

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 COURSE TOPIC

Complete this sentence: I help [ideal client] go from [point A] to [point B].

YOUR UNIQUE EDGE

What's different about your approach?

PROOF THEY WILL BUY

Answer these questions!

check here



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 _____"*)

check here



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*)

CREATE YOUR
Course
BOOTCAMP

FINDING IDEAS

Need help finding ideas? Use this prompt in your fave AI tool:

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 the course idea you're going to move forward with! 🎉

Then share it with us inside the **Facebook group** using this sentence: "I help [ideal client] go from [Point A] to [Point B]."

This will help you get crystal clear on who you help, where they're starting, and the transformation your course provides. 🙌

**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.