



Day 2 Worksheet

Plan Your Online Course Content

In Day 1 you already determined what your online course is about, who it is for, what their main struggle is and how you will help them resolve it. In this worksheet you will list all the “stations” they have to go through to resolve their problem and elevate their pain point, so they can reach their destination. These “stations” will guide your entire content strategy for the course.

1. Describe the current situation your ideal course student is in now as it relates to your topic. Focus on his/her pain points, struggles, weaknesses and fears but also on your ideal student's strengths and desires.

2. Describe the situation your ideal student wants to be in, their final destination, as it relates to your topic. Focus on his/her desires, goals, psychological state and feelings.

3. Now list 5-10 “stations” your ideal student must pass through to reach his/her final destination, in the most logical order (refer to the table in the next page). For example, if your course is about building a profitable blog, then your stations may be:
 - a. Setting up a blog
 - b. Creating content
 - c. SEO
 - d. Traffic
 - e. Growing your email list
 - f. Generating revenue
 - g. Developing products
4. Under each station, list 3-6 sub-topics you need to address to cover that entire topic (think of the topic is the module, and the sub-topics as the classes within the module). Following our previous example, under the “Setting up a blog” you can list, for example:
 - a. Wordpress.com vs. Wordpress.org
 - b. How to set up your Wordpress blog
 - c. Choosing a theme for your blog
 - d. Visual branding for your blog
 - e. 10 best plugins for blogs
 - f. Choosing a name and domain name for your blog etc....
5. Always use the original “stations” as the source from which you draw your content idea and logical structure of the course. This will keep your course clear, coherent, easy to navigate through and effective, and will help your students move forward from one station to the next. Remember that more content does not mean a better course or one that should be priced higher! Only relevant content that gives clarity and convenience rather than overwhelm and confusion, should be included in your course. Don't be tempted to include too much, as it can overwhelm and be counterproductive to your students.

Station #1:	Sub-topics of Station #1:
Station #2:	Sub-topics of Station #2:
Station #3:	Sub-topics of Station #3:
Station #4:	Sub-topics of Station #4:
Station #5:	Sub-topics of Station #5:
Station #6:	Sub-topics of Station #6:
Station #7:	Sub-topics of Station #7:
Station #8:	Sub-topics of Station #8:
Station #9:	Sub-topics of Station #9:
Station #10:	Sub-topics of Station #10: