HOW TO FIND A PROFITABLE COURSE IDEA IN 15 MINUTES OR LESS

SEVEN FIGURE COURSES

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In the training video, I showed you that the market for online courses is surging right now.

According to Forbes, the market for online courses hit $57 billion in 2014 — and was expected to DOUBLE in 2015.

And that's why I believe that creating and selling online courses is the BEST online business model, hands down.

But, in order to start creating an selling online courses, you need an idea FIRST.

And in this worksheet, I'll show you how to find a profitable course idea in 15 minutes or less.

So let's get started!

There are 3 strategies you can use to find a profitable course idea.

1   **Take inventory of the things that people ALREADY come to you with questions about.**

In the video, I showed you how regular people are taking what they know, turning it into online courses, and making a killing doing it.

Camille Holden and Taylor Croonquist are the PERFECT example of this.

They worked together at the same company when they noticed something interesting: their boss and their colleagues would ALWAYS come to them for help creating Powerpoint presentations.

And that's when they had their A-HA moment. They thought, "People already ask us for advice about creating Powerpoint presentations. This seems like something we could create a course about, and then sell it to people directly."

So they did it! Now they have an online business selling online courses about how to use Powerpoint. They're doing so well, in fact, that they were able to quit their jobs and focus on growing their online course business full-time.

They didn't pull an idea out of thin air. Instead, they thought about something they were already helping people with, and they turned it into an online course.

And you can do it, too!

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Is there something that people always ask you for advice about? Maybe your friends ask you for relationship advice. Or your colleagues come to you for productivity tips. Take inventory of all the things people come to you for advice about in the space below. One of these things could become your online course idea!

② Take inventory of the things your clients ALREADY struggle with and ask you questions about.

If you're already in a business where you work directly with people, then you may find that your clients always ask you the same questions or struggle with the same obstacles.

If that's the case, then you can create an online course that solves those problems.

And that's exactly what David Cooper did.

David Cooper is an accountant for small businesses. He noticed that he kept answering the same questions from his clients over and over again. So he created an online course to answer those questions and offered it to his clients.

This helped his business in a few ways:

First, he no longer has to waste time answering the same basic questions over and over again. Now, he can redirect his clients to his online course so they can get those questions answered themselves.

Second, his clients started to see him in a much more positive light. They started coming to him for all sorts of business advice — not just accounting — because he proved to them that he had their back.

Third, and most importantly, he opened up another revenue stream.

A course won't be able to solve all your clients' problems as well as you could do it one-on-one. But the issue is that not everyone can afford one-on-one services. So, by creating and selling an online course, you'll be able to help more people in a way that they can afford you and that doesn't require you to trade your time for money.

Plus, you'll be able to build trust and credibility with these people so that when they ARE ready for one-on-one help, you'll be the person they come to.

So, think about it: Do you find that your clients often struggle with the same thing? Do they ask you the same questions over and over again? Take inventory of all of these things in the space below.

③ Find The Pain — And Eliminate It

If you struggled to work through the first two steps in this worksheet, then your going to love the Find The Pain and Eliminate It Technique.

Maybe the people in your life don't come to you for advice about anything specific. Maybe you don't have clients that struggle with the same thing or ask the same questions over and over again.

Maybe you just want to start an online business selling online courses, but you're STILL struggling to come up with a profitable idea.

What should you do?

You should Find The Pain — And Eliminate It!

You see, just because people don't ask you questions or bring you problems doesn't mean that problems don't exist.

So, what you need to do now is go out into the real world and RESEARCH problems that people have. Then, you can create an online course that solves those problems.

Here's how it works:

Step 1: Find 3 or 4 best-selling books about a topic you're interested in.

Step 2: Read the 5-star reviews and the 1-star reviews and look for **triggers phrases**.

A trigger phrase is an example of someone describing a pain or a problem in their life. It's also an example of someone bragging about a success in their life.

Step 3: Compile a list of pain points and solutions.

And that's it.

Let me give you a quick example to show you how this works.

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I searched for books on Amazon with the topic "relationship advice for women." And I chose 4 books randomly.

When I read through the reviews, I found these examples of people describing problems in their lives:

1. "I just went through a pretty rough patch with a man I thought cared about me, where I was easily set aside when anything else interesting came up."

2. "I wish I would have read this for the ex before the last. I did everything wrong! He must think I'm a total wimp, and now he's got an even bigger ego."

3. "My relationship unexpectedly fell apart, and I found myself very distraught and alone."

These examples of pain help you understand where your ideal customer is coming from. And now that you've found the pain people experience, your goal is to figure out what a potential solution might look like.

So imagine a friend came to you with these exact problems. What would you tell them?

If a friend told you, "My man always sets me aside," you'd likely tell your friend, "Well, don't let him do it. Make him put you first!"

Right? So do that for each pain, just like this:

Pain #1:   "I just went through a pretty rough patch with a man I thought cared about me, where I was easily set aside when anything else interesting came up."

Solution #1:   "Never Be Second Choice: How to Make a Man Put You First"

Pain #2:   "I wish I would have read this for the ex before the last. I did everything wrong! He must think I'm a total wimp, and now he's got an even bigger ego."

Solution #2:   "Stand Up For Yourself: How to Win Respect in Your Relationship"

Pain #3:   "My relationship unexpectedly fell apart, and I found myself very distraught and alone."

Solution #3:   "Why I'm Happily Single (For Now): How to Get Past a Broken Relationship"

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Do you see how this works? You start with a pain. You figure out a solution. And then you create an online course that helps people go from pain to solution.

And BAM - you've got your first online course idea.

Now let's put this into practice. Think about a topic you'd potentially like to create an online course about. Find 3-4 books on Amazon about that topic and read the 5-star and 1-star reviews. Record examples of "pain" in the table below. Then, think about a possible solution that you could offer.

The Pain	The Solution

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After you've gone through all the steps in this worksheet, you should have a list of possible online course ideas. Now it's time to go through the list and pick an idea to pursue.

And that's how you can find a profitable online course idea in 15 minutes or less.