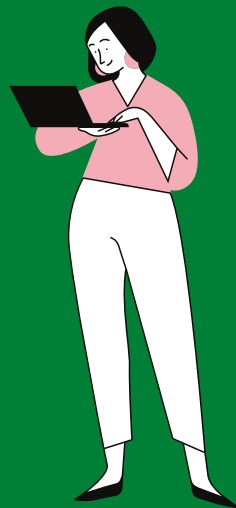Biggest Struggles and Problems

Biggest Business Goal

Ideal Solution and Outcome

Objections and Concerns

03

Outline and Plan your Course

Organize your course content, outline your lessons, supplemental materials and bonuses. Break down your end goal and student transformation.

What to include

Now that you identified your profitable course topic brainstorm and write down EVERYTHING you know related to your course topic.

•

_____

_____

_____

_____

_____

_____

_____

_____

PRO TIP

Your course doesn't need to prove how much you know, but offer a reliable way to get people from point A to point B.

_____

_____

_____

_____

_____

_____

Get Organized

Group your ideas together and organize them into categories. Keep your course as SIMPLE as possible and decide which content is essential to achieve the desired course outcome.

CATEGORY:

CATEGORY:

CATEGORY:

CATEGORY:

CATEGORY:

CATEGORY:

The Transformation
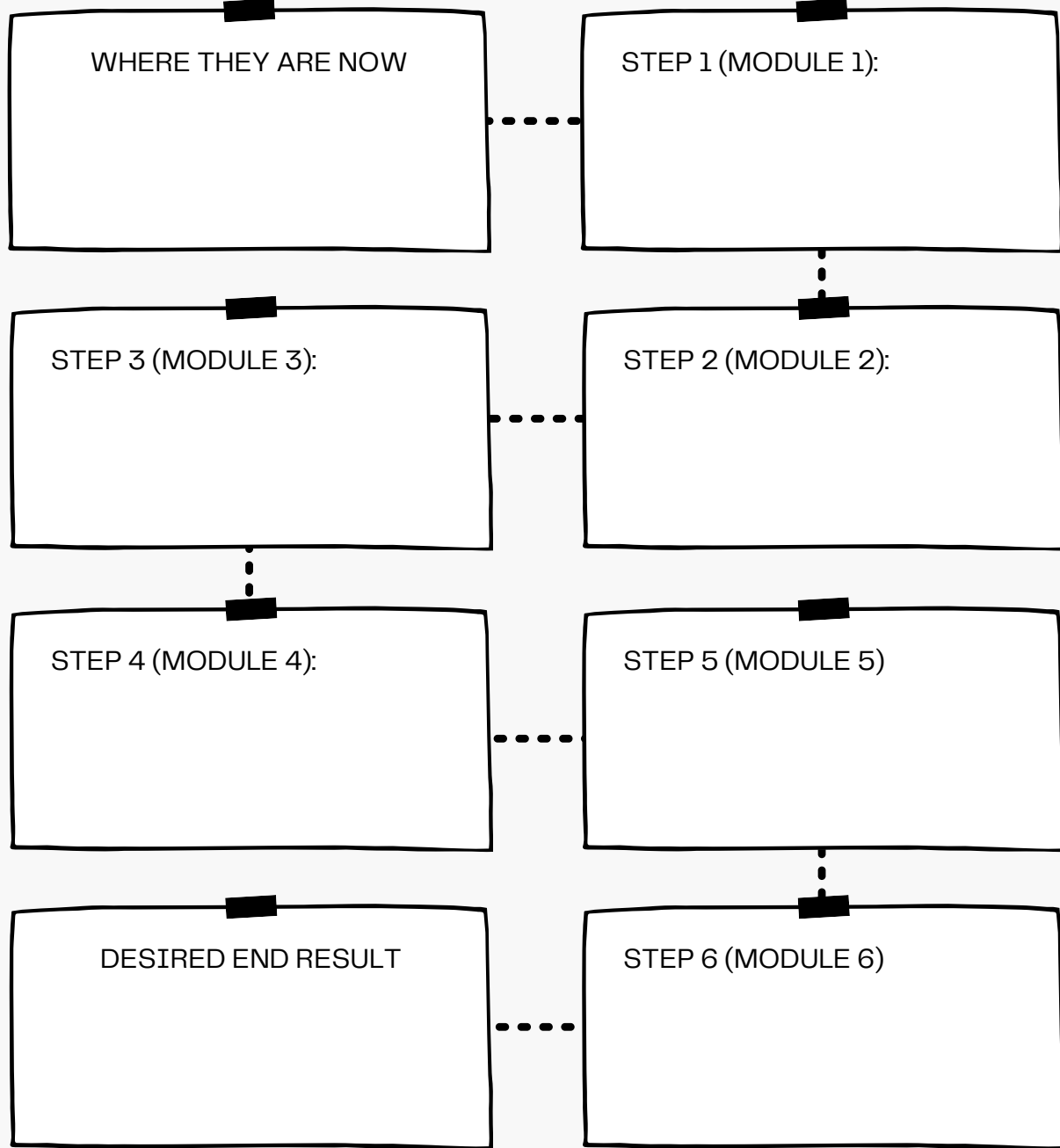
Set up your framework. How can your course get your students from A (where they are now) to B (their desired end result)? How will you structure your content to get them there?

WHERE THEY ARE NOW	STEP 1 (MODULE 1):

STEP 3 (MODULE 3):	STEP 2 (MODULE 2):

STEP 4 (MODULE 4):	STEP 5 (MODULE 5)

DESIRED END RESULT	STEP 6 (MODULE 6)

Break it down

Break your modules down into lessons. Each module should have between 3–5 lessons (L 1 – L5). The lessons are mini steps your student takes to achieve their bigger goal (your module).

MODULE:

L 1

L 2

L 3

L 4

L 5

MODULE:

L 1

L 2

L 3

L 4

L 5

MODULE:

MODULE:

Break it down Cont.'d

Use the space below if you have more than 4 modules:

MODULE:

L 1

L 2

L 3

L 4

L 5

MODULE:

MODULE:

L 1

L 2

L 3

L 4

L 5

MODULE:

Outline your Lessons

LESSON TITLE:

DESCRIPTION

DELIVERY METHOD

Video ☐   Email ☐

Text ☐   PDF ☐

Audio ☐   Live ☐

KEY TAKEAWAYS/ CONCEPTS

1. _____

2. _____

3. _____

4. _____

5. _____

ACTIVITIES

NEED TO CREATE

NOTES

Outline your Lessons

COURSE NAME: _____

START BY: _____

LESSON TITLE: _____

FINISH BY: _____

KEY CONCEPTS

1

2

3

DESCRIPTION

ACTIVITIES

1

2

3

DELIVERY METHOD

TO DO

1

2

3

4

5

NOTES

Guest Experts

Incorporating a guest expert into your course can add a lot of value, context or deep dive lectures. Get thinking on the "experts" you could bring in to your class below.

POTENTIAL TOPIC IDEAS

✓	GUEST EXPERT NAME	SPECIALTY
☐		
☐		
☐		
☐		
☐		

MATERIALS NEEDED

☐	
☐	
☐	
☐	

NOTES

Bonus Content

Bonus Materials are resources that supplement your course content. This is optional but can greatly increase your course value if used intentionally. Plan your bonus content and its purpose below.

IDEAS

EBook	Templates	Trackers
Workbook	Video Tutorials	Swipe Files
Guide Book	Group Coaching	Workshops
Checklist	Assessments	Case Studies

BONUS 1 | **PURPOSE**

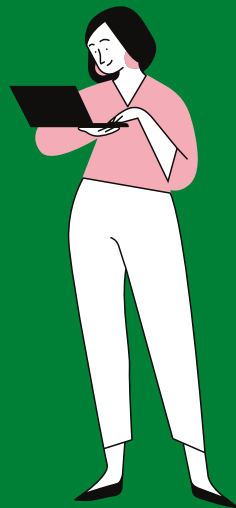**BONUS 2** | **PURPOSE**

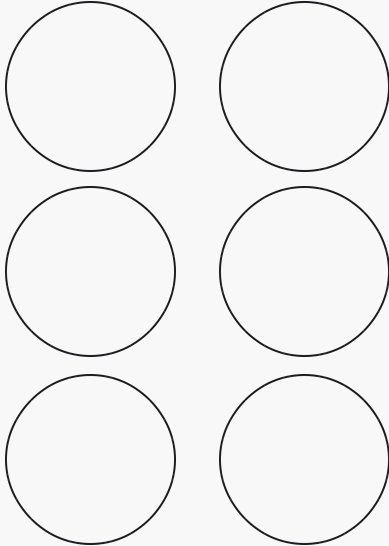**BONUS 3** | **PURPOSE**

BONUS 4 | **PURPOSE**

04

Create your Course Content

Decide on your course name, price, content formats and technology to use. Outline your sales page, plan your launch and create all your course materials step–by–step.

Course Name and Logo

COURSE LOGO

Doodle some logo ideas in the circles above. Incorporate your course name and branding.

NAME CHECKLIST

☐ Easy to remember

☐ Recognizable

☐ Creative

☐ Easy to understand

☐ Clear and relevant

COURSE NAME IDEA STARTERS

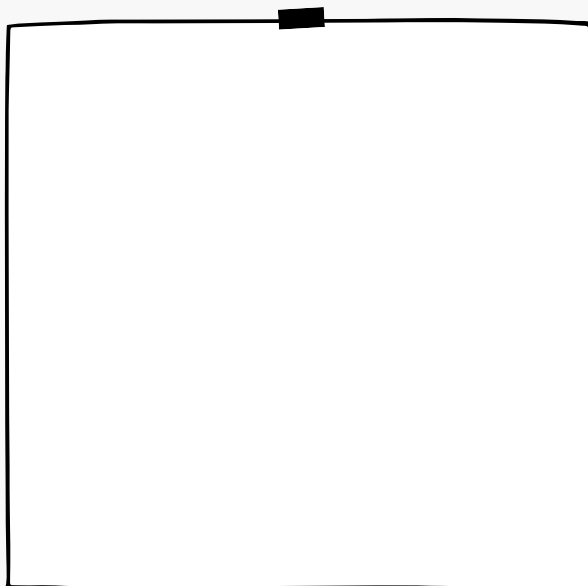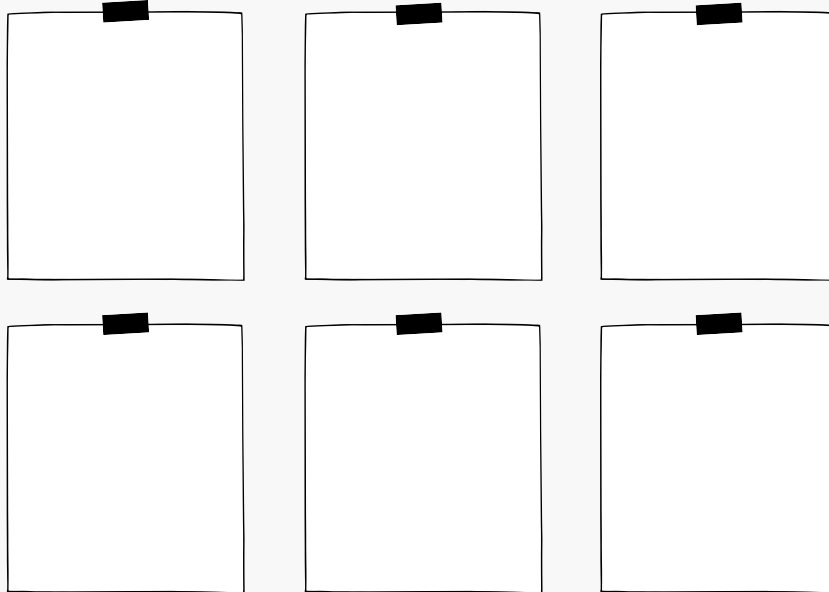Decide on a course title (can be changed and adjusted as you develop your course).

- Game Plan
- Academy
- Collective
- Blueprint
- University
- Circle
- Impact

- Code
- Hub
- Bootcamp
- Starter
- Kickstart
- Challenge
- Take Off

MY COURSE NAME IDEAS

Course Logo Ideas

Need more space for your logo ideas? Use the space below.
Incorporate your branding and course name.

Put your favorite idea
right here.

Course Technology

A combination of videos, slides (presentation to follow along), and screencasts (recording your screen) is the most popular way to create course content but there are many other formats such as worksheets, audio files (e.g. meditation, podcast) or text. Choose the formats that make the most sense to you and your audience.

COURSE PLATFORM	NOTES	✓
CLIXLI		☐
		☐
		☐
		☐
		☐
CHECKOUT SOFTWARE		
		☐
		☐
		☐
		☐
		☐

Course Technology

Hosting and checking out is only part f the equation. You also need equipment to record your videos and audio, tools to design your slides and materials (such as workbooks) and webinar or live call programs. You can find some more suggestions below:

RECORDING AND EDITING	NOTES	✓
LOOM		
CAMTASIA		
QUICKTIME		
SCREEN-O-MATIC		
ZOOM		
OTHER		
GRAPHIC DESIGN		
CANVA		
INDESIGN		
PIC MONKEY		
OTHER:		

Course Format Overview

A combination of videos, slides (presentation to follow along), and screencasts (recording your screen) is the most popular way to create course content but there are many other formats such as worksheets, audio files (e.g. meditation, podcast) or text. Choose the formats that make the most sense to you and your audience.

✓	LESSONS	FORMAT USED
☐		
☐		
☐		
☐		
☐		
☐		
☐		
☐		
☐		
☐		
☐		

Creating Course Materials

VIDEOS TO RECORD	LESSON	LENGTH
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

RESOURCES AND TOOLS NEEDED

1
2
3

NOTES

Creating Course Materials

	SLIDES TO CREATE	LESSON	# OF SLIDES
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

RESOURCES AND TOOLS NEEDED

1	
2	
3	

NOTES

Creating Course Materials

WORKSHEETS TO DESIGN	LESSON	# OF PAGES
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

RESOURCES AND TOOLS NEEDED

1

2

3

NOTES

Creating Course Materials

AUDIO FILES TO RECORD	LESSON	LENGTH
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

RESOURCES AND TOOLS NEEDED

1
2
3

NOTES

Course Pricing

Course pricing can be tricky. How much should you charge to accurately reflect the time, effort and expertise you put into your course?

Value of your time		Hours spent on Course Creation		Course Base Price
	x		**=**	
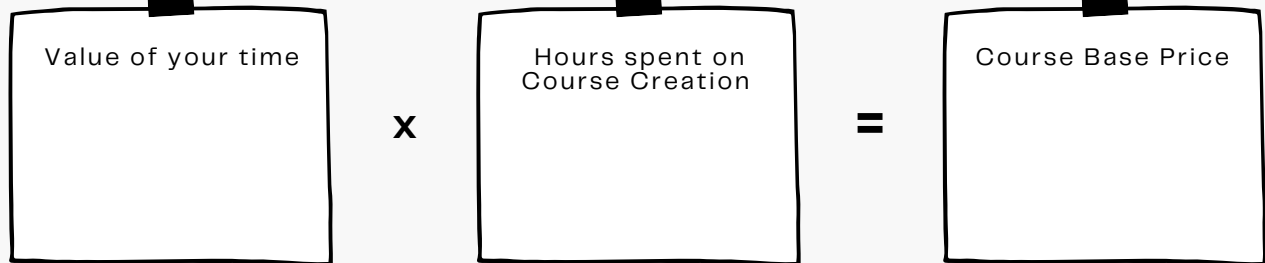
NOW BREAK IT UP INTO DIFFERENT OFFERS:

INTRO PRICING	WHAT'S INCLUDED

WAITLIST PRICING	WHAT'S INCLUDED

PAYMENT PLAN	WHAT'S INCLUDED

PAY IN FULL	WHAT'S INCLUDED
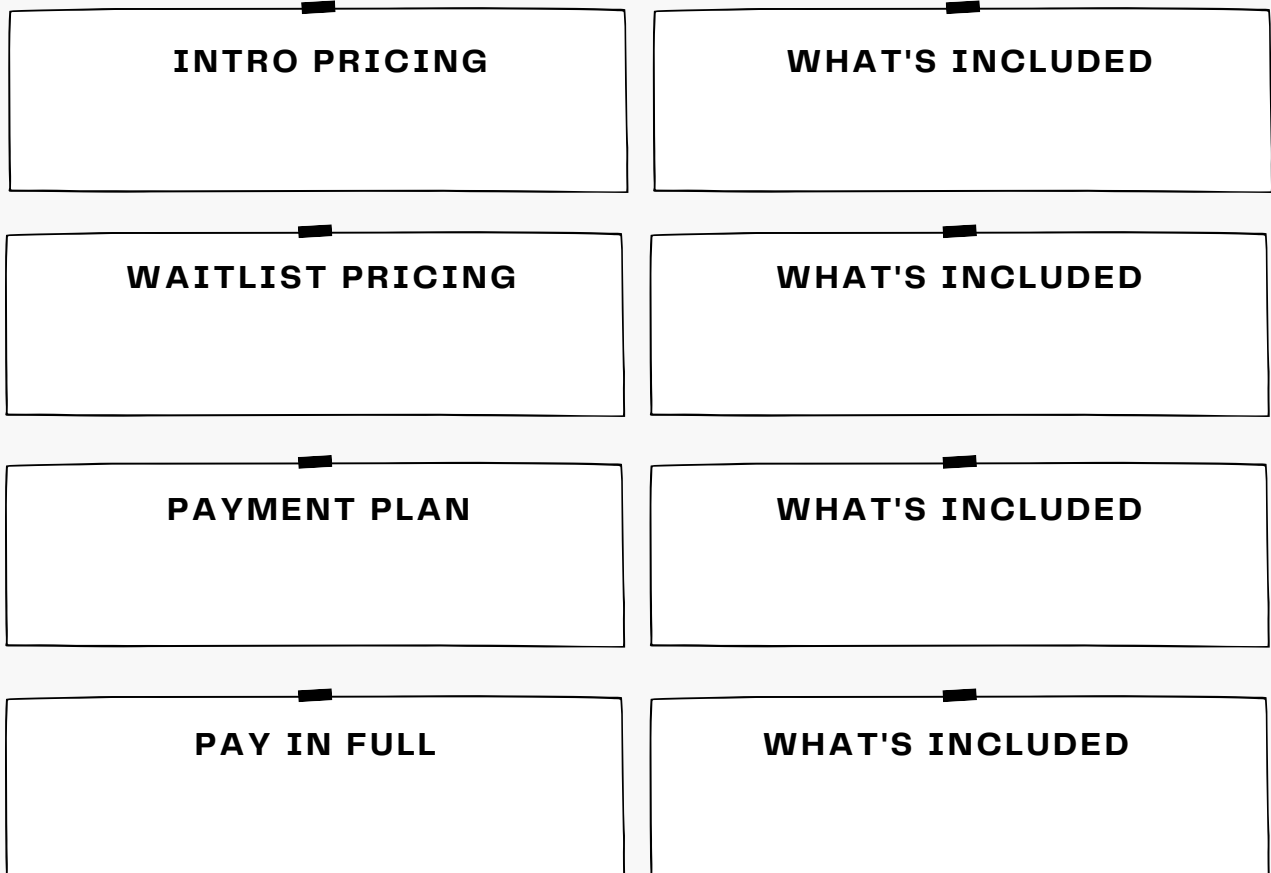
Sales Page Cheatsheet

Filling out this Worksheet will give you the framework to create the copy for your course sale page.

COURSE NAME: _____

CATCHY HEADLINE/ STATEMENT THAT RESONATES WITH YOUR IDEAL STUDENT

_____

_____

_____

_____

"TELL ME IF THIS SOUNDS FAMILIAR..." – STATEMENTS YOUR CUSTOMERS CAN IDENTIFY WITH

_____

_____

_____

_____

WHAT IS THEIR ULTIMATE END GOAL AND WHY DO THEY WANT TO ACHIEVE IT?

_____

_____

_____

_____

Sales Page Cheatsheet Cont'd.

Filling out this Worksheet will give you the framework to create the copy for your course sale page.

JUST IMAGINE IF STATEMENTS – WHAT WOULD THEIR LIFE LOOK LIKE IF THEY COULD ACHIEVE THEIR BIGGEST GOAL

WHAT ARE YOUR IDEAL CUSTOMERS QUESTIONS AND CONCERNS ABOUT THE TOPIC?

INTRODUCE YOUR PRODUCT (INCLUDE YOUR TITLE, A QUICK SUMMARY, AND YOUR COURSE OUTCOME/PROMISE)

Don't forget to include testimonials throughout your sales page
(can be from students, customers or clients)

JUST IMAGINE IF STATEMENTS – WHAT WOULD THEIR LIFE LOOK LIKE IF THEY COULD ACHIEVE THEIR BIGGEST GOAL

_____

_____

_____

_____

WHAT ARE YOUR IDEAL CUSTOMERS QUESTIONS AND CONCERNS ABOUT THE TOPIC?

_____

_____

_____

_____

INTRODUCE YOUR PRODUCT (INCLUDE YOUR TITLE, A QUICK SUMMARY, AND YOUR COURSE OUTCOME/PROMISE)

_____

_____

_____

_____

Don't forget to include testimonials throughout your sales page
(can be from students, customers or clients)

Sales Page Cheatsheet Cont'd.

WHAT IS YOUR TRANSFORMATION? COMPARE THEIR LIFE BEFORE AND AFTER TAKING YOUR COURSE

_____

_____

_____

_____

WHAT WILL THEY LEARN IN EACH MODULE? BREAK IT DOWN AND INCLUDE A SNEAK PEEK OF THE CURRICULUM (AND ANY BONUSES):

_____

_____

_____

_____

HOW CAN YOU INCREASE THE URGENCY OF YOUR OFFER ("GET 50% OFF IF YOU JOIN BY…", "START TODAY AND CHANGE YOUR LIFE BY …")

_____

_____

_____

_____

Your sales page copy should address any of their objections through FAQ's, Testimonials, Outcomes, etc.

Sales Page Cheatsheet Cont'd.

•

WHO IS THIS COURSE FOR AND WHO IT'S NOT FOR – MAKE SURE YOU ATTRACT THE RIGHT PEOPLE BY EXPLAINING WHO WILL BENEFIT

OVERCOME THE 3 MAIN OBJECTIONS YOUR STUDENTS HAVE (NO MONEY, NO TIME, NEGATIVE PAST EXPERIENCE, ETC.)

WHAT ARE YOUR DIFFERENT PAYMENT OPTIONS? DO YOU OFFER PAYMENT PLANS? IS THERE A BONUS OR DISCOUNT IF PAID IN FULL?

Include a simple return policy or disclaimer for your course (e.g. 90 Days no questions asked refund, no refund)

Sales Page Cheatsheet Cont'd.

•

WHAT HAPPENS NEXT AKA AFTER THEY ENROLL? WILL THEY GET ACCESS RIGHT AWAY? DO THEY NEED TO SIGN UP FOR A PLATFORM?

_____

_____

_____

_____

ANSWER ALL FREQUENTLY ASKED QUESTIONS YOU HAVE RECEIVED FROM STUDENTS IN THE PAST OR THAT YOU ARE ANTICIPATING.

_____

_____

_____

_____

WRITE A QUICK BLURB ABOUT YOURSELF. WHY ARE YOU AN EXPERT? WHAT MAKES YOU A QUALIFIED INSTRUCTOR?

_____

_____

_____

_____

Include your contact information in case there are any other questions that haven't been answered in the FAQ's.

Course Launch Plan

Let's talk launching! Selling your course is an essential part of your online course journey. Here are some things to keep in mind as you prepare for your course launch:

LAUNCH ESSENTIALS TO CREATE	TIMELINE	✓
COURSE STYLE GUIDE		
COURSE LOGO		
SALES PAGE		
FACEBOOK BANNER		
EMAIL BANNER		
PRE-LAUNCH SOCIAL BANNER		
LAUNCH SOCIAL MEDIA GRAPHICS		
POST-LAUNCH SOCIAL GRAPHICS		
PROMO WEBINAR SLIDES		
COURSE MOCKUPS		
TESTIMONIALS		
OTHER:		

Course Overview and Goals

Monitor your monthly and annual course focus and progress. Decide on your sales and income goals and keep track of your sales, resources and impact.
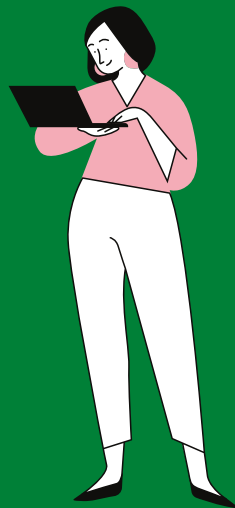
Monthly Course Progress

MONTH:

FOCUS AREA:

TOP 3 COURSE PRIORITIES

1. _____

2. _____

3. _____

COURSE WORK HABIT TRACKER:

S	M	T	W	T	F	S

THIS MONTH I WILL

☐ _____

☐ _____

☐ _____

☐ _____

☐ _____

☐ _____

☐ _____

☐ _____

☐ _____

☐ _____

NOTES

Course Project Timeline

Setting specific start and finish dates for your course project will help you stick to your goals.

COURSE CREATION

DETAILS:

START DATE:

FINISH DATE:

COURSE LAUNCH

DETAILS:

START DATE:

FINISH DATE:

Course Technology

Hosting and checking out is only part f the equation. You also need equipment to record your videos and audio, tools to design your slides and materials (such as workbooks) and webinar or live call programs. You can find some more suggestions below:

CONTENT ✓

Grammar, spelling and punctuation is used correctly. ☐

All my course materials are created and uploaded. ☐

My designs, fonts and colors are consistent. ☐

All supplemental materials are created and uploaded. ☐

All Bonus materials are created and uploaded. ☐

Modules and Lessons are organized and labeled. ☐

Every lesson has an objective and action step. ☐

My content formats appeal to different learning styles. ☐

TECHNOLOGY

My course is easy to navigate. ☐

All of my downloads and hyperlinks are working. ☐

My course is mobile and tablet friendly. ☐

Video + audio files are high quality and working properly. ☐

SUPPORT

My students know where they can go for help. ☐

Future Vision & Impact

What kind of impact do you want your course to make? How do you see your course evolving and growing?

LAUNCH DATE:

COURSE VISION	6 MONTHS	1 YEAR	2 YEARS
ENROLLMENTS			
IMPACT			
PROMOTION			
UPDATES			

Course Income Goals

INCOME GOAL	EXPECTED	ACTUAL
COURSE		
UPSELL		
TOTAL:		

EXPENSE	BUDGET	ACTUAL
APPS AND SOFTWARE		
HOSTING		
PROMO AND PAID ADS		
TOTAL:		

Course Price		Enrollments		Income
	X		=	

Income		Expenses		Profit
	-		=	

Course Enrollment Tracker

MONTH:

STUDENT NAME	AMOUNT	DATE

Course Annual Overview

QUARTER 1 FOCUS:

JAN

FEB

MARCH

QUARTER 2 FOCUS:

APRIL

MAY

JUNE

QUARTER 3 FOCUS:

JULY

AUG

SEPT

QUARTER 4 FOCUS:

OCT

NOV

DEV

Useful Resources

Here you can keep track of any useful resources you come across as you develop your course.

TOOLS:

PROGRAMS:

BLOG POSTS:

TUTORIALS:

OTHER:

"*Every minute you spend in planning saves 10 minutes in execution; this gives you a 1,000 percent return on energy!*"

Anonymous Logic