COURSE IDEA WORKBOOK

BY NATHALIE LUSSIER

Why the Course Idea Workbook?

Let's begin with a simple premise:

You already have all of the brilliance, solutions, and ideas inside of you. You just need the safe sanctuary space to explore and create.

> # "Ideas have a shelf life, use them before they expire."
>
> NATHALIE LUSSIER

Young, wild ideas can easily get trampled on by the world… it helps to refine and nurture them before you launch them out into an existing ecosystem. That's exactly what you'll do as you work your way through the Course Idea Workbook.

This workbook is designed to give you the space you need to record your thoughts and ideas along the way, and it's a shortened version of the Course Idea Planner.

AccessAlly™ is a digital software business, and we believe that technology is a powerful way to build a business… But there's something equally powerful about slowing down to write your ideas down with pen and paper.

Observe Your Ideas In The Wild

The first step in successfully bringing an idea out into the world is identifying the wild idea that you want to pursue.

But before we can do that, we need to know what ideas are currently occupying space in your mind. Write down all of the projects, ideas, and tasks (big and small) occupying space in your head right now.

These can be personal, business related, or anything in between.

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Identify The Idea You'll Nurture

Select the "Do" ideas from the previous exercise, and write down a priority number… with #1 being the idea that sparks the most excitement.

(You'll also want to look at potential return on investment for this idea.)

For example, if you're looking to create an online course but you have two different topics you could teach… go with the one that has more potential customers, or that might be faster for you to create.

Idea	Why This Idea	Why Now	Demand from potential customers?	Time & effort to realize this idea?

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Explore The Existing Ecosystem - Customers

The Idea Sanctuary is a safe place for your ideas to flourish, but before you transplant your new idea into another environment…

You need to understand the existing ecosystem that your idea will enter.

To make sure your idea will "make it", it helps to explore your industry, the marketplace at large, and to understand the people who might buy into your idea… and help you spread the word about it.

Each of the following pages can be used for an interview with a potential customer or past client. Only select people who are in a position to buy into your idea (not well meaning friends and family) with their time and money.

It helps to do this in person, over the phone, or via a "live" method like Zoom so you can ask follow up questions.

MY INTERVIEW GUIDE

- Name & Contact Details
- Date of Interview
- What's your biggest struggle?
- What keeps you up at night?
- What have you tried that hasn't worked, and why?
- What would your life look like if these issues were solved?

Name & Contact Details

Date of Interview

What's your biggest struggle?

What keeps you up at night?

What have you tried that hasn't worked...and why?

What would your life look like if these issues were solved?

Name & Contact Details

Date of Interview

What's your biggest struggle?

What keeps you up at night?

What have you tried that hasn't worked...and why?

What would your life look like if these issues were solved?

Explore The Existing Ecosystem - Competitors

Your idea does not exist in a vacuum, it must exist in the marketplace and compete.

Don't let that stop you, instead use competition to help you refine and improve your idea. Pick 3-5 competing products, brands, or courses and notice where they stand.

You can fill this in at the product level or the business as a whole. (Their big idea is how they sum up their position in the marketplace, what they believe in, and how they communicate it.)

BRAINSTORM POTENTIAL COMPETITORS

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Competing Product/Course/Business:

Their big idea:

Price points:

Target market:

Pros/cons from your reviews and observations:

Strengths and weaknesses:

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Strengths and weaknesses:

Explore The Existing Ecosystem - Cooperation

Look at possible allies and partners that could help you spread the word about your idea, course, or product: people you already know, leaders in the field you might want to befriend, and existing customers and fans.

The sooner you identify these cooperative partners, the easier it will be to connect with them in a genuinely mutually beneficial way. Their big idea is how they sum up their position in the marketplace, what they believe in, and how they communicate it.

Potential Ally:	
Their big idea	
Where you overlap	
Their client base and audience	
How you can help them	
Strengths and weaknesses	

Make Your Idea Uniquely Yours

Your idea came to you, you have a unique story, and background that no one else has. If you see something similar to your idea in the marketplace already, and it's succeeding… then it means there's a viable business case for it.

To help your idea succeed in a crowded space, give it a head start by making it strategically unique.

What needs to be different about your course or project to succeed in the marketplace? What is something that you can do, be, or have that no one else can?

Who it's for	
What it does	
Common patterns observed by customers	
Filling what void in the marketplace	
Ways your allies could be supported	
Strengths and weaknesses	

The Course Idea Workbook Statement

If you had to sum up your idea into a concise statement that someone could repeat to a friend over lunch, what would that look like? Use these prompts to help you refine your idea, and its uniqueness in the marketplace.

My idea helps [who], do [what], unlike [competitors].

For example: My online course helps women with cravings stop binging on junk food while feeling satiated, unlike most diets that focus on calorie counting.

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Write Your Course Idea Workbook Statement:

Dealing With Idea Predators

We all want to do our best work, and unless there's an external deadline we're likely to put off working on our ideas because we see what they could be… and we're afraid that we won't be able to fulfill on our vision with our current skill set or resources.

But unless you clear the path for your idea to happen, you're likely to push it off into the distance and never make it happen. Identify things that could throw you off track and watch how skillfully you move through any obstacles that come up.

Write down why this idea might not work… and flip it.

Idea predator or obstacle	How you can prevent or overcome it	What are your next steps

Enlist Idea Co-Creators

You may have realized there were potential pitfalls or obstacles that you could overcome… if only you had access to other experts and additional help.

Most ideas come to life with the help of many hands. You might want to enlist the help of others along the way. Write down the roles and identify the gaps you need to fill in order to bring your idea to life. View the blog post below for more info on hiring.

https://accessally.com/blog/how-to-hire-a-virtual-assistant/

Role	Expertise You'll Need	Description of Duties	Where you might find this person

Choose Your Idea Implementation Tools

If you're creating something new, you'll need a suite of tools, a platform, or other method of delivering and creating in.

At AccessAlly™ we've created intuitive software tools to help you create free opt-in giveaways, paid online courses, and educational membership sites.

List the types of tools you might need, and note down any research you need to do if you don't know what tools are available yet.

Type of Tool	Functionality you need	Potential options

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Additional Resources to Support Your Ideas

If you enjoyed this workbook, then you'll love the resources below that are designed to help make your ideas a reality.

Available books:

PRE-SELL —YOUR— ONLINE COURSE

>>> before you even build it

BY NATHALIE LUSSIER

COURSE IDEA PLANNER

BY NATHALIE LUSSIER

Course and Membership Site Software:

accessally™