

Course Offer Worksheet

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Use this example and template to record your audience’s pain points, your “stacked” offer solutions and an outline of your course lectures.

Pain	Offer	Outline
<p>Copy-paste the exact statements someone from your target or community audience has mentioned about the pain, hopes and fears they’ve found on your topic</p>	<p>What offer can you “stack” to solve this painful challenge? If you can’t solve it yourself, is there content, resources and websites you can provide to solve this challenge? What is the financial value of each offering you can create?</p>	<p>Create a descriptive name that explains the painful problem and how you solve it Include 3-8 “modules” for an offering Create one section you label as a “course page” which is your course sales page</p>
<p>“Do I need a website? What’s the best way to create a great looking site if I can’t afford a programmer?” “Are there any legal issues with posting types of photography?” “How can I keep my photography private?” “How do I create and show off a portfolio?” “So in a portfolio do you need a resume?”</p>	<p>-30-45 minute live and recorded group webinar session showing how to get set up with a discounted SmugMug.com/pro (value \$50-\$150) -Discount to SmugMug.com (value \$100)</p>	<p>How to create a great personal photography website (Module 2)</p>
<p>“What equipment do I need to create great photography?” “I bought a DSLR, but don’t know how to use it. It’s confusing, how do I get started taking better photography?” “What type of photography sells?”</p>	<p>-30-45 minute live and recorded group webinar session walking through the most important effects and features you can use with a DSLR camera (value \$50-\$150) -Cheatsheet with all the equipment and links to resources online where someone can purchase their first camera (value \$50)</p>	<p>The most important effects and features you can use with a DSLR camera (Module 1)</p>
<p>“How do I market my photography services?” “I heard I can make \$50 an hour for my services if I sell through Craigslist?”</p>	<p>-30-45 minute live and recorded group webinar session that covers growing your photography business by marketing through Craigslist and local newsletters (value \$50-\$150)</p>	<p>How to get your first clients and market your photography business to earn \$1,000 a month on the side (Module 3)</p>

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<p>“What do I do if my client asks me for print outs?”</p> <p>“Do I charge extra for this? How much more?”</p> <p>“What happens if they ask me for references?”</p> <p>“How do I negotiate with new clients?”</p>	<p>-30-45 minute live and recorded group webinar session on how to work with clients when it’s your first time and gather valuable testimonials (value \$50-\$150)</p>	<p>How you can charge more and build your photography reputation (Module 4)</p>
<p>“I’m checking into a photography class. Hope I find one close by. I also work 40 hours a week.”</p> <p>“How do I built my photgraphy portfolio in the first place if I don’t have experience?”</p> <p>“How do I advertise and grow my photography business if I’m a full-time student?”</p>	<p>-Series of live and recorded evening webinar sessions to allow students and people with a full-time job to join</p> <p>-The webinar would start with 30-45 minutes of prepared content and finish with 15-30 minutes of Q&A using Zoom.us</p> <p>-Limit the amount of students to 20 to provide more engagement and upload recorded sessions to Fedora in case anyone missed a session</p> <p>-A community of similar students will be created using Facebook</p> <p>-Total course value (~\$600)</p>	<p>Make \$1,000 on the side with a part-time photography business (Course Page)</p>

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