

MODULE 3 = "MAPPING OUT YOUR COURSE"

TAKE YOUR NICHE ONLINE - "MAPPING OUT" FORMULA!

My belief is that the EASIEST step to the whole entire online course process is mapping it out.

It shouldn't take any more than an hour to do this, so if you've nothing to do with your day today, let's get started, shall we?!

You can choose a few different types of methods to map things out, such as:

- Word document
- Notepad and pen
- Flipchart and Sharpies
- Sticky notes on a wall
- Wipe board and pen

(Make sure it's a non-permanent marker on that last suggestion, but if you do happen to have used the wrong one like I did recently - grab some antibac hand gel, and some paper towel, and it comes off a treat - har har - every day's a school day, huh?!)

Whatever system you use to map things out, the outcome will be the same.

You'll have your online course planned out, and you'll know exactly what's in each module.

STEP ONE

Separate things into columns, sheets of paper, pages in a document etc with rough topic headings.

So, for my Your Pelvic Matters Teacher Training program, mine were as follows:

1. The full-body approach
2. The pelvic floor and pelvic floor mechanics
3. The foot and lower leg mechanics
4. Core / psoas and upper body mechanics
5. Lesson planning / client programming / exercises

You may have something very different, but try and nail things down to topics first, then move on to step two.

STEP TWO

Underneath each heading, you write down ALL of the things you want to cover under each topic.

Keep going and going and going...

Write down: hints and tips you want to share, exercises, movements, educational theoretical stuff, stories, case studies, testimonials, research articles, keep going and going.

You want everything related to that category underneath each heading.

STEP THREE

Save it as a document, take a picture of it, record as it is right now in this version.

This is your masterpiece as it stands right now.

Definitely saved it? Yep? Ok, move onto step four.

STEP FOUR

Trim it down. What?! I know, but seriously...?

Yep, I had you do ALL that work, and now I'm asking you to delete probably HALF of it.

My bad. Sorry.

Why? Well, because, if this is your first online program, and you're looking at selling it as the first course on your product suite/ladder/offerings, what you've listed here is TOO MUCH info.

If you're going to sell this at £97 per customer, and your target client is a postnatal mum who is wanting to reduce her symptoms of prolapse, she does NOT have the time to consume your full work of genius at that price point, I'm afraid.

So, you've got to take ALL of the unnecessary, "yes, they can live without that" topics and ideas out, and break it down to the barebones - think of it as the skeleton of your course.

STEP FIVE

Cry.

I'm kidding! But, feel free to do that if you want to, because I feel like I've just dashed all of your hopes and dreams right now of creating any sort of course online.

But in seriousness, mapping out your program actually wasn't that hard was it, huh?

What do you do with all of the "yes, they can live without that" topics?

Well, you can include those in your NEXT course, at a higher price point, further down the line, so please don't forget about them, you just won't be teaching them right now.

I'm a big believer in keeping things simple.

Have fun!

Regards

Claire Mockridge

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