

thriving
TEACHER

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ONLINE COURSE
WORKBOOK AND
PLANNER
for teacher biz owners

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One: **FIND A PROFITABLE COURSE IDEA**

Keep track of your ideas and combine your knowledge, passion and market research to figure out the best course idea for your business.

REASONS & MOTIVATIONS

There is always a "Why." Reminding yourself of why you want to create a course will help you stay motivated to start and finish your course. List and explain your top 3 motivations below:

I WANT TO CREATE THIS COURSE BECAUSE

I WANT TO CREATE THIS COURSE BECAUSE

I WANT TO CREATE THIS COURSE BECAUSE

- MAKE A BIGGER IMPACT
- ADD ANOTHER INCOME STREAM
- GENERATE PASSIVE INCOME
- MORE TIME WITH FAMILY
- SHARE MY EXPERIENCE
- SCALE MY BUSINESS

GETTING STARTED

What do you need to get started? What do you need to learn, buy or figure out before you can get create your course?

THINGS I NEED TO GET STARTED

1.

To Learn:

2.

To Buy:

3.

Decide:

4.

5.

6.

7.

8.

9.

COURSE IDEA BRAINDUMP

What should I teach? List all your course topic ideas. Don't hold back! Just jot down whatever comes to mind. We will fine tune your ideas on the next pages.

A blank yellow sticky note with a slightly textured surface, intended for writing course topic ideas.A blank yellow sticky note with a slightly textured surface, intended for writing course topic ideas.A blank yellow sticky note with a slightly textured surface, intended for writing course topic ideas.A blank yellow sticky note with a slightly textured surface, intended for writing course topic ideas.A blank yellow sticky note with a slightly textured surface, intended for writing course topic ideas.A blank yellow sticky note with a slightly textured surface, intended for writing course topic ideas.A blank yellow sticky note with a slightly textured surface, intended for writing course topic ideas.A blank yellow sticky note with a slightly textured surface, intended for writing course topic ideas.A blank yellow sticky note with a slightly textured surface, intended for writing course topic ideas.

PRO TIP: Check in on niche Facebook groups to see what people are asking for.

KNOWLEDGE AND SKILLS

Identify your skill set. What do you have experience in? What kind of questions do you get asked over and over?

WHAT I GET ASKED REPEATEDLY

MY SKILLS AND EXPERTISE

REMINDER

You don't have to know everything about a particular topic. If you have more experience than your target audience (even if you're just ONE step ahead of them) you're already an expert.

PASSION AND PURPOSE

Your passion will make you radiate with excitement and help you sell your course with ease. Your audience will be able to relate and connect with you more easily. What are you truly passionate about?

WHAT DO I LOVE TO TALK ABOUT FOR HOURS?

WHAT MAKES ME LOSE TRACK OF TIME?

WHAT AM I GOOD AT? WHAT DO I HAVE A KNACK FOR? (THIS COULD BE ANYTHING - ORGANIZING, BAKING, SOLVING PROBLEMS,...)

VALIDATE YOUR COURSE IDEA

Use some or all of these methods to validate your course idea and find out what course content your ideal customer is CRAVING.

WAYS TO VALIDATE YOUR COURSE TOPIC

- Send a survey to your email list to find out what their problems and pain points are.
- Market Research Call (15-20 min) with your ideal client. Ask them about their problems and pain points.
- Instagram – Research hashtags, follow similar creators, use polls, or question stickers to find out what they need.
- Use Pinterest and Google Trends to find out what's trending and successfully selling for others
- Join Facebook groups where your ideal customers hang out and see what questions they're asking and sharing.
- Use Quora, AskThePublic or Reddit to find topics your audience is most interested in learning about.



YOUR AUDIENCE

Now use your insights to list out what your audience is struggling with and what their ideal solution to their problems would look like.

WHAT DO THEY STRUGGLE WITH?

[illegible]

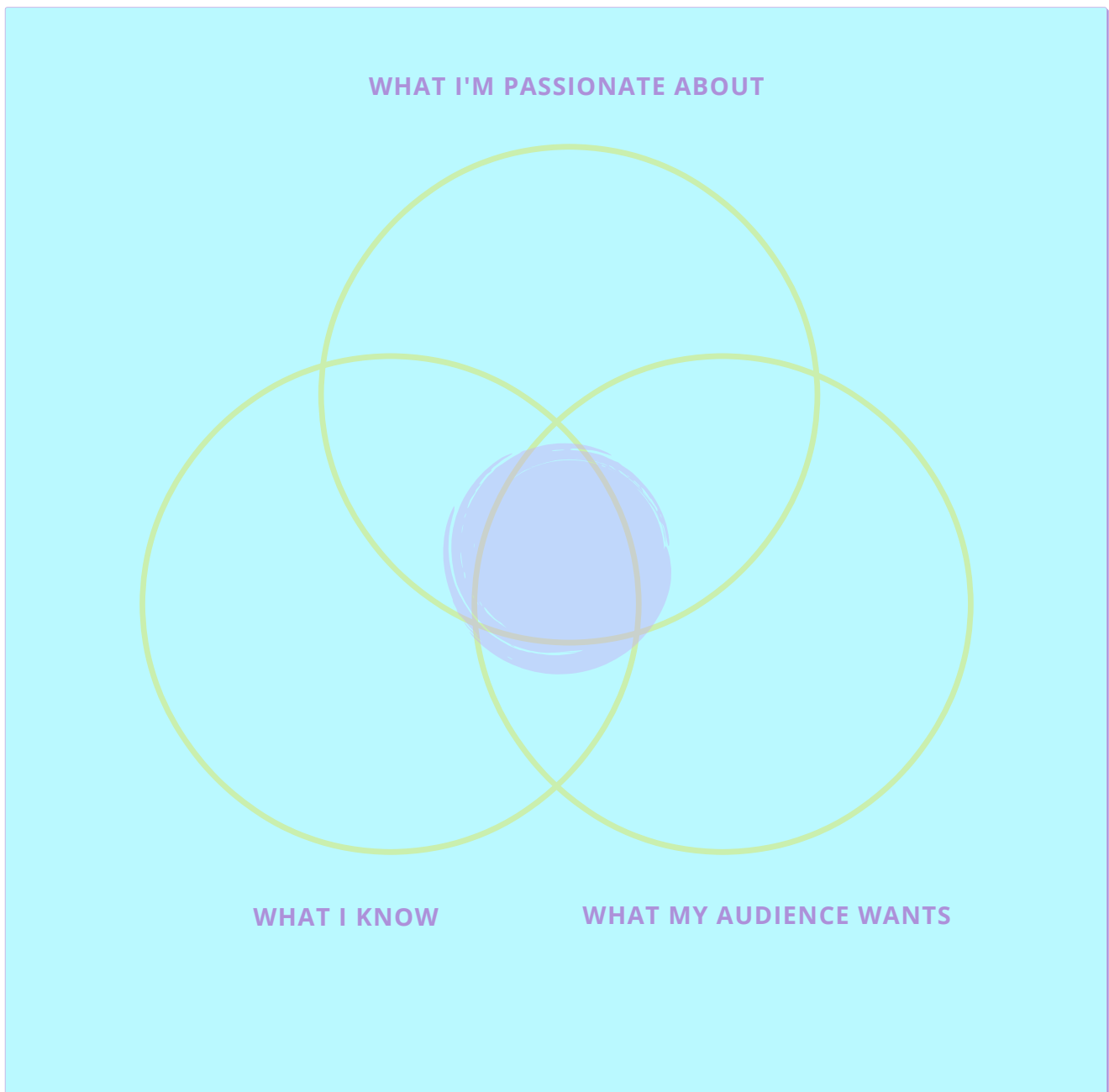
THEIR IDEAL SOLUTION

THEIR IDEAL SOLUTION

NOTE

YOUR PROFITABLE COURSE IDEA

Summing it all up. Uncovering the perfect idea for your online course doesn't have to be hard. List your knowledge, passions and audience needs below. What do they all have in common?





Two: YOUR IDEAL STUDENT AND THEIR TRANSFORMATION

Build your ideal student avatar and figure out how to solve their problems and overcome their objections.

YOUR IDEAL STUDENT

Let's take a look at what your ideal students have in common. This will not only help you to create a tailored course but it's also much easier to market a niche- specific course (e.g. when creating your sales page copy or social media promo posts).

SIMILARITIES?

WHAT INSPIRES THEM?

WHERE DO THEY HANG OUT ONLINE?

PROBLEM AND SOLUTION

Now that you understand their characteristics let's dive into their pain points. What specific problem are they experiencing? What challenges are they facing? How can your course provide specific solutions to those problems?

PROBLEM	SOLUTION
They struggle with classroom management, and can't keep their class under control	Step-by-step guide to a system that is proven to work

OBJECTIONS AND CONCERNS

What objection do they need to overcome? What kind of negative experiences have they made in the past. Create appropriate responses to address and overcome every possible objections they might have.

OBJECTION	SOLUTION
I bought a course about ____ in the past and it didn't teach me what I needed to know.	My course is different because it specifically focuses on ____

IDEAL STUDENT OVERVIEW

AGE RANGE:

GRADE/SUBJECT THEY TEACH:

GENDER:

HOBBIES:

BIGGEST STRUGGLES AND PROBLEMS

BIGGEST GOAL

IDEAL SOLUTION AND OUTCOME

OBJECTIONS AND CONCERNS



Three:

OUTLINE AND PLAN YOUR COURSE

Organize your course content, outline your lessons, supplemental materials and bonuses. Break down your end goal and student transformation.

WHAT TO INCLUDE

Now that you identified your profitable course topic, brainstorm and write down EVERYTHING you know related to your course topic.



PRO TIP:

Your course doesn't need to prove how much you know, but offer a reliable way to get people from point A to point B.

GET ORGANIZED

Group your ideas together and organize them into categories. Keep your course as SIMPLE as possible and decide which content is essential to achieve the desired course outcome.

CATEGORY:

CATEGORY:

CATEGORY:

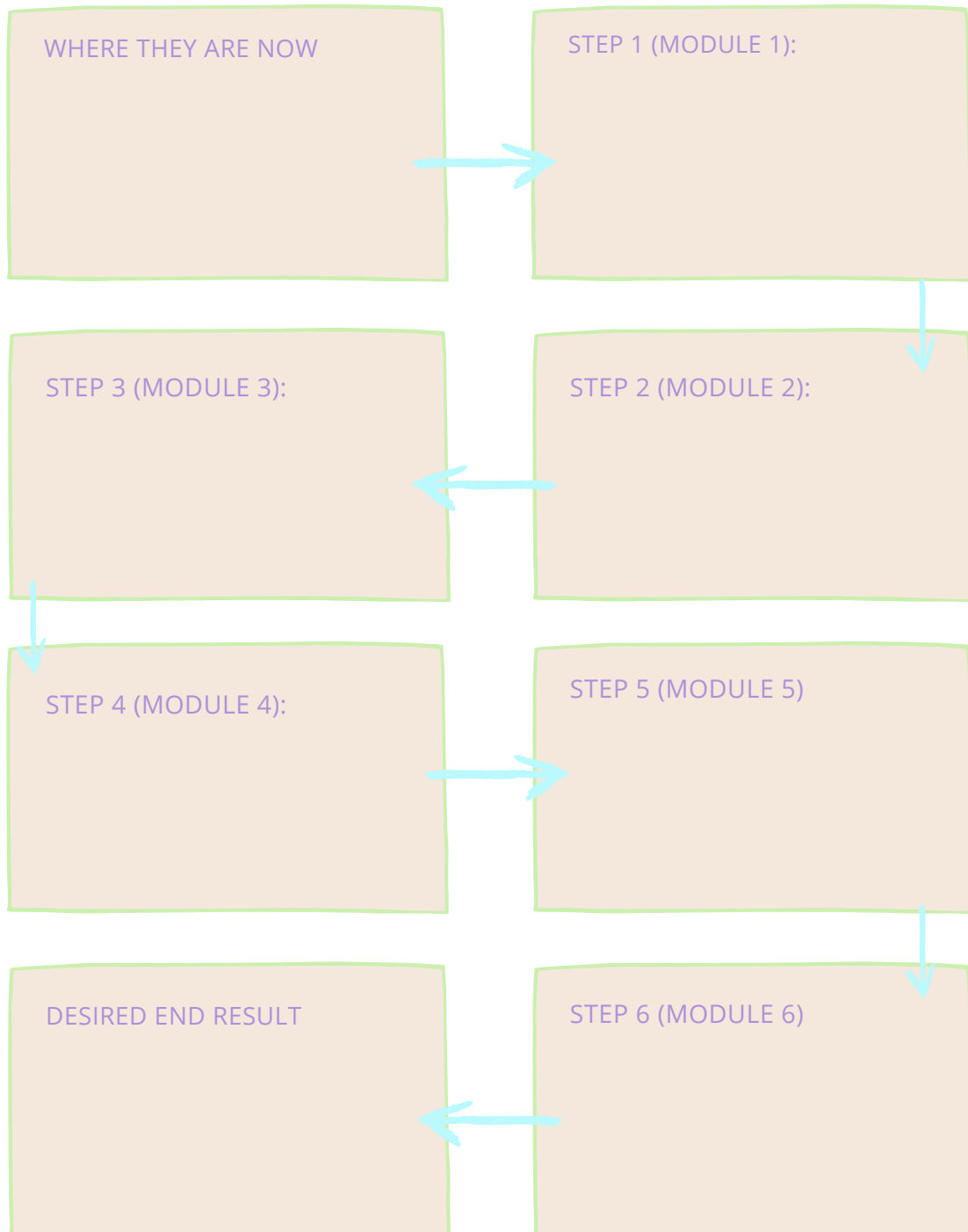
CATEGORY:

CATEGORY:

CATEGORY:

THE TRANSFORMATION

Set up your framework. How can your course get your students from A (where they are now) to B (their desired end result)? How will you structure your content to get them there?



BREAK IT DOWN

Break your modules down into lessons. Each module should have between 3-5 lessons (L 1 - L5). The lessons are mini steps your student takes to achieve their bigger goal (your module).

MODULE:		MODULE:
L 1		
L 2		
L 3		
L 4		
L 5		
MODULE:		MODULE:
L 1		
L 2		
L 3		
L 4		
L 5		

BREAK IT DOWN CONT'D

USE THE SPACE BELOW IF YOU HAVE MORE THAN 4 MODULES:

	MODULE:		MODULE:
L 1			
L 2			
L 3			
L 4			
L 5			
	MODULE:		MODULE:
L 1			
L 2			
L 3			
L 4			
L 5			

OUTLINE YOUR LESSONS

LESSON TITLE: _____

DESCRIPTION

DELIVERY METHOD

VIDEO

☐

EMAIL

☐

TEXT

☐

PDF

☐

AUDIO

☐

LIVE

☐

KEY TAKEAWAYS/ CONCEPTS

1. _____

2. _____

3. _____

4. _____

5. _____

ACTIVITIES

NEED TO CREATE

NOTES

OUTLINE YOUR LESSONS

COURSE NAME: _____ START BY: _____

LESSON TITLE: _____ FINISH BY: _____

KEY CONCEPTS

- 1 _____
- 2 _____
- 3 _____

DESCRIPTION

ACTIVITIES

- 1 _____
- 2 _____
- 3 _____

DELIVERY METHOD

TO DO

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

NOTES

GUEST EXPERTS

Incorporating a guest expert into your course can add a lot of value, context or deep dive lectures. Get thinking about the "experts" you could bring in to your class below.

POTENTIAL TOPIC IDEAS

GUEST EXPERT NAME

SPECIALTY

MATERIALS NEEDED

NOTES

BONUS CONTENT

Bonus Materials are resources that supplement your course content. This is optional but can greatly increase your course value if used intentionally. Plan your bonus content and its purpose below.

IDEAS	EBook	Templates	Trackers
	Workbook	Video Tutorials	Swipe Files
	Guide Book	Group Coaching	Workshops
	Checklist	Assessments	Case Studies

BONUS 1	→	PURPOSE
BONUS 2	→	PURPOSE
BONUS 3	→	PURPOSE
BONUS 4	→	PURPOSE



Four : CREATE YOUR COURSE CONTENT

Decide on your course name, price, content formats and technology to use. Outline your sales page, plan your launch and create all your course materials step-by-step.

Course Name Brainstorming

COURSE NAME IDEA STARTERS:

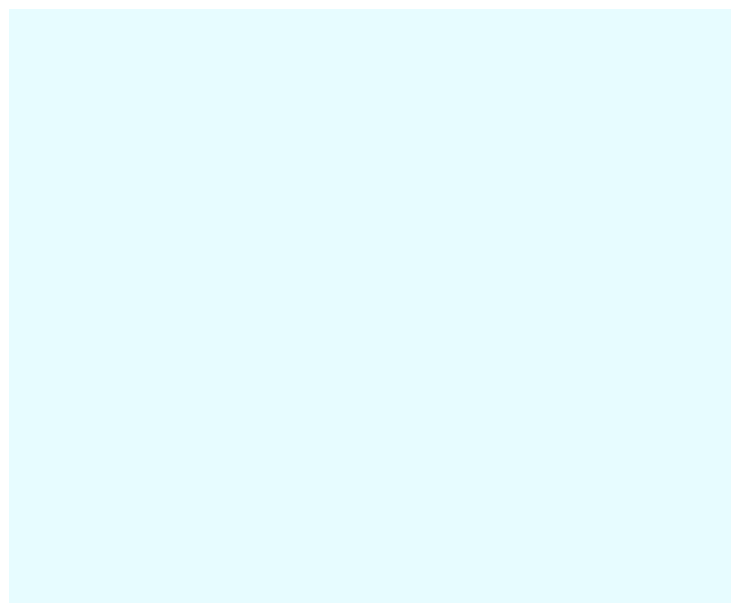
Decide on a course title (can be changed and adjusted as you develop your course).

GAME PLAN CODE ACADEMY HUB COLLECTIVE BOOTCAMP
BLUEPRINT STARTER UNIVERSITY KICKSTART CIRCLE
CHALLENGE SCHOOL CREW TEAM SOCIETY COURSE

MY COURSE NAME IDEAS

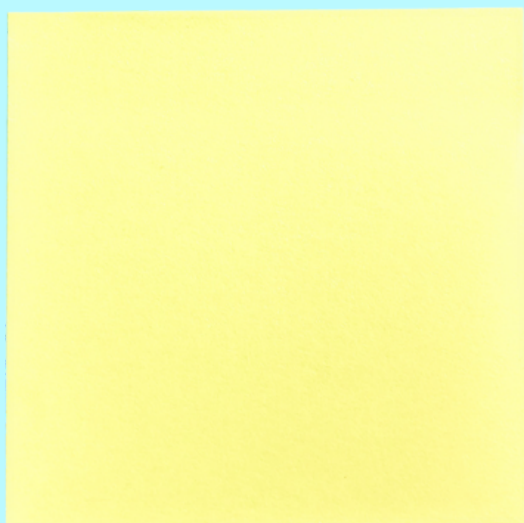
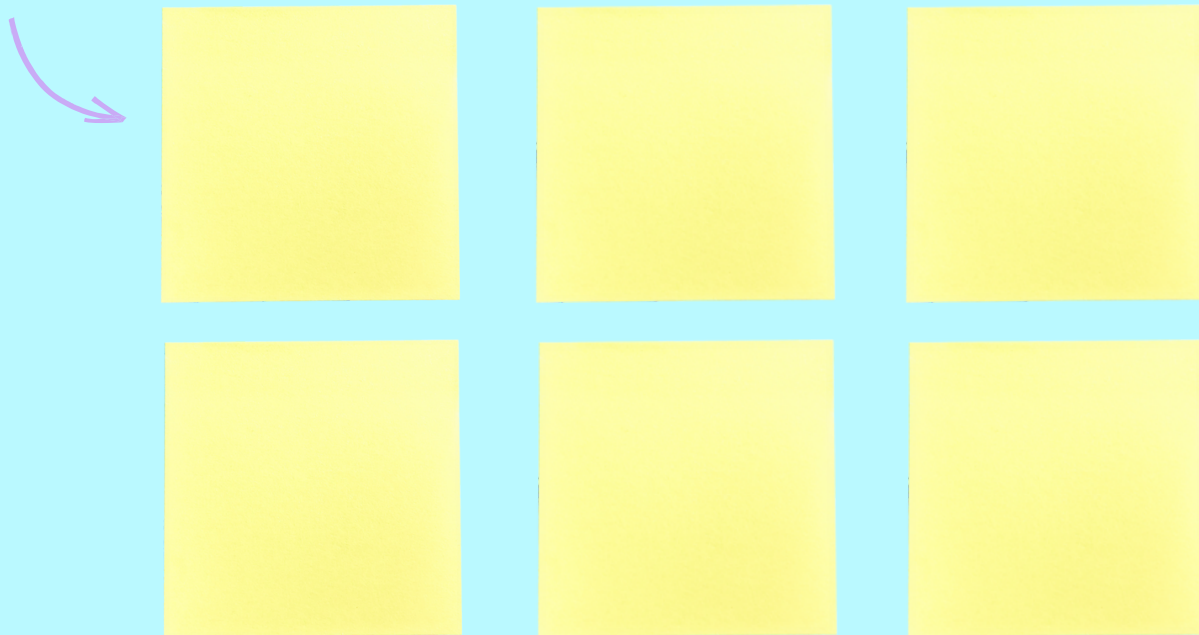
NAME CHECKLIST

- ☐ EASY TO REMEMBER
- ☐ RECOGNIZABLE
- ☐ CREATIVE
- ☐ EASY TO UNDERSTAND
- ☐ CLEAR AND RELEVANT



COURSE LOGO IDEAS

Need more space for your logo ideas? Use the space below.
Incorporate your branding and course name.



Put your favorite idea
right here.

COURSE TECHNOLOGY

A combination of videos, slides (presentation to follow along), and screencasts (recording your screen) is the most popular way to create course content but there are many other formats such as worksheets, audio files (e.g. meditation, podcast) or text. Choose the formats that make the most sense to you and your audience.

COURSE PLATFORM

☐☐☐☐☐

CHECKOUT SOFTWARE

☐☐☐☐☐

NOTES

COURSE TECHNOLOGY

Hosting and checking out is only part of the equation. You also need equipment to record your videos and audio, tools to design your slides and materials (such as workbooks) and webinar or live call programs. You can find some more suggestions below:

RECORDING AND EDITING



LOOM



CAMTASIA



QUICKTIME



SCREENCAST-O-MATIC



ZOOM



OTHER

GRAPHIC DESIGN



CANVA



POWERPOINT



PIC MONKEY



OTHER:

NOTES

COURSE FORMAT OVERVIEW

A combination of videos, slides (presentation to follow along), and screencasts (recording your screen) is the most popular way to create course content but there are many other formats such as worksheets, audio files (e.g. meditation, podcast) or text. Choose the formats that make the most sense to you and your audience.

LESSONS	FORMAT USED
☐	
☐	
☐	
☐	
☐	
☐	
☐	
☐	
☐	
☐	
☐	

CREATING COURSE MATERIAL

	VIDEOS TO RECORD	LESSON	LENGTH
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
	RESOURCES & TOOLS NEEDED		
1			
2			
3			

NOTES

CREATING COURSE MATERIAL

	VIDEOS TO RECORD	LESSON	LENGTH
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

RESOURCES & TOOLS NEEDED

1	
2	
3	

NOTES

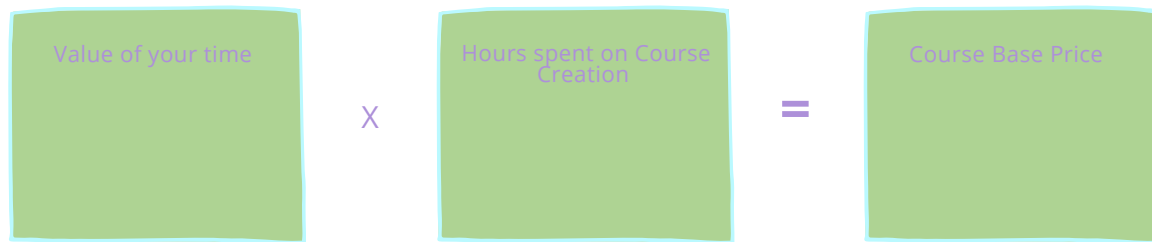
CREATING COURSE MATERIAL

	VIDEOS TO RECORD	LESSON	LENGTH
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
	RESOURCES & TOOLS NEEDED		
1			
2			
3			

NOTES

COURSE PRICING

Course pricing can be tricky. How much should you charge to accurately reflect the time, effort and expertise you put into your course? This is simply a guide and does not have to be an exact representation of your course price. Do also consider that you are only putting in the time ONCE and then the course is basically on auto-pilot when new students enroll.



NOW BREAK IT UP INTO DIFFERENT OFFERS:

INTRO PRICING	WHAT'S INCLUDED
WAITLIST PRICING	WHAT'S INCLUDED
PAYMENT PLAN	WHAT'S INCLUDED
PAY IN FULL	WHAT'S INCLUDED

SALES PAGE CHEATSHEET

Filling out this Worksheet will give you the framework to create the copy for your course sale page.

COURSE NAME: _____

CATCHY HEADLINE/ STATEMENT THAT RESONATES WITH YOUR IDEAL STUDENT

"TELL ME IF THIS SOUNDS FAMILIAR..." - STATEMENTS YOUR CUSTOMERS CAN IDENTIFY WITH

WHAT IS THEIR ULTIMATE END GOAL AND WHY DO THEY WANT TO ACHIEVE IT?

SALES PAGE CHEATSHEET CONT'D.

Filling out this Worksheet will give you the framework to create the copy for your course sale page.

JUST IMAGINE IF STATEMENTS - WHAT WOULD THEIR LIFE LOOK LIKE IF THEY COULD...

WHAT ARE YOUR IDEAL CUSTOMERS QUESTIONS AND CONCERNS ABOUT THE TOPIC?

INTRODUCE YOUR PRODUCT (INCLUDE YOUR TITLE, A QUICK SUMMARY, AND YOUR COURSE OUTCOME/PROMISE)

Don't forget to include testimonials throughout your sales page (can be from students, customers or clients) when you have them!

SALES PAGE CHEATSHEET CONT'D.

WHAT IS YOUR TRANSFORMATION? COMPARE THEIR LIFE BEFORE AND AFTER TAKING YOUR COURSE

WHAT WILL THEY LEARN IN EACH MODULE? BREAK IT DOWN AND INCLUDE A SNEAK PEEK OF THE CURRICULUM (AND ANY BONUSES):

HOW CAN YOU INCREASE THE URGENCY OF YOUR OFFER ("GET 50% OFF IF YOU JOIN BY...", "START TODAY AND CHANGE YOUR LIFE BY ...")

Your sales page copy should address any of their objections through FAQ's, Testimonials, Outcomes, etc.

SALES PAGE CHEATSHEET CONT'D.

WHO IS THIS COURSE FOR AND WHO IT'S NOT FOR - MAKE SURE YOU ATTRACT THE RIGHT PEOPLE BY EXPLAINING WHO WILL BENEFIT

OVERCOME THE 3 MAIN OBJECTIONS YOUR STUDENTS HAVE (NO MONEY, NO TIME, NEGATIVE PAST EXPERIENCE, ETC.)

WHAT ARE YOUR DIFFERENT PAYMENT OPTIONS? DO YOU OFFER PAYMENT PLANS? IS THERE A BONUS OR DISCOUNT IF PAID IN FULL?

Include a simple return policy or disclaimer for your course
(e.g. 90 Days no questions asked refund, no refund)

SALES PAGE CHEATSHEET CONT'D.

WHAT HAPPENS NEXT AKA AFTER THEY ENROLL? WILL THEY GET ACCESS RIGHT AWAY? DO THEY NEED TO SIGN UP FOR A PLATFORM?

ANSWER ALL FREQUENTLY ASKED QUESTIONS YOU HAVE RECEIVED FROM STUDENTS IN THE PAST OR THAT YOU ARE ANTICIPATING.

WRITE A QUICK BLURB ABOUT YOURSELF. WHY ARE YOU AN EXPERT? WHAT MAKES YOU A QUALIFIED INSTRUCTOR?

Include your contact information in case there are any other questions that haven't been answered in the FAQ's.

COURSE LAUNCH PLAN

Let's talk launching! Selling your course is an essential part of your online course journey. Here are some things to keep in mind as you prepare for your course launch:

LAUNCH ESSENTIALS TO CREATE		TIMELINE
☐	COURSE GUIDE	
☐	COURSE LOGO	
☐	SALES PAGE	
☐	COURSE WORKBOOK	
☐	EMAIL/FACEBOOK BANNER	
☐	PRE-LAUNCH SOCIAL BANNER	
☐	LAUNCH SOCIAL MEDIA GRAPHICS	
☐	POST-LAUNCH SOCIAL GRAPHICS	
☐	COURSE MOCKUPS	
☐	TESTIMONIALS	
☐	OTHER:	



Five: **COURSE OVERVIEW AND GOALS**

Monitor your monthly and annual course focus and progress. Decide on your sales and income goals and keep track of your sales, resources and impact.

MONTHLY COURSE PROGRESS

MONTH: _____

FOCUS AREA: _____

TOP 3 COURSE PRIORITIES

- 1 _____
- 2 _____
- 3 _____

THIS MONTH I WILL

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

COURSE WORK HABIT TRACKER:

M	T	W	T	F	S	S

NOTES

COURSE PROJECT TIMELINE

Setting specific start and finish dates for your course project will help you stick to your goals.

COURSE CREATION

DETAILS:

START DATE:

FINISH DATE:

COURSE LAUNCH

DETAILS:

START DATE:

FINISH DATE:

COURSE TECHNOLOGY

Hosting and checking out is only part of the equation. You also need equipment to record your videos and audio, tools to design your slides and materials (such as workbooks) and webinar or live call programs. You can find some more suggestions below:

CONTENT

- ☐ Grammar, spelling and punctuation is used correctly.
- ☐ All my course materials are created and uploaded.
- ☐ My designs, fonts and colors are consistent.
- ☐ All supplemental materials are created and uploaded.
- ☐ All Bonus materials are created and uploaded.
- ☐ Modules and Lessons are organized and labeled.
- ☐ Every lesson has an objective and action step.
- ☐ My content formats appeal to different learning styles.

TECHNOLOGY

- ☐ My course is easy to navigate.
- ☐ All of my downloads and hyperlinks are working.
- ☐ My course is mobile and tablet friendly.
- ☐ Video + audio files are high quality and working properly.

SUPPORT

- ☐ My students know where they can go for help.

FUTURE VISION & IMPACT

What kind of impact do you want your course to make? How do you see your course evolving and growing?

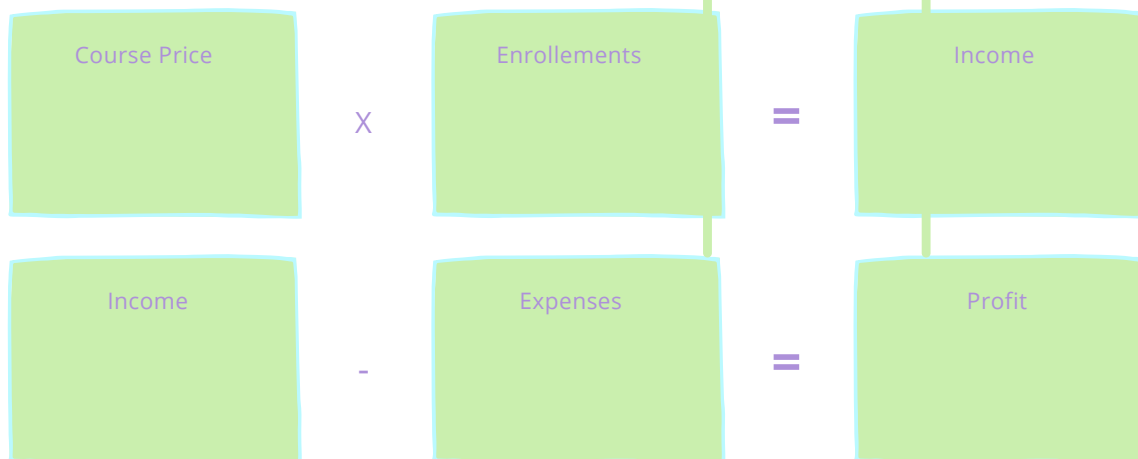
LAUNCH DATE: _____

COURSE VISION	6 MONTHS	1 YEAR	2 YEARS
ENROLLMENTS			
IMPACT			
PROMOTION			
UPDATES			

COURSE INCOME GOALS

INCOME GOAL	EXPECTED	ACTUAL
COURSE		
UPSELL		
TOTAL:		

EXPENSE	BUDGET	ACTUAL
APPS AND SOFTWARE		
HOSTING		
PROMO AND PAID ADS		
TOTAL:		



COURSE ENROLMENT TRACKER

MONTH: _____

COURSE ENROLMENT TRACKER

QUARTER 1 FOCUS:

JAN	
FEB	
MARCH	

QUARTER 2 FOCUS:

APRIL	
MAY	
JUNE	

QUARTER 3 FOCUS:

JULY	
AUG	
SEPT	

QUARTER 4 FOCUS:

OCT	
NOV	
DEC	

USEFUL RESOURCES

Here you can keep track of any useful resources you come across as you develop your course.

TOOLS:

PROGRAMS:

BLOG POSTS:

TUTORIALS:

OTHER: