

# PLANNER

## 10K COURSE CLARITY WORKSHOP – DAY 3

with



## CREATING YOUR CLASSROOM

Taking your idea from concept to cart!

## STEP TWO:

### HONE IN ON YOUR SUBJECT WITH LASER-LIKE PRECISION TO DISCOVER YOUR COMPELLING COURSE TOPIC

Some topics are better suited for courses than others. Even if your followers love it when you talk about your pedicures, you can't quite build lessons around that!

No matter how big or small a course you want to create, there needs to be actionable content so your students can achieve a certain result. You provide the roadmap while they provide the action. You can provide explicit action steps (i.e. write 200 words a day) or more vague action steps based on their own research (i.e. subscribe to your favorite autoresponder platform).

Based on your research in Step One, compare two of the frontrunner topics. Which one would make a more compelling course? Do you have enough information to create actionable content? How much information do you have: Enough for a single webinar or enough for 10 lessons?

While you're plotting out how much information you have on each topic, remember to keep your list focused and on topic. Sure, there will be dozens of subtopics but does each of them have a place in your course? Or will that just confuse your students?

Also think about if these topics are analytical or emotional. Analytical topics have facts to support them so they are easier to work into a course whereas emotional topics are often more opinion-based and make for better blog posts.

It's time for some analyzing. Sometimes it's easiest to see what you have to work with when it's written out in list form. This can also be done using mind-mapping software, if that's your preference.

**Exercise: Create a pros/cons list for your top two topics.**

Front Runner Topic #1	
PROS	CONS
Front Runner Topic #1	
Is this an analytical or emotional topic?	
List the lessons you'll include in this course	
What actionable content will you include in this course?	
Brainstorming Notes	

Front Runner Idea #2	
PROS	CONS
Is this an analytical or emotional topic?	
List the lessons you'll include in this course	
What actionable content will you include in this course?	
Brainstorming Notes	

**NEXT-** Share your Compelling Course Topic in the group [www.CreatingYourClassroom.com/CYCTrainingRoom](http://www.CreatingYourClassroom.com/CYCTrainingRoom)