



Phase 2b: Course Creator Worksheet

Using this worksheet, you're going to map out the layout of your course based on the exercise you have previously completed. If you need to go back and review your ICA and your Course Roadmap, this is a good time!

Your course creator worksheet will help you define the number of modules, lessons and themes for your course.

Course Length

There are multiple options for your course length depending on how you choose to deliver information and what supplementary materials you offer your audience. The examples below are only examples. You may choose any number of modules, videos, audio clips, handouts or checklists that you would like included in your course.

Examples:

A 4-module (2-hour) course that educates a client on a particular topic with a workbook that helps them understand their baseline health, which lab tests they need to pursue and how to advocate for themselves with their health care providers.

Example pricing: \$99-149

A 4-module (4 hour) course that educates on a condition as well as the behaviour and lifestyle changes that can be used to support a potential outcome. Example topics could include pre-conception health or cholesterol lowering.

Example pricing \$199-249

A 8-module (16 hour) course that moves a client through a process of education, implementation and transformation through a series of well-defined steps and support. Example topics could include weight management, mindfulness and digestive health and improving nutrition.

Example pricing \$399-649

A 12-week transformational course that moves a client through a process of education, implementation, transformation and evolution into maintenance through a series of well defined steps, reflection, adjustment and habit building through accountability. Examples include sleep training, weight management, resiliency building and stress reduction.

Example Pricing \$699-997



Workbook Questions

1. How long would it take for you to introduce the problem to your ideal client?
2. How many content pillars would you move through to best educate your audience if your topic was purely educational?
3. How many steps does your client need to move through in order to achieve transformation on this topic?
4. Does your methodology require a certain amount of time to see change? How long is this and what touchpoints or support would your client require in order to achieve the change?

Modules, Titles and Descriptions

Break your topic into modules. Give each module a title and a short description so you understand what needs to be included in each module. Under each module, indicate the learning objectives or the key takeaways your client needs to be successful at the module.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8..



Resource Creation

Not every learning moment for your ICA has to happen through slides and video. Thinking about the transformation your ICA is going to have, brainstorm the types of media and resources that your client would benefit from in order to be successful. Examples include: videos, audio clips, images, motivational quotes, recipes, checklists, accountability, reading material, external links or apps, additional podcast recordings,

Brainstorm the types of media you could use to convey your course, and which learning points would fall under each type of media.

- 1.
- 2.
- 3.
- 4.
- 5.

Transformation Timing

For each module, map out the time required for your client to experience transformation. Some transformations can happen very quickly (like learning a new fact) whereas others require time and resources (changing the way they shop for food, practicing a skill, adhering to a plan).

For each transformation, estimate how long your client will need to “acheive” the change. Use this opportunity to reflect on your modules, media choices and timing of your course. After thinking about the timing of each mini transformation, does anything need to be added earlier in this workbook?

For example, if the transformation is to change their shopping, it might require 1 week to make the change and a grocery list or recipe list to support the change.



If they transformation is a daily meditation habit for 3 weeks, it will require 21 days to make the change and may require an accountability checklist and meditation audio tracks to support the change.

Timing Transformation Notes:

- 1.
- 2.
- 3.
- 4.
- 5.