

Day 2 Workbook

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

*Day 2: Turn Your Idea Into a
Course People Want to Buy*

Louise Henry



Gather your materials.

You're probably not starting from scratch. Check off what you already have — all of it can become the foundation of your course.

- ☐ Documents you've made for yourself
- ☐ Checklists or processes you follow
- ☐ Notes you've taken over the years
- ☐ Emails you've written to answer questions
- ☐ Client deliverables you've created
- ☐ Videos or trainings you've already recorded
- ☐ ChatGPT/Claude conversations where you've explained your process

AI PROMPT — ORGANIZE YOUR MATERIALS

Review everything I've uploaded. What themes do you notice? What process am I already teaching? What frameworks or repeatable methods appear throughout these documents? Summarize the biggest takeaways.

YOUR LEARNINGS

Build the journey.

What else would someone need to know to get from Point A to Point B?



Brain dump — don't worry about the order yet.

AI PROMPT — STRUCTURE THE BRAINSTORM

I've brainstormed everything someone needs to know to go from Point A to Point B. Please group these ideas into logical modules, suggest module names, put them into the best learning order, and remove anything that isn't essential to achieving the transformation.

Your outline.

Paste in the outline AI helped you structure.

Pick your delivery methods.

What would your dream course include?

- ☐ Video lessons
- ☐ AI prompts & custom tools
- ☐ Community
- ☐ Worksheets & workbooks
- ☐ Templates & checklists
- ☐ Coaching / Q&A

Price your course.

All three together set the price.

1.

The size of the transformation

A smaller piece, or the whole picture?

2.

The value of the outcome

Money made? Time saved? How life-changing?

3.

The deliverables

How much support and access to you is included?

Once you have a number, check it against the alternatives.

What would it cost them to get this same result another way — one-on-one sessions, hiring someone, or figuring it out alone?

THE ALTERNATIVE

What it is _____

Cost \$ _____

YOUR COURSE

What it is _____

Price \$ _____

This is how you can feel really good about your price and position your signature course as a steal!

Now calculate your numbers.

Course price: \$ _____

Annual income goal: \$ _____

Students needed: _____

Students needed per month: _____

There's no perfect price. You can always start lower, and raise it over time.

Louise Henry