

PLANNER

10K COURSE CLARITY WORKSHOP – DAY 2

with



CREATING YOUR CLASSROOM

Taking your idea from concept to cart!

INTRODUCTION

One important part of creating any course is to always think ahead to what your ideal learner wants and needs from you. What are their biggest problems? How can you help solve those problems? What results can you help them achieve?

While your advice may be the best answer to their problems, not everyone can afford to pay for one-on-one coaching. Sometimes their schedules are so crazy they don't even have 15 minutes to spare for a coaching call. These people are best served by your courses, which can be less expensive than one-on-one coaching and can fit into their schedule as time allows.

Not only will your products help your customers solve a problem but they add a nice profit margin to your business, even while you sleep, travel, or coach other clients. These passive income streams can sell for years and years almost on autopilot but you need to create relevant content and have a killer name that will stand out from the rest of the competition.

In this workshop and with the guidance of these activity sheets you'll re-examine your target market and their needs as well as open up your creative mind to start brainstorming ideas for a course.

1. Don't overthink your answers
2. Don't edit yourself during the brainstorming phase
3. Put yourself in your target market's shoes and dream big.

Also, don't get discouraged or think creating products is too big an undertaking for you. Absolutely anyone can use their expertise and create a product for their market; and using these exercises as a blueprint will put you on that path to passive income quickly.

Let's get started...

STEP ONE:

FIND A TOPIC THAT MAKES YOUR WHOLE TRIBE CRAZY-EXCITED

It's a fine line choosing a topic that you love talking about versus a topic that your audience wants. However, it's vitally important if you want a solid return on your investment. Why spend so much time, money, and creative energy creating a course that doesn't sell?

You may love talking about X, but if your audience is far more interested in Y, then that's where your course should focus. If you want to make a profit, focus on what your people will pay to learn! Remember, even if a topic sounds easy to YOU, it's not easy for others to learn and they will happily pay you to teach them.

How do you discover these hot topics? Pay attention to what your audience is saying. Look at your most popular blog posts, top performing social media topics, and most common search terms. Look at the comments on your blog and social media, too. Do you have a group or participate in groups where your ideal clients hang out? Pay attention there as well. Another person's vent about what's missing in their life or what they wish they could find is another person's opportunity to create something valuable.

If you're still struggling, create a poll that includes the top 5 topics you believe are follower favorites. Publicize the poll on social media and email it to your list. Ask direct questions about what they want to learn and why.

In the end, successful sales come down to having a product that will yield the results your ideal clients want and need in their lives. So create a product that is client-focused and your sales will then become an awesome by-product, leading the way to creating more products to fill your library.

Exercise: Find out what your followers love.

What I THINK my fans want	What my fans ACTUALLY want
<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5.
Most Popular Blog Post Topics	Most Popular Social Media Topics
<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5.
Blog Post Comments	Social Media Comments
<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5.

10k Course Clarity Workshop

Email List Responses	What's being said in my groups?
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
Survey Questions	Survey Responses
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
General Brainstorming Notes	

NEXT- Share your Hot Topic in the group
www.CreatingYourClassroom.com/CYCTrainingRoom