
Online Course Creation Template

A 5-Step Workflow For Mapping Out Your Course Content

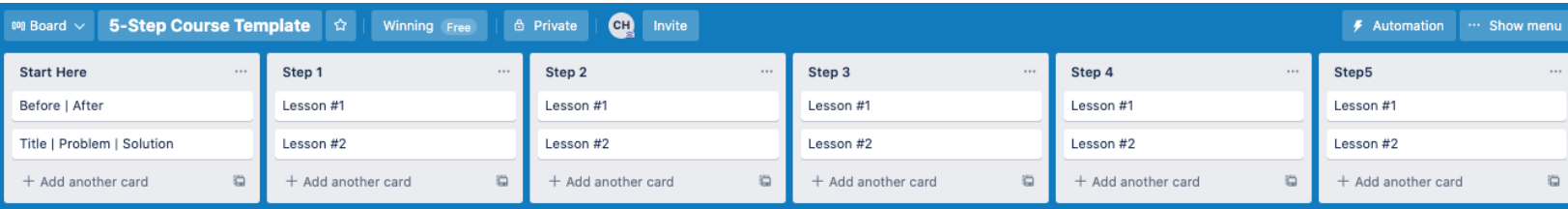


By Kris Amerikos

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This exercise is meant to take 30 minutes and result in the details of your course being mapped out using this 5-step workflow. You can refer to this workflow as many times as necessary and for as many courses as you want.

Here's what you'll need: Create a board with notes pinned to it if you want something physical that you can touch OR set up a free Trello account to create digital boards with notes:



See the next page for clearer images of each step.

Board **5-Step Course Template** Winning Free

Start Here

Before | After

Title | Problem | Solution

+ Add another card

Step 1

Lesson #1

Lesson #2

+ Add another card

Private CH Invite

Step 2

Lesson #1

Lesson #2

+ Add another card

Step 3

Lesson #1

Lesson #2

+ Add another card

Private CH Invite

Step 4

Lesson #1

Lesson #2

+ Add another card

Step 5

Lesson #1

Lesson #2

+ Add another card

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STEP ONE: Identify Their Painful Problem And Your Big Promise:

1. First thing's first. **Choose a title.** If you're not sure, you still have to pick one to move forward, so write it down.
2. Second, **what problem are you solving?** What scares your clients? What do they struggle with daily? What does a “sure-thing” look like to your clients? What is their highest priority?
3. Lastly, describe how you are going to solve this problem. **What is your big promise to your clients?**

Use the “Title | Problem | Solution” card in Trello:

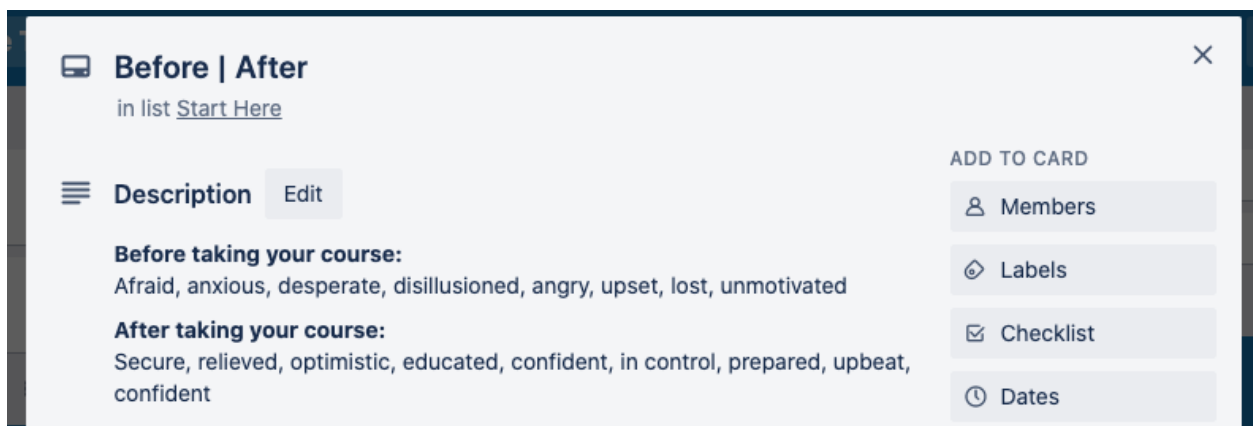


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STEP TWO: Describe The Emotions Your Client Feels Before And After Completing Your Course:

1. **First, write down what your ideal client experiences BEFORE they take your course.** Are they lonely? Frustrated? Nervous? Lost? Do they feel like they will never be able to reach their goal or get the result they want? Have they tried other courses and programs and had no success?
2. **Next, write down what you want your ideal client to experience AFTER they have taken your course.**

Use the “Before | After” card in Trello:

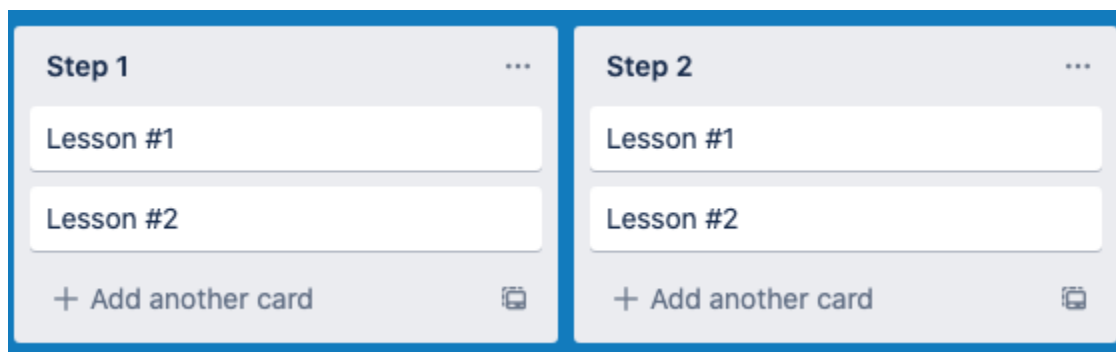


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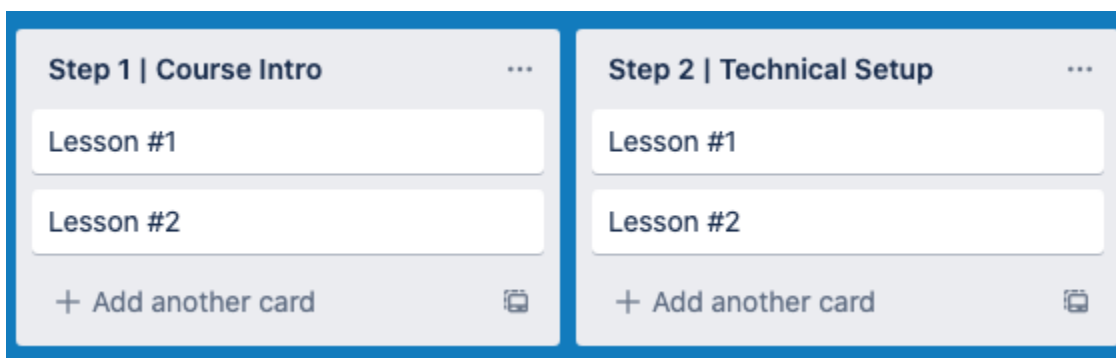
STEP THREE: High-Level View Of Your Course

1. **Decide which 4 or 5 sections or categories your course will include, do NOT write down individual lesson names or specific details (yet).** Just focus on the 4 or 5 main parts that need to be mastered or completed in order to make their transformation happen. If you have more than 5 sections, it's not a problem, but you should never have more than 12. Again, I suggest 4 or 5.

Use the “Before | After” card in Trello:



For example:



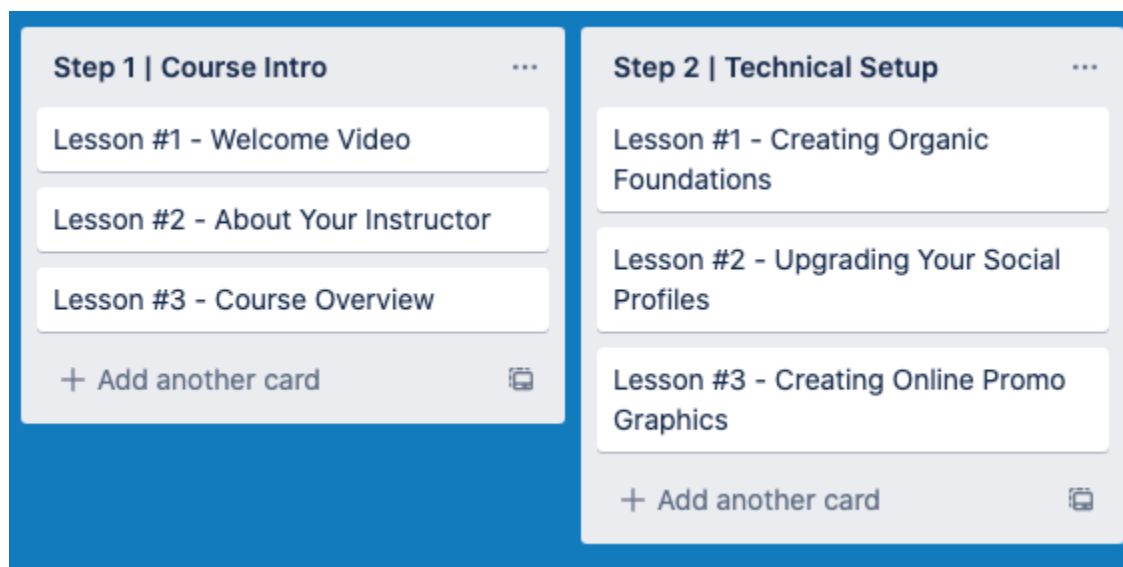
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STEP FOUR: The Lesson Details

1. **Add names of lessons.** I suggest starting with three lessons per section of the course, but you could have more.

REMEMBER: Each lesson should answer only ONE question. If you cram too much into each lesson, you'll overload your clients with too much information. Focus on answering one question per lesson to help your clients digest your course content more easily.

Use the “Lessons” cards in Trello:



STEP FIVE: Your Course Overview

1. Look at your lesson names and fill in the exact results your clients should get when they've completed those lessons.

REMEMBER: Ask yourself, "What value am I adding for my clients?" You can include reading suggestions, free downloads or PDFs that you'll give them, additional resources, etc.

Use the description section of the "Lessons" cards in Trello::



Use bullet points when listing lesson contents. You'll need to plan your script if you want to say something specific when recording the lesson. Creating slides or images you want to use to help explain the lesson is also highly recommended. The more prepared you are, the easier it will be when it comes time to record your course content. Write lesson-related tasks here.

CONGRATULATIONS!

You've just taken the first step to creating a highly profitable online course!



Your online course is the future of education. Make it count!
Get your FREE masterclass that will teach you:

- How I Generated Over \$1M In 10 Months
- How To Qualify Your Content For The Right Niche
- How To Innovate Value For Your Content
- The Easy Interactive Blog Or Group Growth Technique
- How To Get Your Audience To Explain EXACTLY What They Want You To Put In Your Course So They'll Buy It

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