

Course Offer Worksheet

profitablecourseidea.com

Use this example and template to record your audience’s pain points based off lesson 3 in Profitable Course Idea.

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>- Coming in Lesson 4</p>	<p>- Coming in Lesson 4</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>- Coming in Lesson 4</p>	<p>- Coming in Lesson 4</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>- Coming in Lesson 4</p>	<p>- Coming in Lesson 4</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>- Coming in Lesson 4</p>	<p>- Coming in Lesson 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>- Coming in Lesson 4</p>	<p>- Coming in Lesson 4</p>

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