



Day 1 Worksheet

Frame Your Online Course

This worksheet will not tell you which topic you should build your online course around, or what course type is ideal for you, or what audience is the best audience to target. The reason it won't do it, is because there is no "best" course type, or "perfect" topic, or "ideal" audience! There is only what will work **best for you**, will be a **perfect match** for **your own ideal audience**, and will be **sustainable** for your business, so don't get all caught up in what others are doing or swearing by.

What this worksheet will help you with is exploring the available options so you can put together the strongest combination that will resonate with your specific strengths, needs, vision and goals. Remember, there is no right or wrong answer, just review each option in each section and choose and write down the ones that fit your brand, your product, your audience and your needs.

Topic and Audience of your Online Course:

I am going to assume that you already have a business or business idea, as this is not an exercise about finding your business idea. What we want to figure out

now is what topic or issue, out of all the possible topics/issues in your subject matter, would be ideal to build your online course around, and match it to the right audience.

Let me start by saying that ideally you should choose a topic that is as niche and specific as possible, while still leaving your course and business a lot of room to grow, and reason for your students to stick around for more of your stuff. What this means is that your online course should address a specific issue, not a general subject matter, and provide **all** of the following: solutions, transformation, convenience and clarity on that specific subject. We will discuss this issue in more detail on Day 2 of the Challenge, but remember that more is not better. Your students should know exactly what problem your online course is going to solve for them. If you do not offer clarity and convenience – in other words, if you are covering too much ground and creating too much overwhelm – your online course will have no value, and no one will join or complete it (which means you won't have good case studies and raving fans).

To choose your topic start by writing down the general industry you operate in (for example, health), and then make a list of sub categories that interest you or that you are an expert in (for example, women's health, children's health, nutrition etc.) and ideally the sub-sub categories (for example, dietary supplements, food science, malnutrition, obesity, diets, eating behaviors etc.) and even niche categories within them (for example, gluten-free diet, high-fat diet, raw foodism, vegetarian diet etc.). You don't have to list every single sub category and sub-sub category in your industry, just focus on those you are passionate about and are your area of expertise.

My industry:

Sub categories:

Sub-sub categories:

Niche categories:

The main topic of your online course, must be at least a sub-category of the general industry, and ideally, a sub-sub category or even a niche category

within a sub-sub category. A sub-category or sub-sub or a niche category can be created by the specific audience you are targeting and unique added value, for example, your course can be about "15-minute gluten-free recipes for working moms." That is a very specific offer and targeted audience (which is what you want!), as oppose to a seemingly similar course about "gluten free recipes." Got it?

Specific audiences I can target:

Unique added value I can offer:

Remember, your online course cannot overwhelm with too much information, or be too wide and general as not to be helpful at all (your members would leave and just Google what they need!). The more focused and specific the subject matter, the better, BUT, always make sure to leave enough room to grow your content within that subject matter, and give your students a reason to stick around and want more from you.

List of a few potential course ideas to consider:

Once you have narrowed down your list to a few potential topics, you need to do some research to determine if the topic (or topics) has potential as an online course. You need to find out if your potential customers are actively searching for answers and solutions on that topic (are there forums/Facebook groups/dedicated websites and blogs on the matter?), are they buying products related to that topic or to solve their problem (are there books on Amazon on the topic? Physical or digital products offering a solution to the issue? Online courses on the subject?) and are they trying to learn more about how to become experts themselves on that matter (are there tutorials on the topic? Videos? Coaches teaching it?). If the answer to all, or almost all, of these questions is yes, then you can move on. If the answer is no to many of these questions, continue your research until you find a winner. During your research,

take note of the demographic and psychographic profile of your ideal customers.

	Are people actively looking for answers/solutions to this topic?	Are people buying products related to this topic/problem?	Are people trying to learn more about how to become experts themselves?
Course Idea #1			
Course Idea #2			
Course Idea #3			

At the end of your research, you should be able to clearly state what your course is about, who it is for, what it helps with and how. This will be the foundation around which you build the course, create the content, market and grow your customer base, so don't underestimate its importance.

Use the following formula to summarize this information:

My Online Course helps _____ (=your ideal customer), who struggle with _____ (=their main pain point, where they are now) to achieve _____ (=their main goal, where they want to be) by _____ (=how it is achieved).

For example, if the topic of creating online courses was the topic I wanted to build my own course around, I could have used the formula in this way:

My Course helps committed and hard working online solopreneurs who struggle with leveraging their expertise to grow their business and bank account, to design, write, and launch their own online course by providing a step-by-step blueprint and all the necessary tools they need, from initial idea to 1000 students.

Course Pricing:

My recommendation here may not be the most popular approach, but I am a true believer in it and have used this principle in all of my own businesses – price your course based on your brand philosophy and on your ability to sustain this business model in the long run, and NOT based on any perceived or “real” value (which is a made up number anyway!).

Do NOT equate your course price with your own value and worth! You are not “selling” your time or a part of yourself – you are selling a product that you created once (even if it requires support and updates), and can be sold to hundreds and thousands of people at very minimal additional costs to you. Price it in a way that maximizes your impact, that is sustainable in the long run (in other words, you can continue to sell it profitably at that price for a long time or even forever), and that resonates with your audience and your brand philosophy.

This does not mean that I am saying you should price your course very low! In some cases pricing low is very restrictive and will mean less money AND less customers! I am just saying you should look at the numbers, your audience and your life/business philosophy and use them as the basis of your pricing, instead of just a made up high number you see others in your industry are getting away with!



On a personal note: In my own No Hassle Website business, I priced my main product for only \$99. By all standards, measurements and comparisons, it is “worth” thousands of dollars. One of the biggest challenges I had at the beginning was that people thought it was too good to be true and there must be a catch somewhere (there isn't of course!). The reason I priced it as \$99 was very simple – I had 2 goals: the first one was to offer an amazing solution that is better and smarter than anything else out there and that ANY solopreneur can afford, no matter the budget, and my second goal was to impact the lives of thousands of people, not just a few dozen. In other words, I preferred to sell my product to 5000 raving fans at \$99, rather than to 99 customers who each pay me \$5000. So far this model is working very well for me... ☺.

Based on your preferences, your audience and your product, decide on the pricing that fits you best, taking into consideration the following aspects:

- Will you have different “levels” for your course (basic/premium/VIP etc.)
- Will you offer continuous support that will take up your time and possibly additional costs or will it be completely hands-off once you launch?
- How many students do you want to enroll?
- How are you going to market your course?
- How often will you offer the course?
- Will you be offering affiliate commission for referrals?

How will I price my course:

Online Course Type:

When choosing the exact type you would like for your online course, focus more on how you would like to create and deliver your content (in writing, video, PDFs, email, weekly live sessions, 1-on-1 sessions etc.) and what would serve your audience best, and less on figuring out which category type your online course falls under, since it is often a combination of two or more types.

Consider the following types and aspects of online courses and choose the ideal combination for your online course:

- All-Inclusive – all the content is available to new students immediately from the moment the course starts. More content may be added over time (updates, extras, new training) but everyone has access to it immediately and always.
- Drip – content is created and “dripped” in pre-set intervals, for example once a week, either on a specific date or based on the time the student enrolled. If all students start the course at the same time, then they all have access to the same content at the same time, but if students can enroll at any time, it means that each student is at a different stage of the dripping process, based on when they joined.

- Coaching – the online course is based on a set number of coaching sessions, private or in a group setting, and often includes other resources such as workbooks, daily assignments etc.
- Live Webinars – similar to the Coaching type, but more like online live classes.
- Master Class – usually a single class/training on a very specific issue, in video or audio format, about 2-4 hours in length.
- Mini-Course – usually a 2-4 module/part course on a specific topic, may cover a lot of information but is typically not a be-all and end-all solution.
- Comprehensive Course – unlike a Mini-Course, this type of course is usually very comprehensive, covers many aspects of a topic (theory, practical, tech, implementation etc.), and is often presented as a one-stop solution. Typically includes 6-12 modules/parts, delivered in videos with worksheets, support and a closed group. Usually takes weeks or months to complete.
- Delivery of content – any one or combination of: video, audio, slides, PDFs, text, workbook, live webinar, skype/zoom/FB live, emails.

What type of course and delivery will I offer:

While your online course will most likely change and evolve over time, do take the time now to consider the type and style that resonates most with you and that you believe will be the most sustainable for both you and your community. The course type you choose will have a direct impact on the creation process of your content, as well as on the marketing and the platform you will use to deliver your content, but you don't have to worry about those things now, as we will be covering all of that in the upcoming days!