CREATE YOUR
Course
BOOTCAMP

YOUR EXPERTISE/RESULTS:

Start with your expertise

What is your formal education?
What certifications, skills, expertise do you have?

What is your work experience?
What do you already teach your clients?

Write down the best results YOU have achieved

What have you struggled with personally and overcome?
What are results, things that you have celebrated or were proud to have accomplished?

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Write down the best results you've helped OTHERS achieve

What life-changing results have you helped others achieve?
What is the biggest problem that people are coming to you with?
What is the key result that everyone is looking to achieve?

DOUBLE CHECK

Will it sell? Answer these questions!

Is this a problem people are looking to solve? *(can you imagine someone saying out loud, "I'm really struggling with _____" or "I wish I could _____")*

WHY PEOPLE BUY:

1. Money (save or make it)

2. Security (financial, emotional, physical)

3. Being Liked (belonging, acceptance, respect)

4. Status and prestige (feel important, accomplished, valued)

5. Health and fitness (live a long, healthy life)

6. Praise & Recognition

7. Power, Influence, Popularity (liked by others)

8. Leading the field (being considered up-to-date, leaders, trend-setters)

9. Love & Companionship (good relationships)

10. Personal Growth (becoming all they are capable of becoming)

11. Personal Transformation (go to new heights)

From Brian Tracy's "The Psychology of Selling"

Are people currently paying to solve it in some way? *(paying 1:1 consultants, hiring someone, purchasing books, paying for tech tools, spending hours each day trying to figure it out)*

Look on:
- Udemy
- Skillshare
- Instagram
- Google

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POINT A - B

What is your point A? *(where your ideal client is at now)*

What is your point B? *(where they want to be)*

Who is your ideal client? *(someone who would really value this transformation)*

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FINDING IDEAS

Need help finding ideas? Use ChatGPT! Go to **chatgpt.com.** Use this prompt:

I want to create an online course that leverages my skills, expertise, and past successes. Here's a summary of my background:

Experience: [Share your professional and personal experiences that are relevant to teaching. Mention any industries, roles, or years of experience.]

Specialties: [List your areas of specialization or deep expertise – these can be specific topics, methods, or techniques you excel at.]

Skills: [Outline the skills you've mastered, including both hard and soft skills that could benefit your audience.]

Past Successes: [Highlight your achievements, case studies, or notable successes you've had.]

Passions/Interests: [Share any areas you're particularly passionate about or excited to teach.]

Audience: [Describe who you think you could help most – beginners, intermediates, or advanced learners, and any demographics you have in mind.]

Can you suggest some online course ideas based on this information? Please focus on course topics that align with my strengths and have strong market demand.

Course ideas:

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3 WAYS TO VALIDATE

Check which strategies you will use!

1. Ask your audience

Post a poll on Instagram. "I'm thinking about creating a program to help you achieve [result]. Is this something you would be interested in? YES or NO"
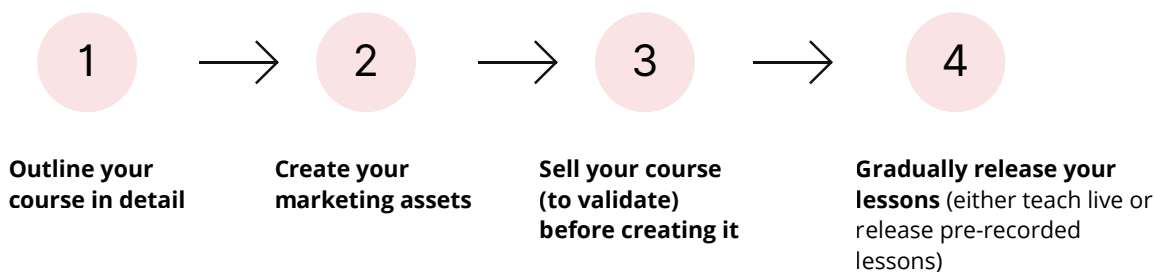
Post a poll with your different course ideas. "What result are you most excited about achieving? [list options]"

Start DM convos. "I would love to talk to those of you that are [your ideal client] and are currently feeling [key problems your online course solves]. If this is you, DM me the word _____."

2. Market Research

- Book reviews
- YouTube comments
- Other courses

3. Pre-sell

1 → 2 → 3 → 4

Outline your course in detail

Create your marketing assets

Sell your course (to validate) before creating it

Gradually release your lessons (either teach live or release pre-recorded lessons)

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WHAT PEOPLE ARE BUYING:

What is the ultimate outcome someone will achieve from taking your course?

Use this prompt for ChatGPT:

List 10 ways that [learning what you teach] will be beneficial to my ideal client's life.

✓ DAY 1 ACTION STEP:

Pick which course idea you're going to move forward with!

Share your course idea with us in the **Facebook group**! Describe point A (the problem your ideal client is currently experiencing) and point B (the result that they want to achieve). *You'll see a post for the Day 1 action step under "Featured" - comment under that!*

If you don't have Facebook, email me at hey@louisehenry.com.