

CREATE YOUR  
*Course*  
**BOOTCAMP**

**YOUR EXPERTISE/RESULTS:**

**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?*

**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?*

CREATE YOUR  
*Course*  
**BOOTCAMP**

**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)*



**(WHAT PEOPLE ARE BUYING)**

**YOUR "SO THAT" SENTENCE**

Learn \_\_\_\_\_ so that \_\_\_\_\_  
[what you teach] [ultimate result]

**YOUR UNIQUE EDGE**

**What's different about your approach?**

**What's your teaching style like?**

**What unique stories or experiences do you have?**

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

## PROOF THEY WILL BUY

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 \_\_\_\_\_"*)
- 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*)

### ALL THE REASONS 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"*

CREATE YOUR  
*Course*  
**BOOTCAMP**

**FINDING IDEAS**

Need help finding ideas? Use ChatGPT! Go to [chatgpt.com](https://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:*

CREATE YOUR  
*Course*  
**BOOTCAMP**



**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](mailto:hey@louisehenry.com).*

A large, empty rectangular box with a light pink border, intended for the user to write their course idea and details.