

THE COMPLETE

COURSE CREATION

BLUEPRINT

A step-by-step guide to help you create the online course of your dreams

DEAR COURSE CREATOR

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

Online learning and the demand for accessible education are on the rise. Therefore creating an online course has never been more important or relevant. Whether you're a teacher, subject matter expert, or simply someone with a passion for sharing knowledge, the course creation blueprint can help you turn your ideas into a successful and engaging online course.

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!

Digital Content Creator Social Bliss Blueprint

CONTENT

01. NAIL YOUR NICHE

Do a details skill audit and figure out what your zone of genius is. This will help you to find a course topic you are passionate about that is also profitable.

02. YOUR DREAM STUDENTS

Create your dream client avatar so you have a detailed understanding of who you are wanting to attract and how you are going to do it.

03. OUTLINE & ACTION PLAN

Plan your course, outline your lessons and put together the skeleton of your course so you have an action plan on paper.

04. THE DETAILS

Go into detail about how your course will actually look - pinpoint the course name, price, the way you will deliver it to your students and the platform you will upload it to.



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

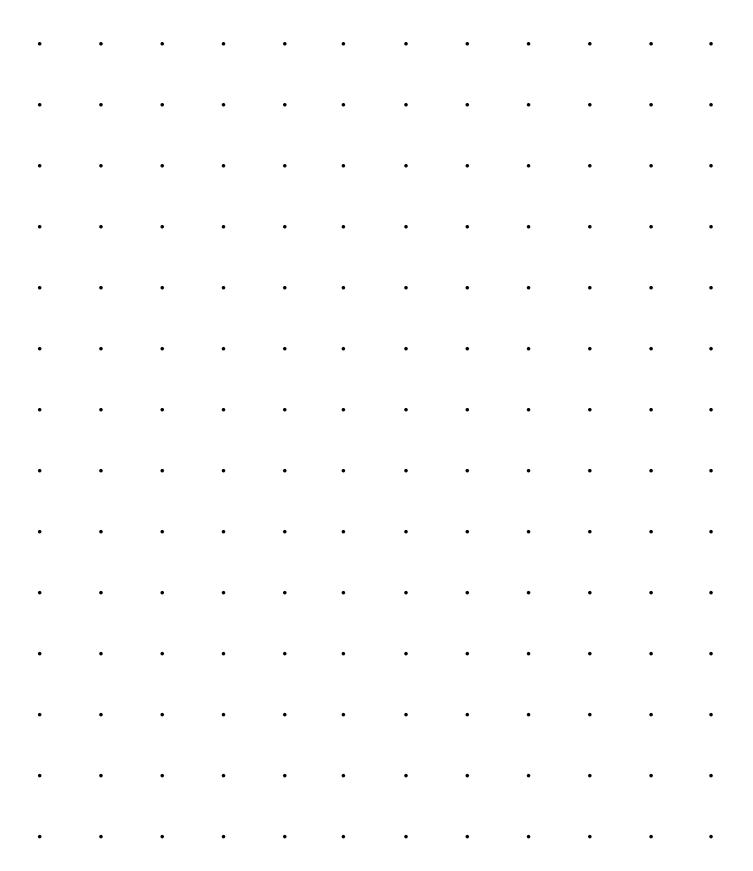
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LET'S GET STARTED

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



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.

Writing	Goal Setting
Community Building	Mind Set
Social Media	Teaching
Canva	
Illustration	
Graphic Design	
Creativity	
Marketing	
Instagram	
Facebook Groups	
Organisation	
Microsoft Excel	
Video	
Photography	
Presentation	
Tech Skills	

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.*



Try to be really honest with how you score yourself. Image you are scoring a friend!

SKILL	STRENGTH	LIGHT UP SCORE	Ε Σ Ξ	PERCEIVED VLAUE	AUDIENCE	BARRIER TO ENTRY	TOTAL

W W W . S O C I A L B L I S S . C A

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

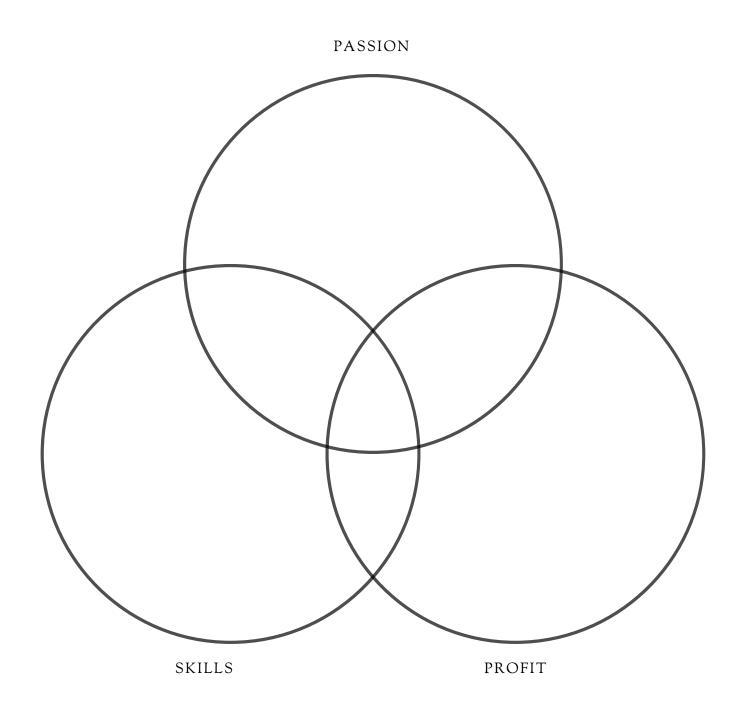






SKILL PASSION PROFIT

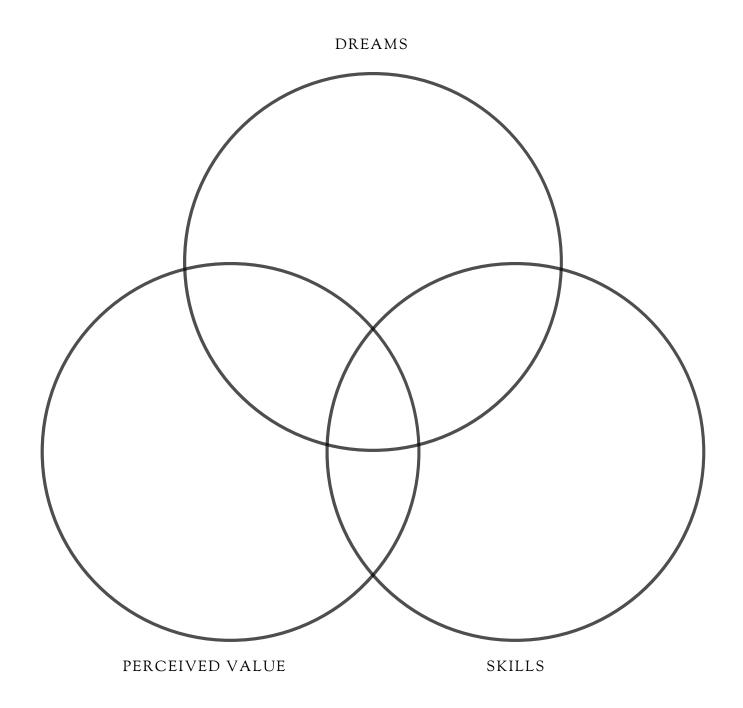
Write down your skills, passions and tasks you know are profitable. Are there any overlaps?



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AUDIENCE

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



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?

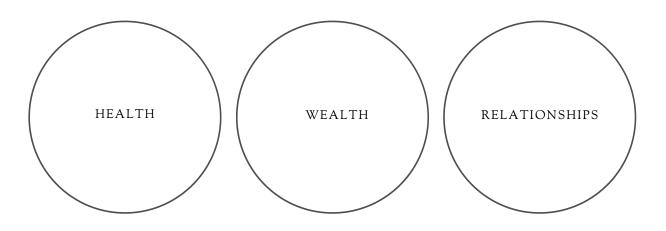
COMPETITOR	WHAT I LIKE ABOUT THEIR COURSE	POINT OF DIFFERENCE

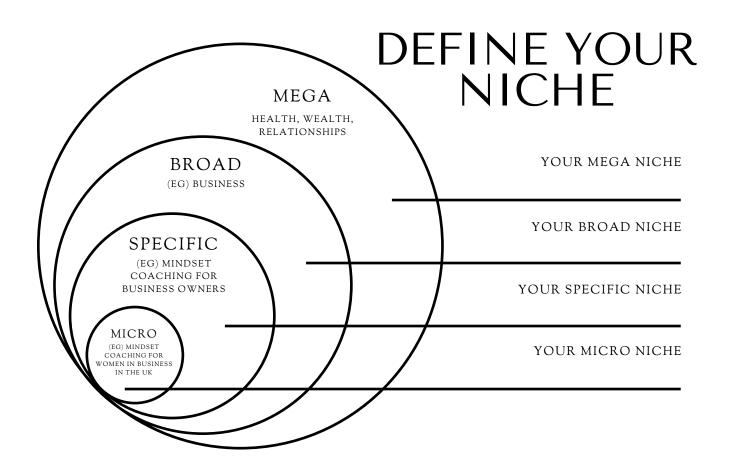
COMPETITOR ANALYSIS

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





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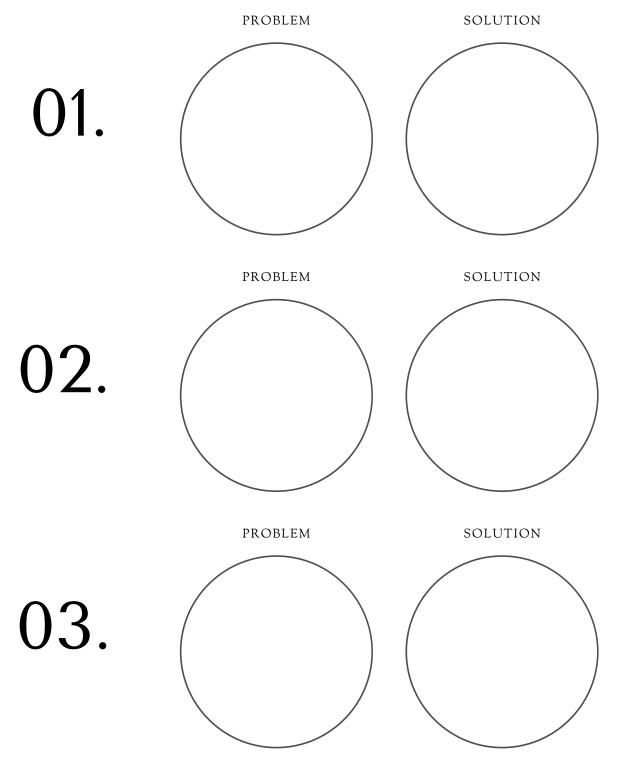
YOUR DREAM STUDENT

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?
WHERE CAN YOU FIND THEM ONLINE?
WHERE CAN YOU FIND THEM ONLINE?

PROBLEM & SOLUTION

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

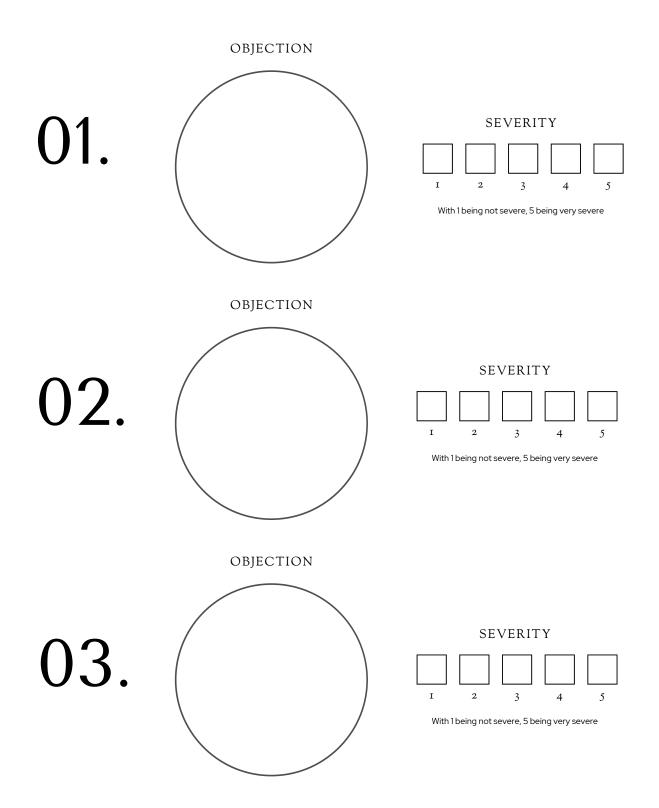


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OBJECTIONS

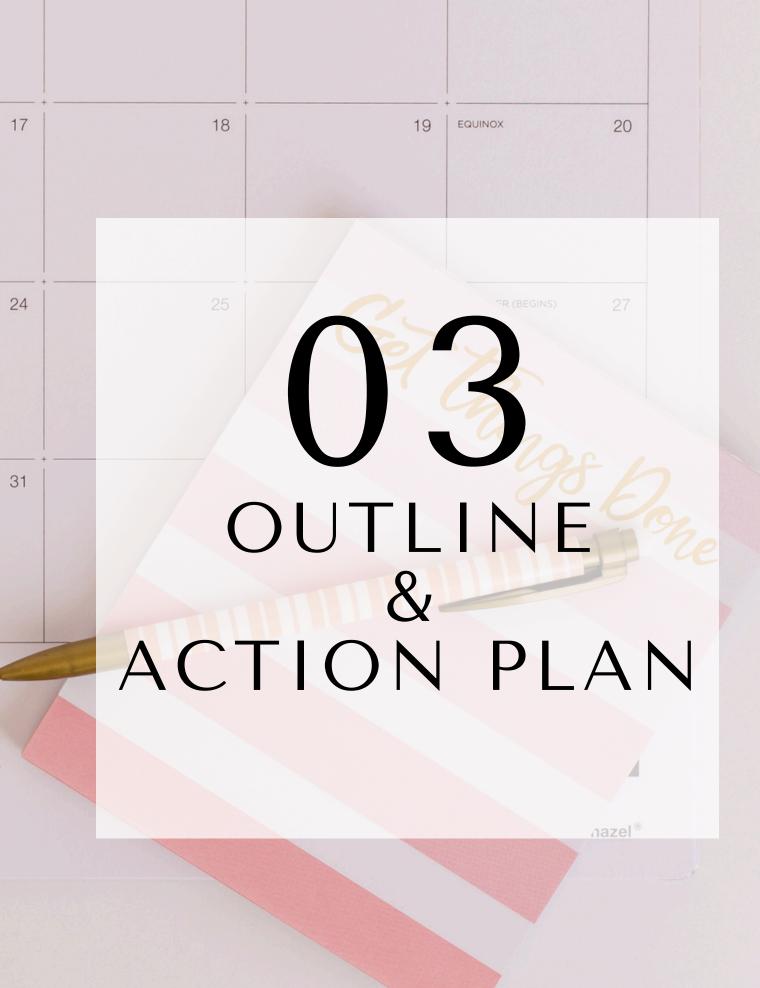
Pretend you have finished your course and it's waiting for your students.

What objections would stop them from purchasing?



STUDENT OVERVIEW

NAME:			
GENDER:			
JOB TITLE:			PICTURE
DREAM JOB TITLE:			
AGE:	LOCATIO	DN:	
WHERE CAN YOU FINI	THEM ONL	INE?	
		1	
BUDGET		HOBBIES	
\$ \$\$ \$\$\$	\$\$\$\$		
OBJECTIONS			



WHAT TO INCLUDE

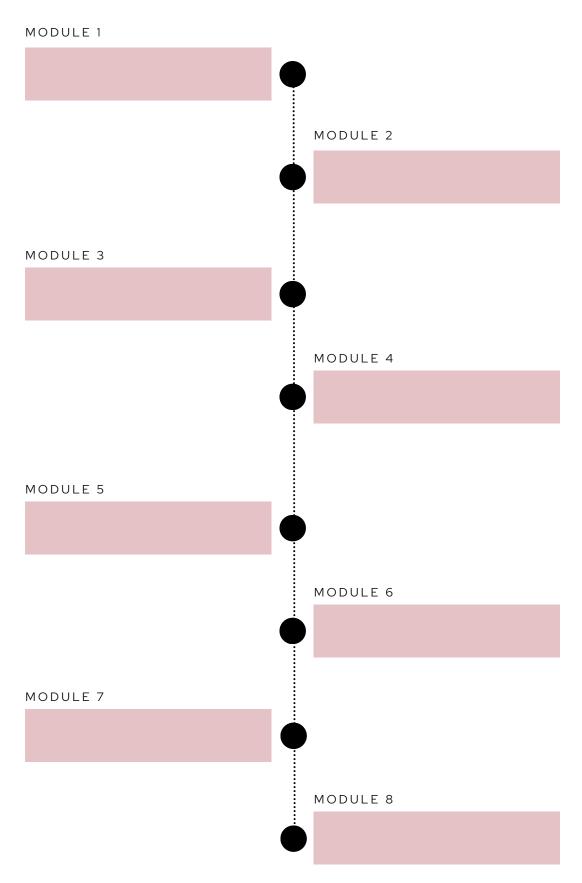
Now you know who you serve and what you want to make, have a brainstorm about what you want to include!

GET ORGANISED

Now try to divide your ideas in 6 - 8 categories - ideally in order of how you want to teach them.

01.	02.	03.	04.	
05.	06.	07.	08.	
Notes				

THE BREAK DOWN



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TRANSFORMATION

Courses need to flow, not be overwhelming and offer a transformation. Using the graph below, plan out your modules and give them a name.

Module 01.				
What you will cover Transformation				
•	J			
Module 02.				
What you will cover	Transformation			
,	1			
Module $03.$				
What you will cover	Transformation			

Module 04.	
What you will cover	Transformation
Module 05 .	
What you will cover	Transformation
Module 06.	
What you will cover	Transformation

Transformation
Transformation

•	•	•	•	•	•	•	•	•	•	•
•	•	•	•	•	•	•	•	•	•	•
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•	•	•	•	•	•	•	•	•	•	•
•	•	•	•	•	•	•	•	•	•	•

THE SUMMARY

Break down each of your modules into 4 lessons + x1 intro and x1 outro

MODULE:	MODULE:
INTRO	INTRO
Lī	Lı
L 2	L 2
L ₃	L ₃
L ₄	L ₄
OUTRO	OUTRO
MODULE:	MODULE:
MODULE: INTRO	MODULE: INTRO
INTRO	INTRO
INTRO L1	INTRO L1
INTRO L1 L2	INTRO L1 L2

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OUTRO	OUTRO
MODULE:	MODULE:
MODULE: INTRO	MODULE: INTRO
INTRO	INTRO
INTRO L1	INTRO L1
INTRO L1 L2	INTRO L1 L2

LESSON NAME	
PLAN	
DELIVERY TASK FOR STUDENTS Video Email PDF Live	
WORKBOOKS & TOOLS TO CREATE	NOTES

LESSON NAME	
PLAN	
DELIVERY TASK FOR STUDENTS Video Email PDF Live	
WORKBOOKS & TOOLS TO CREATE	NOTES

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PLAN	
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WORKBOOKS & TOOLS TO CREATE	NOTES

GUEST EXPERTS

Including a guest expert in your course can add lots of value - do you have anyone in your network you could ask?

SUBJECT/BONUS NAME	
COST	
SUBJECT/BONUS NAME	
COST	
SUBJECT/BONUS NAME	
COST	

BONUS CONTENT

Bonuses can be a great way to handle questions your potential customers might have – it's a great idea to include 3.

BONUS	NAME
	VALUE
BONUS	NAME
	VALUE
BONUS	NAME
	VALUE



COURSE NAME

Naming your course is important as it serves as the first impression and sets the tone for the content and learning experience that your students can expect.

	1 •	•	•	•	•	•	
IDEA BANK							
Some ideas below to help you decide on a name for your course		•	•	•	•	•	•
	•	•	•	•	•	•	•
Mastery							
Game Plan	•	•	•	•	•	•	
Society		•	•	•	•	•	•
Hub							
Starter		•	•	•	•	•	•
Supercharger							
Academy	•	•	•	•	•	•	
Collective		•	•	•	•	•	•
Blueprint							
University	•	•	•	•	•	•	•
Inner Circle							
Impact		•	•	•	•	•	•
Bootcamp		•	•	•	•	•	
Challenge							
		•	•	•	•	•	•

YOUR FINAL COURSE NAME

PRICING

Pricing your course can be hard! I recommend jumping in and researching what other creators are charging for their course.

Once you have an idea of that, break your course pricing into three irresistible offers.

PAY IN FULL (THE FULL FINAL PRICE)				
PAYMENT PLAN (+15% TOTAL)				
HOW MANY PAYMENTS?	OF HOW MUCH?			
EARLY BIRD (DISCOUNT BY 10-50%)				