



# Niche, Name and Outline Your **ONLINE COURSE** *in 3 Days*

*Jan Marie Dore*

### INTRODUCTION

One important part of growing any business is to always think ahead to what your ideal customer wants and needs from you. What are their biggest problems? How can you help solve those problems? What results can you help them achieve?

While your advice may be the best answer to their problems, not everyone can afford to pay for one-on-one coaching. Sometimes their schedules are so crazy they don't even have 15 minutes to spare for a coaching call. These people are best served by your courses, which can be less expensive than one-on-one coaching and can fit into their schedule as time allows.

Not only will your products help your customers solve a problem but they add a nice profit margin to your business, even while you sleep, travel, or coach other clients. These passive income streams can sell for years and years almost on autopilot but you need to create relevant content and have a killer name that will stand out from the rest of the competition.

In this planner you'll re-examine your target market and their needs as well as open up your creative mind to start brainstorming ideas for a course. Don't overthink your answers and don't edit yourself during the brainstorming phase. Put yourself in your target market's shoes and dream big.

Also, don't get discouraged or think creating products is too big an undertaking for you. Absolutely anyone can use their expertise and create a product for their market; and using these exercises as a blueprint will put you on that path to passive income quickly.

Let's get started...

## **STEP ONE: FIND A TOPIC THAT MAKES YOUR WHOLE TRIBE CRAZY-EXCITED**

It's a fine line choosing a topic that you love talking about versus a topic that your audience wants. However, it's vitally important if you want a solid return on your investment. Why spend so much time, money, and creative energy creating a course that doesn't sell?

You may love talking about X, but if your audience is far more interested in Y, then that's where your course should focus. If you want to make a profit, focus on what your people will pay to learn! Remember, even if a topic sounds easy to YOU, it's not easy for others to learn and they will happily pay you to teach them.

How do you discover these hot topics? Pay attention to what your audience is saying. Look at your most popular blog posts, top performing social media topics, and most common search terms. Look at the comments on your blog and social media, too. Do you have a group or participate in groups where your ideal clients hang out? Pay attention there as well. Another person's vent about what's missing in their life or what they wish they could find is another person's opportunity to create something valuable.

If you're still struggling, create a poll that includes the top 5 topics you believe are follower favorites. Publicize the poll on social media and email it to your list. Ask direct questions about what they want to learn and why.

In the end, successful sales come down to having a product that will yield the results your ideal clients want and need in their lives. So create a product that is client-focused and your sales will then become an awesome by-product, leading the way to creating more products to fill your library.

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**Exercise: Find out what your followers love.**

What I THINK my fans want	What my fans ACTUALLY want
1. 2. 3. 4. 5.	1. 2. 3. 4. 5.
Most Popular Blog Post Topics	Most Popular Social Media Topics
1. 2. 3. 4. 5.	1. 2. 3. 4. 5.
Blog Post Comments	Social Media Comments
1. 2. 3. 4. 5.	1. 2. 3. 4. 5.
Email List Responses	What's being said in my groups?

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1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
<b>Survey Questions</b>	<b>Survey Responses</b>
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
<b>General Brainstorming Notes</b>	

## **STEP TWO: HONE IN ON YOUR SUBJECT WITH LASER-LIKE PRECISION**

Some topics are better suited to courses than others. Even if your followers love it when you talk about your pedicures, you can't quite build lessons around that!

No matter how big or small a course you want to create, there needs to be actionable content so your students can achieve a certain result. You provide the roadmap while they provide the action. You can provide explicit action steps (i.e. write 200 words a day) or more vague action steps based on their own research (i.e. subscribe to your favorite autoresponder platform).

Based on your research in Step One, compare two of the frontrunner topics. Which one would make a more compelling course? Do you have enough information to create actionable content? How much information do you have: Enough for a single webinar or enough for 10 lessons?

While you're plotting out how much information you have on each topic, remember to keep your list focused and on topic. Sure, there will be dozens of subtopics but does each of them have a place in your course? Or will that just confuse your students?

Also think about if these topics are analytical or emotional. Analytical topics have facts to support them so they are easier to work into a course whereas emotional topics are often more opinion-based and make for better blog posts.

It's time for some analyzing. Sometimes it's easiest to see what you have to work with when it's written out in list form. This can also be done using mind-mapping software, if that's your preference.

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**Exercise:** Create a pros/cons list for your top two topics.

Front Runner Topic #1	
PROS	CONS
Front Runner Topic #1	
Is this an analytical or emotional topic?	
List the lessons you'll include in this course	

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What actionable content will you include in this course?	
<b>Brainstorming Notes</b>	
<b>Front Runner Idea #2</b>	
<b>PROS</b>	<b>CONS</b>
Is this an analytical or emotional topic?	

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<p>List the lessons you'll include in this course</p>	
<p>What actionable content will you include in this course?</p>	

### STEP THREE: SCOPE OUT THE COMPETITION

In the business world, competition is a good thing. By looking at the competition prior to creating and launching your product, you'll know if your market has money to spend and if they're willing to spend it. Think of it as your competitors giving you some free market analysis!

Of course, if you're planning a course on "how to start an amazing blog" and there are 900 other similar courses, you can still do it ... but make sure yours is unique in some way. Regurgitating the same tips that can be found via Google search won't motivate too many people to take your course seriously; or worse yet, they'll ask for refunds if they aren't learning anything new.

You are unique and no one else is quite like you, so make your course equally as unique. Add your personality; add your voice; share lessons you've learned or case studies backing up why your methods work...and work better than your competitors' methods.

Also brainstorm ways you can fill in the missing gaps your competitors may have left out. Maybe instead of recreating the wheel, you just create a course filling those gaps that your market is clamoring for. One way to discover these gaps is to do a Google search for that product and read the online reviews. People are very quick to leave negative feedback so balance the negative reviews with the positive ones. You may discover a real golden nugget in these reviews that will help fill a gap or make your course more unique.

Lastly, remember to create a stellar customer service experience for your customer. While this may not be related directly to creating your product, customer service is often the first and last impression your customer has of your company. Making it easy for them to ask questions, make a purchase, or even requesting a refund will make an indelible impression about your company and your attitude about customer care.

Creating a bestselling course is a mix of research, creativity, and market research. Follow all those steps and you'll be on your way to creating a superstar course.

**Exercise:** Compare competitive courses and analyze how yours can be different.

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	Com petitor #1	Competitor #2	Competitor #2
Name + Product Features			
Their target market (best guess based on their sales letter)			
What features are missing from their course?			
What promises are they making?			
What bonuses are they giving?			
What do their reviews say?			
<b>Brainstorming Notes</b>			
How is my product different from my other offerings?			

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What can I add to my product?	
How can my product be (more) unique?	
How can I offer a different perspective on the same topic?	
What format do I want to use to create my course? (i.e. written, video, audio, a mix)	
How is my product aligned to my customers' buying behaviors?	
How will my product align with my mission statement?	
How will my product align to my company values?	
Is this idea trendy?  Am I jumping in at the right time?	

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General Notes	
What is my customer service process? What can be improved?	

**Exercise:** Explore the gaps and subtopics of your main topic.

My Main Topic	
Subtopics	
Gaps in the Market	
<ul style="list-style-type: none"><li>• What ideas are trending in my market today?</li><li>• What's missing from the market?</li><li>• What are my fans asking for?</li><li>• What are my current customers giving feedback about?</li><li>• Can I tackle these gaps myself? Do I know someone who can help me?</li><li>• Are people searching online for this?</li></ul>	

## **STEP FOUR: NOW START PONDERING SOME GREAT NAMES FOR YOUR COURSE**

Now that you have your course mapped out and have done some market research, it's time to start brainstorming some names. This process is always easier once you have a firm grip on what type of content you'll cover in your course; working backwards – fitting the content into a course name – is severely limiting. Make the course the best it can be, then think of a killer name afterward.

First, think about who your target market is for this course. You most likely have done this already and if so, kudos to you! Take that client avatar and be sure this is who your course will serve. If not, make some revisions.

However, if you have never created a client avatar before or even given your ideal client two minutes of thought, now is the time to do so. Knowing who will purchase your course allows you to fine tune your marketing message and also be sure you're providing everything that ideal client needs to succeed.

A client avatar is a made up compilation of all the features and demographics of your ideal client. These are made up "people," not necessarily people you already know. Compare this process to the way fiction authors create the characters in their stories: Authors have their general storyline in mind, they do their research, then they create the leading and supporting cast of characters.

Gather your data (remember the info from Step One) and give your client avatar a name. You'll discover it's much easier to create your marketing messages, emails, and social media posts when you know exactly who you're speaking to and why they need your product.

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**Exercise:** Think about your target audience and create a client avatar.

Target Market Demographics	Target Market Pain Points
<i>Include age, gender, education level, hobbies, fears, passions, where they live, marital status, family life, beliefs...</i>	<i>What do they struggle with/are afraid of? What solution(s) are they willing to buy?</i>
Create Client Avatar Profile	Give Client Avatar a Name

**EXERCISE:** Brainstorm course names using this core value template.

WHO does your course help?	
WHAT result are you promising?	

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HOW will they benefit from your course?	
<p>My course helps [target audience] learn how to [result] so they can [benefit].</p> <p>My course helps _____ learn how to _____</p> <p>so they can _____.</p>	
<b>Great Name Ideas</b>	

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**Exercise:** Use this checklist to fine tune your course name ideas.

Does your course name idea:

- Represent the level of your students and their skillset?
- Accurately represent your industry?
- Explain the learning objective or benefits of your course?
- Sound complicated or is it easy-to-read?
- Use slang or is it grammatically correct?
- Set the correct expectations of your course?
- Have fewer than 60 characters?

## STEP FIVE: TALK ABOUT WHY THIS COURSE IS A GUARANTEED GAME CHANGER

You can include all the flashy sales jargon you want on your course's sales page but one thing remains true: people don't buy your course; they buy the results you promise.

Take your market research along with your target audience profile (client avatar/ideal client) and start jotting down ways your course will change them or transform their lives. Now try weaving one of those benefits into your course name. When your ideal client reads your course name, they should know that course is meant for them and they should know what you're promising, or how their life will be transformed.

Which course name stands out more: "How to Start a Blog" or "How to Write Blog Posts That Turn Followers Into Lifelong Fans"? That first choice is straightforward and to the point: You know what you're getting. But does it capture your attention? Does it stand out from the other 500 courses all about starting a blog?

Now take the second choice, "How to Write Blog Posts That Turn Followers into Lifelong Fans". Even if you already have a blog, you know right away that you'll learn writing tips for making your blog posts so exciting that your fans will sing your praises from the mountain tops...and who doesn't want that result?

That excitement the buyer feels when they think of all the lifelong fans they'll acquire is the emotional response you want your course name to evoke. An emotional reaction will encourage them to buy your course because they desperately want the results and transformation that you're promising.

If you're not sure how to elicit an emotional response through your copy, check out this list of.

If you need help getting those creative juices flowing, try out this [blog topic generator](#). By entering up to 5 nouns in the field, you'll get 5 ideas for blog topics but in this case, you can use these as starting points for your course name.

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Get even more headline ideas from this [headline generator](#). It's easy to fill out and offers about 10 sample headlines to use. Compare those to your current list, mix and match, and tweak as needed until you come up with your killer course name.

**Note:** Automation is wonderful to a point but you shouldn't rely on it completely if you want this course to sell like hotcakes. Use these generators as part of your research (and for fun) but be prepared to tweak the results to make it the best.

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**EXERCISE:** Think about how your course will change or transform your students' lives.

<b>What are the benefits of my course?</b>		
What will my students:	BEFORE my course	AFTER my course
HAVE		
FEEL		
KNOW		
WANT/DESIRE		
<b>What Emotion(s) Suits My Course?</b>		<b>Favorite Power Words</b>

## STEP SIX: BETA-TEST WITH YOUR BEST-BABES

Even if you think you have the perfect name for your course, test it out with some friends and family before you start creating graphics and implementing a full marketing campaign. Remember, just because YOU love the name doesn't mean your target audience will love it, and who is this course for? Right, your target audience.

Who should you ask for opinions? That choice is up to you but there are a few groups of people who will give you different results.

**1. Friends and family.** These people will likely give you encouragement that your course name sounds great but if you want to dig deeper, ask them specific questions. "Who do you think is the ideal student for this course? Does this name evoke emotion? If so, how did it make you feel?"

**2. Business peers.** These other business owners are in your networking circle in real life and online. They will look at your course name with a business eye that is more critical than your friends and family. They will also likely give you more constructive feedback and suggestions, especially if they have experience with this type of product creation.

**3. Your target audience.** Create a short poll for your target audience and invite them to give you feedback. Your questions can be as simple as, "Which name excites you more, Choice A or Choice B?" Not only are you doing research but you're creating buzz about your new course.

If you're brave, create a Facebook poll on your business page, within your group, or within other groups in which you participate (provided it doesn't go against group rules) and see which name gets the most votes. Sometimes we need that outside input when we're so close to the project ourselves.

Also consider running a beta test for the whole course once you're done tweaking your course name. A beta test is simply a test run of the entire process, from making the purchase of the course to accessing the lessons. Consider asking a couple of business peers or friends to run the process for you in exchange for feedback about any

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problems they encounter or questions they have specifically about the content. A few lucky people in your target market can also serve as beta testers by going through the whole course and providing feedback. Some beta groups receive the course for free while others pay a lower fee to participate. That choice is completely up to you and may depend on who your target market is.

Whatever feedback you receive, use it wisely to make adjustments to the course and/or the name. Your reputation depends upon you presenting a killer product so listen to your market and make it the best.

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**Exercise:** Make a plan of who will be your beta testers and how you'll solicit feedback.

Which names are my favorites?	
1.	
2.	
3.	
Who will I ask for feedback?	How will I ask for feedback?
1.	<input type="checkbox"/> Survey ( <a href="https://www.surveymonkey.com">SurveyMonkey.com</a> )
2.	<input type="checkbox"/> Facebook poll on business page
3.	<input type="checkbox"/> Email my list asking questions or link to survey
4.	<input type="checkbox"/> Create my own in-person focus group
5.	
Beta Testers for My Course	
Who will I ask for feedback?	How will I ask for feedback?
1.	<input type="checkbox"/> Survey ( <a href="https://www.surveymonkey.com">SurveyMonkey.com</a> )
2.	<input type="checkbox"/> Facebook poll on business page
3.	<input type="checkbox"/> Email my list asking questions or link to survey
4.	<input type="checkbox"/> Create my own in-person focus group
5.	<input type="checkbox"/> Set a deadline!

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### Simple Thank You Gift Ideas

*Consider offering a simple thank you gift for participating in your survey or focus group. Don't over think it and don't make it so large or expensive (such as a big discount on packages) that you lose money.*

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

### Feedback Results

Group 1	Specific Comments
<i>Who is in this group?</i>	
Group 2	Specific Comments
<i>Who is in this group?</i>	

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### SURVEY RESULTS

*Take note of all the responses, even negative feedback. Use all these results to tweak your course and its name as needed.*

## ABOUT JAN MARIE DORE

Hi, I'm Jan Marie Dore and I hope you enjoyed this guide!

Over the past 20 years, I have coached, mentored and trained thousands of coaches around the world to start and grow a profitable coaching business, create premium coaching programs, get booked with dream clients, create and sell online courses and group coaching programs, and scale their expertise into online businesses that make a big impact and give them time and money freedom.

This guide got you started with planning and designing your group coaching program. And that's a great start!

Now if you would like to turn your group program into a highly profitable coaching and online courses business, be sure to check out my program [SOLD OUT GROUPS AND COURSES](#) here.

It's my transformational coaching program for women coaches and experts that teaches you exactly how to launch and scale a highly profitable coaching business, create and teach online courses, lead group coaching programs, and grow as a conscious female thought leader on the rise - whether you're just starting out or an experienced coach. [Click here to find out more.](#)

I wish you so much success creating and selling your group coaching program and online course!

~ Jan xo



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