

Day 1 Workbook

THE **Scale** with *COURSES* LIVE BOOTCAMP

*Day 1: Choose a Course Idea
People Will Pay For*

Louise Henry



Braindump every result you've helped clients achieve.

Think about the problems people consistently come to you for, and the transformations you help them achieve. Don't filter yet – just get it all down. We'll narrow it down after.

Choosing Your Course Idea

Look for something that checks these three boxes.

1. It's something you genuinely enjoy helping people with.
2. You can demonstrate a clear ROI.
3. It's a highly desirable outcome — it's very important to your ideal client that they solve this.

WHICH RESULT FROM YOUR BRAINDUMP CHECKS ALL THREE?

Get Clear On Your Ideal Client

Who are they?

What are they struggling with?

What level are they currently at?

Map Out Your Transformation

POINT A

Where someone is today



POINT B

Where you help them get to

COMPLETE THIS SENTENCE

I help

IDEAL CLIENT

learn

WHAT YOU TEACH

so that they can

without

RESULT

WHAT THEY DON'T HAVE TO DO

E.g. I help busy professionals learn a simple system for managing their money so that they can build long-term wealth without spending hours on complicated spreadsheets.

IMAGINE IT'S ONE YEAR FROM TODAY...

**Your online course is live. You're
enrolling new students every month.
What has changed?**

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