

PLANNER

10K COURSE CLARITY WORKSHOP – DAY 4

with



CREATING YOUR CLASSROOM

Taking your idea from concept to cart!

INTRODUCTION

STEP THREE:

SCOPE OUT THE COMPETITION CREATING YOUR SIGNATURE COURSE COCKTAIL

In the business world, competition is a good thing. By looking at the competition prior to creating and launching your product, you'll know if your market has money to spend and if they're willing to spend it. Think of it as your competitors giving you some free market analysis!

Of course, if you're planning a course on "how to start an amazing blog" and there are 900 other similar courses, you can still do it ... but make sure yours is unique in some way. Regurgitating the same tips that can be found via Google search won't motivate too many people to take your course seriously; or worse yet, they'll ask for refunds if they aren't learning anything new.

You are unique and no one else is quite like you, so make your course equally as unique. Add your personality; add your voice; share lessons you've learned or case studies backing up why your methods work...and work better than your competitors' methods, creates your signature course cocktail.

Also brainstorm ways you can fill in the **missing gaps** your competitors may have left out. Maybe instead of recreating the wheel, you just create a course filling those gaps that your market is clamoring for.

One way to discover these gaps is to do a Google search for that product and read the online reviews. People are very quick to leave negative feedback so balance the negative reviews with the positive ones. You may discover a real golden nugget in these reviews that will help fill a gap or make your course more unique.

Lastly, remember to create a stellar customer service experience for your customer. While this may not be related directly to creating your product, customer service is often the first and last impression your customer has of your company. Making it easy for them to ask questions, make a purchase, or even requesting a refund will make an indelible impression about your company and your attitude about customer care.

Creating a bestselling course is a mix of research, creativity, and market research. Follow all those steps and you'll be on your way to creating a superstar course with you signature course cocktail.

FOR THE NEXT EXERCISE: COMPARE COMPETITIVE COURSES AND ANALYZE HOW YOURS CAN BE DIFFERENT

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	Competitor #1	Competitor #2	Competitor #3
Name + Product Features			
Their target market (best guess based on their sales letter)			
What features are missing from their course?			
What promises are they making?			
What bonuses are they giving?			
What do their reviews say?			
Brainstorming Notes			
How is my product different from my other offerings?			
What can I add to my product?			
How can my product be (more) unique?			

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How can I offer a different perspective on the same topic?	
What format do I want to use to create my course? (i.e. written, video, audio, a mix)	
How is my product aligned to my customers' buying behaviors?	
How will my product align with my mission statement?	
How will my product align to my company values?	
Is this idea trendy? Am I jumping in at the right time?	
General Notes	
What is my customer service process? What can be improved?	

Exercise: Explore the gaps and subtopics of your main topic.

My Main Topic	
Subtopics	
Gaps in the Market	
<ul style="list-style-type: none">• What ideas are trending in my market today?• What's missing from the market?• What are my fans asking for?• What are my current customers giving feedback about?• Can I tackle these gaps myself? Do I know someone who can help me?• Are people searching online for this?	
What's your signature course cocktail?	

NEXT- Share your signature course cocktail in the group
www.CreatingYourClassroom.com/CYCTrainingRoom