



COURSE CREATION

NAIL YOUR NICHE
AND AUDIENCE

DEAR COURSE CREATOR

Planning your course is one of the most valuable tasks in the process, I hope you are excited to jump in!

With this roadmap you will be able to make an action plan to finally get your course created & into the world.

The education industry is booming, and the one-to-many business model is transforming people's lives all around the globe. For one of the first times in history, you can create a product and scale the sales of that product to the world.

Creating and launching my own course was a gamechanger for my business – and I know that with this plan of action you are going to set yourself up for success to get your course done.

Wishing you every success with your beautiful new course!



MEGAN CHAPMAN

The Savvy VA

YOUR WHY

What is the reason you want to create your course? There is always a 'why' behind the things we are called to do - write yours down!

THE MAIN REASON I WANT TO CREATE THIS COURSE IS...

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Some ideas

- Want more time and freedom
- Want to work from home
- Want to expand my impact
- Scale my business
- Change career
- Spend more time with my family

LET'S GET STARTED

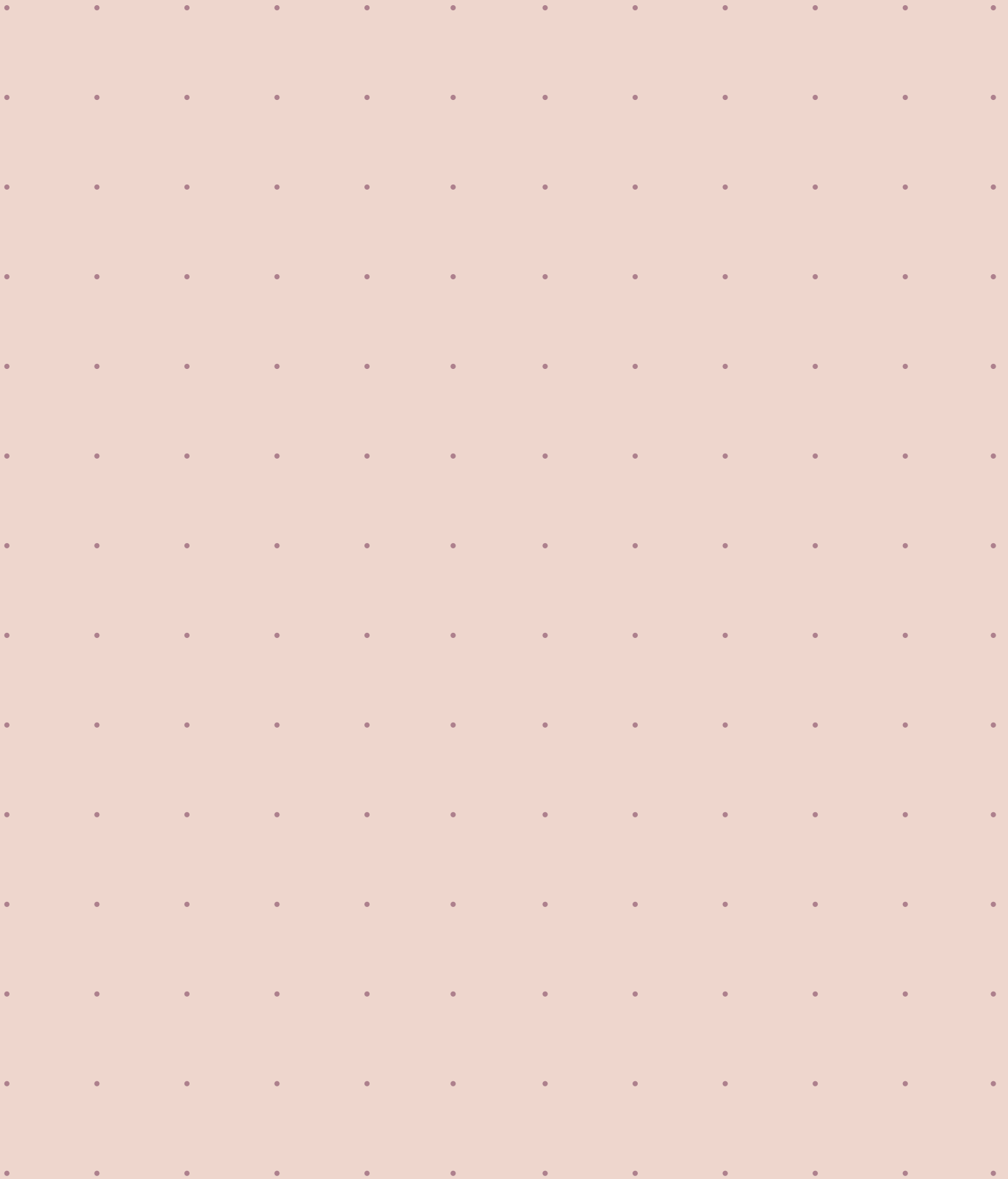
Do you need anything to get started? What do you need to learn, buy or figure out so you can launch your course?

Learn

Buy

Figure Out

BRAINSTORM

A grid of 15 columns and 12 rows of small, dark grey dots on a light pink background. The dots are arranged in a regular grid pattern, providing a space for brainstorming or writing.

1. SKILL BRAIN DUMP

Think about everything you can do! You will probably surprise yourself with how much you know!

Tick what you can do and list the skills unique to you.

<input type="checkbox"/> Writing	<input type="checkbox"/> Goal Setting
<input type="checkbox"/> Community Building	<input type="checkbox"/> Mind Set
<input type="checkbox"/> Social Media	<input type="checkbox"/> Teaching
<input type="checkbox"/> Canva	<input type="checkbox"/> _____
<input type="checkbox"/> Illustration	<input type="checkbox"/> _____
<input type="checkbox"/> Graphic Design	<input type="checkbox"/> _____
<input type="checkbox"/> Creativity	<input type="checkbox"/> _____
<input type="checkbox"/> Marketing	<input type="checkbox"/> _____
<input type="checkbox"/> Instagram	<input type="checkbox"/> _____
<input type="checkbox"/> Facebook Groups	<input type="checkbox"/> _____
<input type="checkbox"/> Organisation	<input type="checkbox"/> _____
<input type="checkbox"/> Microsoft Excel	<input type="checkbox"/> _____
<input type="checkbox"/> Video	<input type="checkbox"/> _____
<input type="checkbox"/> Photography	<input type="checkbox"/> _____
<input type="checkbox"/> Presentation	<input type="checkbox"/> _____
<input type="checkbox"/> Tech Skills	<input type="checkbox"/> _____

2. YOUR 6 TOP SKILLS

Tick three skills you feel are your super powers / strengths

Tick three skills which really light you up

3. SKILL AUDIT

List the 6 skills you have mentioned on the previous page - add them to the matrix below
 Now rate each column out of 10, 10 being the highest, 1 being the lowest.

Strength score - how skilled you feel you are at something
 Skills you feel are your strength earn a higher score.

Light up score - how much joy doing that thing brings you
 Skills that bring you the most joy earn a higher score.

Time score - does this skill take a lot of time to produce a product
 Quicker, high output skills earn a higher score.

Perceived value score - how valuable that skill is
 (tip: don't be modest, try and imagine you are scoring a friend)
 Skills which are perceived as high value, earn a higher score.

Audience score - if you have a business, does your current audience need this skill
 An established audience you can sell your skill to earns a higher score.

Barrier to entry - whether you require an investment of capital, additional training
 needed to do this skill
 Skills which have a low barrier to entry, earn a higher score.



SKILL	STRENGTH SCORE	LIGHT UP SCORE	TIME	PERCEIVED VALUE	AUDIENCE	BARRIER TO ENTRY	TOTAL
_____	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
_____	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
_____	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
_____	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
_____	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
_____	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

MY HIGHEST SCORED SKILL IS...

VALIDATE

Use some of the below methods to validate your offer and put your head to the group to figure out what people really want.

Email a survey to your list to find out their current struggles and painpoints

Ask to zoom with a couple of ideal clients and just chat with them about their struggles

Use keyword dominator to look up trending search terms on Youtube

Use Pinterest Trends to look at what people are currently searching for

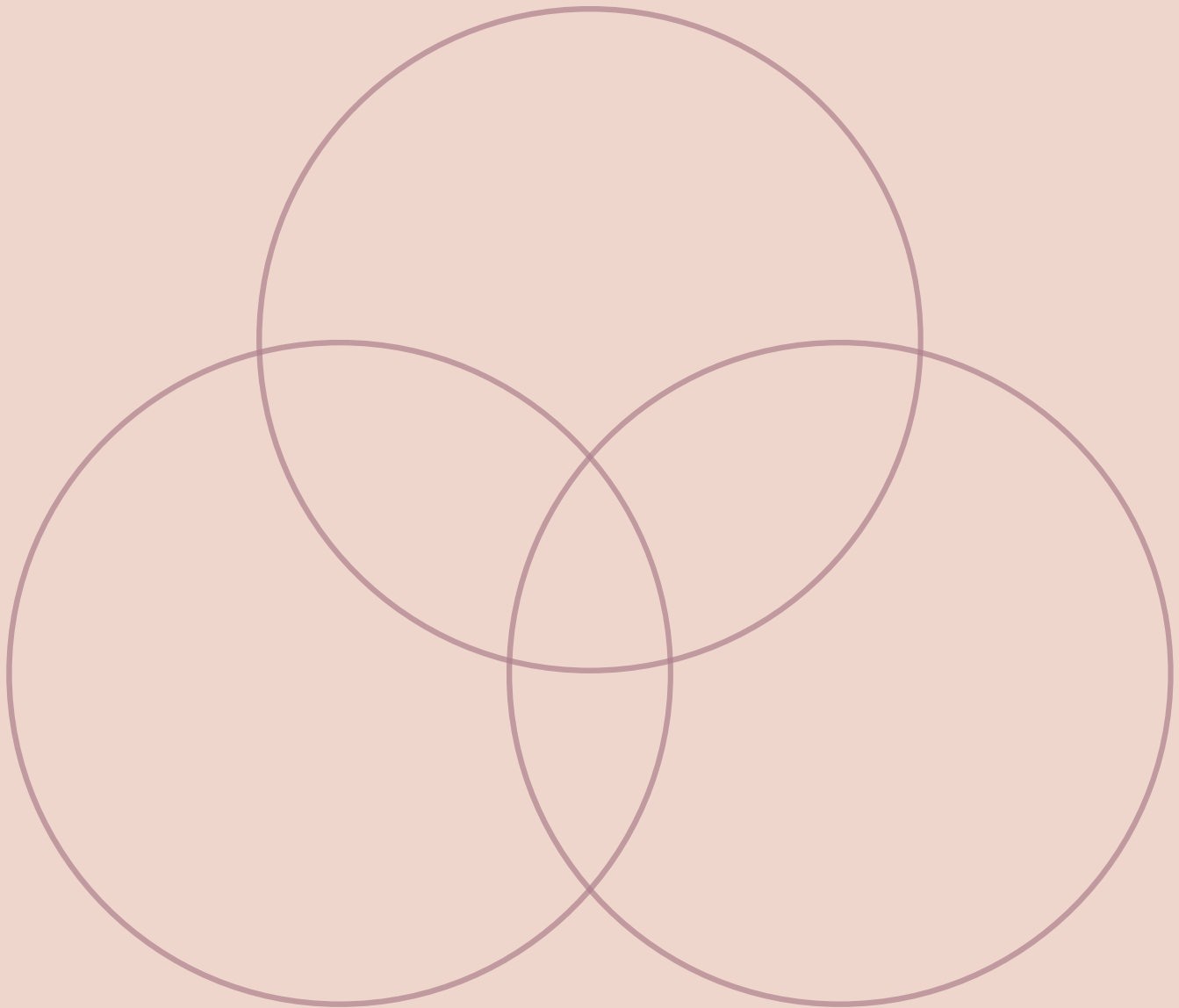
Join Facebook groups and put up a poll asking about what people are struggling with

Join Facebook groups and listen to the questions people are asking

SKILL PASSION PROFIT

Write down your skills, passions and tasks you know are profitable. Are there any overlaps?

PASSION



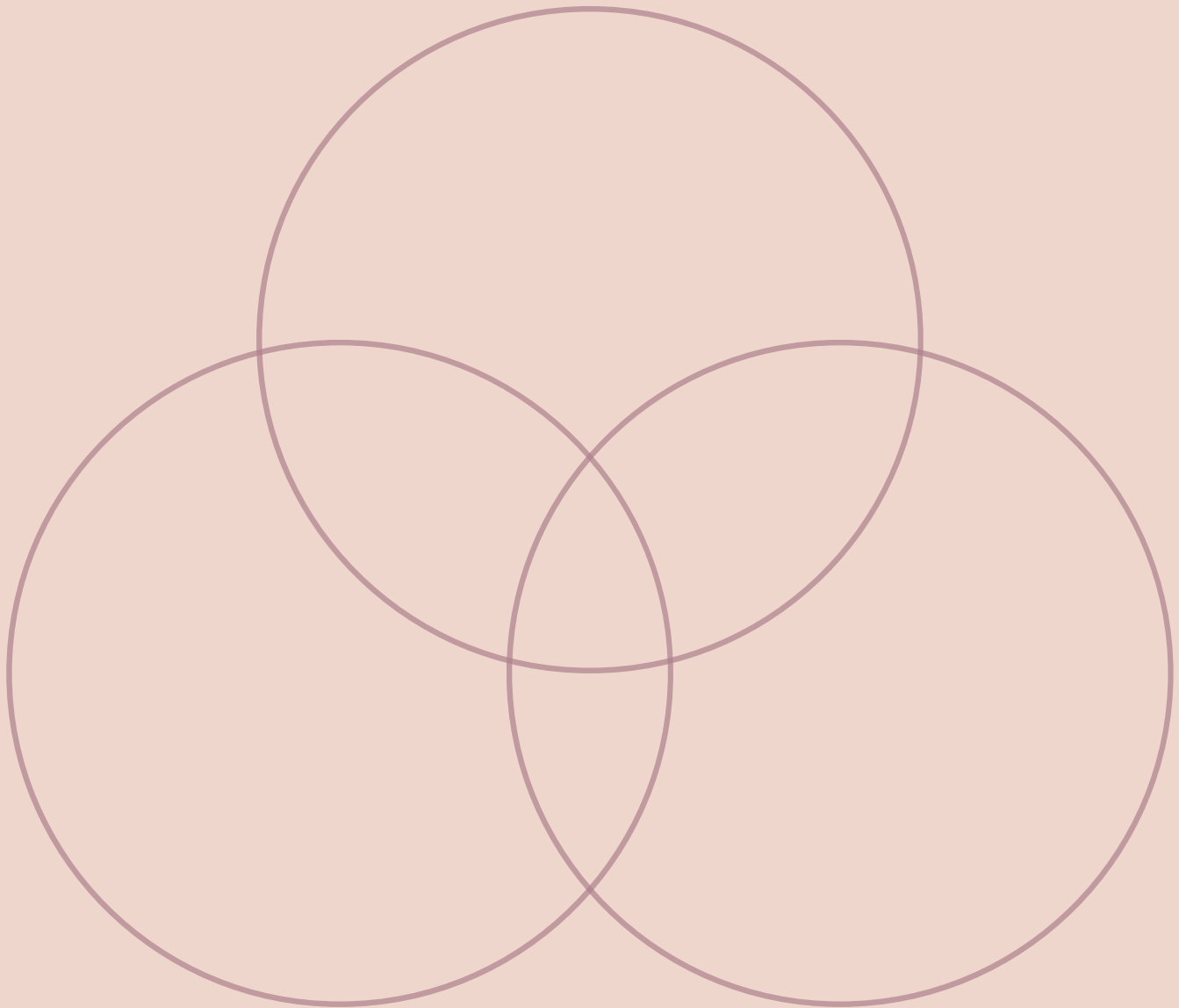
SKILLS

PROFIT

AUDIENCE

Now think about your audience and their dreams, perceived value and skillset. Are there any overlaps that stand out?

DREAMS



PERCEIVED VALUE

SKILLS

WHAT INSPIRES YOU

Is there someone else doing a course on the topic you dream of? Thats actually an amazing thing - as it means there is an audience of possible buyers for your product! Have a deepdive into what your competitors are doing and what you like about their offer. How can you do it better?

COMPETITOR	WHAT I LIKE ABOUT THEIR COURSE	POINT OF DIFFERENCE

COMPETITOR ANALYSIS

WHO ARE YOUR TOP(3) COMPETITORS?	WHAT ARE THEY OFFERING?

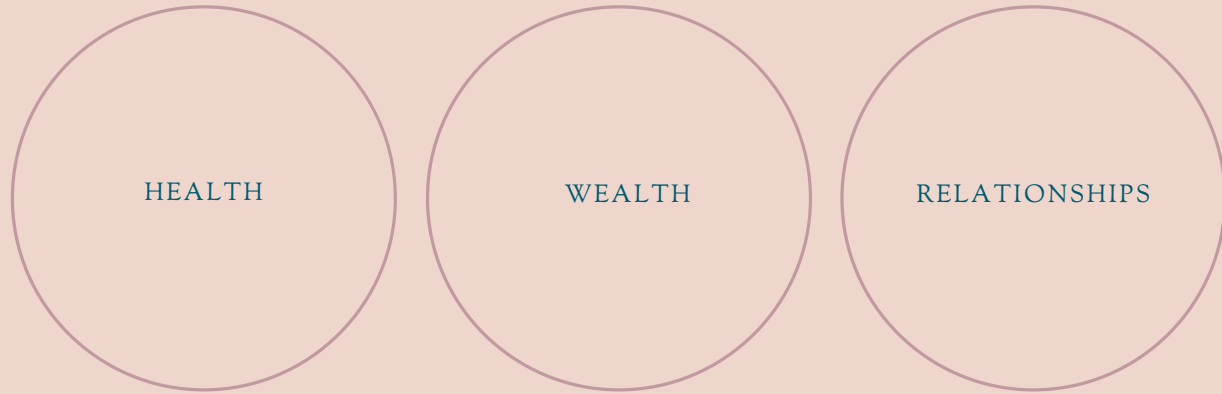
WHO ARE THEIR STRENGTHS AND WEAKNESSES?	
Strengths:	Weaknesses:

HOW ARE THEY REACHING THEIR CUSTOMERS?
Are they reaching new customers through ads, youtube content, blog posts etc. how did you find out about them?

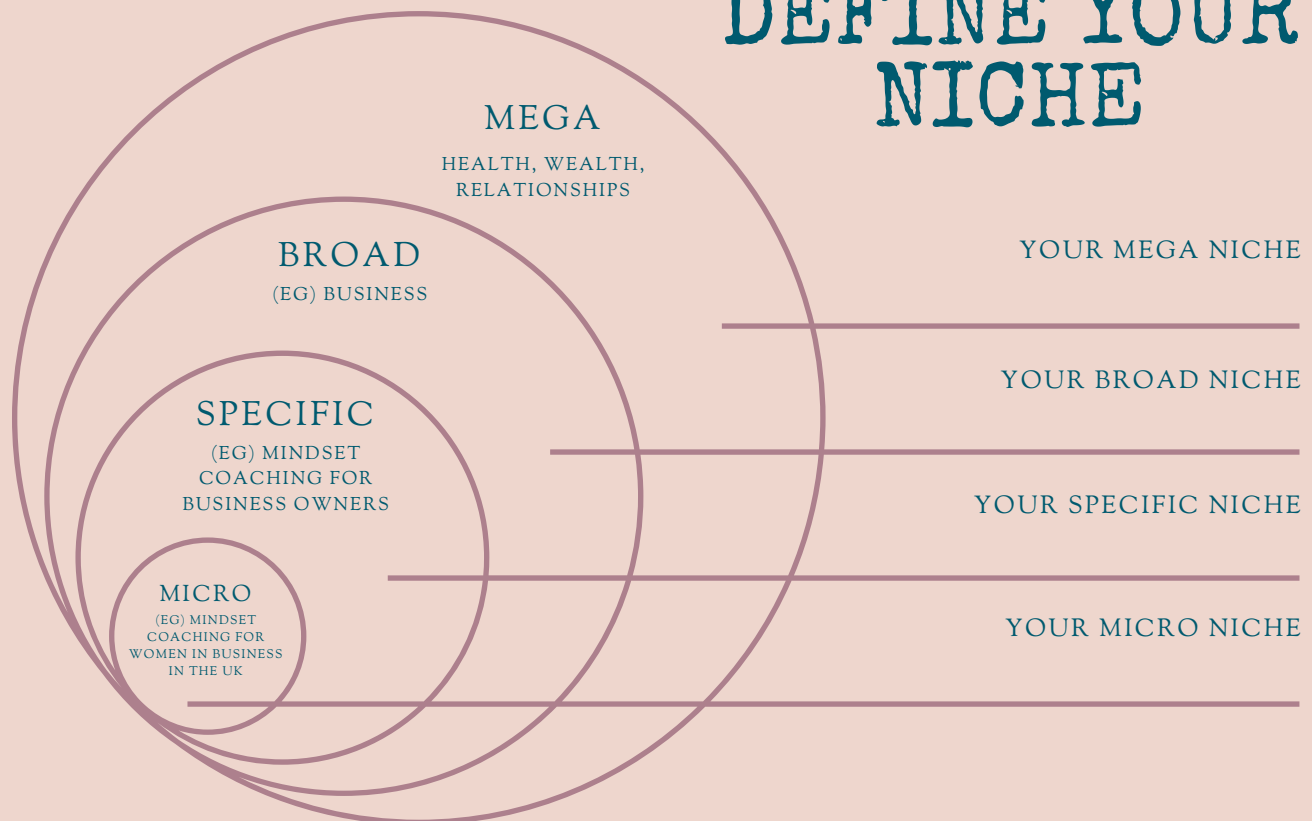
WHAT IS YOUR COMPETITOR PRICING?

THERE ARE 3 CORE MARKETS

WHICH OF THESE WILL YOUR COURSE FALL INTO?



DEFINE YOUR NICHE



YOUR DREAM STUDENT

Let's get a really clear idea of who your dream student is.

WHAT ARE THEY STRUGGLING WITH?

HOW CAN YOUR COURSE HELP THEM?

WHAT INSPIRES THEM?

WHERE CAN YOU FIND THEM ONLINE?

PROBLEM & SOLUTION

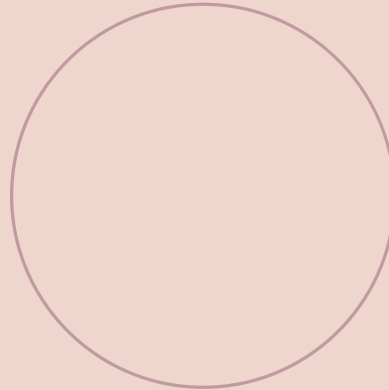
Think about some problems they may currently have, how can your course help fix them?

01.

PROBLEM

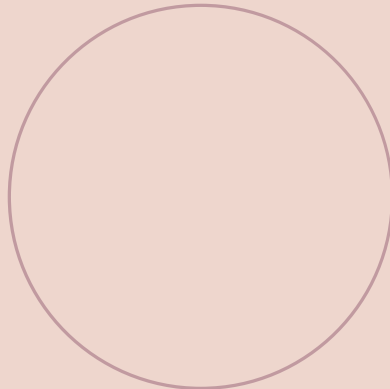


SOLUTION

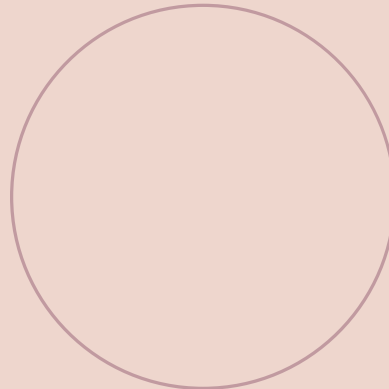


02.

PROBLEM

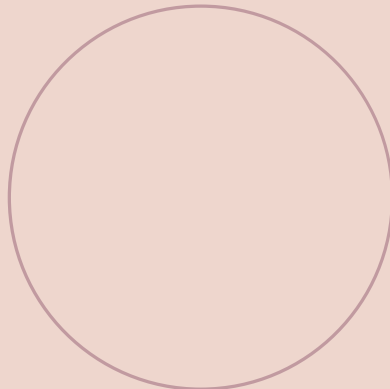


SOLUTION



03.

PROBLEM



SOLUTION



OBJECTIONS

Pretend you have finished your course and it's waiting for your students. What objections would stop them from purchasing?

01.

OBJECTION



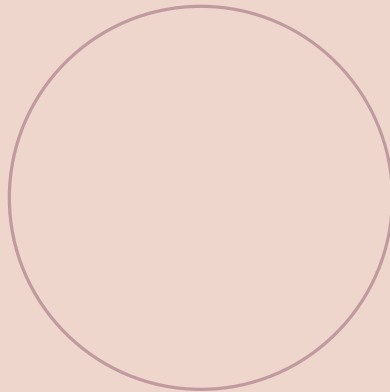
SEVERITY

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5

With 1 being not severe, 5 being very severe

02.

OBJECTION



SEVERITY

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5

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03.

OBJECTION



SEVERITY

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5

With 1 being not severe, 5 being very severe

STUDENT OVERVIEW

NAME:	
GENDER:	
JOB TITLE:	
DREAM JOB TITLE:	
AGE:	LOCATION:

PICTURE

WHERE CAN YOU FIND THEM ONLINE?

BUDGET

\$ \$\$ \$\$\$ \$\$\$\$

HOBBIES

OBJECTIONS

CONTACT



Now you have your ideas mapped out you'll be able to put together the content of your course with ease!
If you'd like a hand doing that, why not check out our course creation package? It encompasses everything you need to get your course ready to sell, from setting up your platform to creating all your materials.

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I'd love to connect with you!

