

Help! I have too much content!

5 Tips & 2 Templates to Break Down Your Content into On-Line Curriculum that Sells



Special Report by Jean M. DiGiovanna, Founder Workshop University®
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You're an expert in your field. You have acquired valuable knowledge, wisdom and resources to do what you do really well. And, you've got a LOT of it. You want to provide a ton of value but not sure where to start.

Sound familiar? You are not alone. Over 85% of the Speakers, Coaches and Entrepreneurs I work with run into this issue. Workshop University® is here to help!

This Special Report will show you 5 tips to follow when designing and breaking down your on-line course curriculum and 2 templates to get started.

Thank you for joining me on this journey!

A handwritten signature in purple ink that reads "Jean" followed by a red heart symbol.

Let's **DIVE IN!**

5 TIPS FOR BREAKING DOWN YOUR CONTENT

TIP #1: Right Topic at the Right Time to the Right Audience for the Right Price



Whew! That is a lot of “rights” in one sentence. There is a reason.

Before designing your on-line course it is critical to follow this first *Purchasing Principle* in my Workshop & Webinar Success Program to get your ideal target clients to say “YES”. You must have the right topic at the right time to the right audience for the right price.

You could have the perfect on-line program that could be great for your target market and it could be priced very competitively. But, if your market doesn’t need it RIGHT NOW, they will not buy.

I have always loved the quote “The tighter your niche is, the greater your riches” by T.Harv Eker. Your market must be very clear, narrow and targeted so you can find them quickly and you must articulate the value so when your audience sees the price, they say “YES!” If any one of these factors is off, people will not sign up regardless of how much content you have.

This is where **The Topic Launcher** template comes into play (see first Template ahead). The template provides an easy-to-use process for identifying your on-line course that aligns your talents and gifts with an immediate need in the marketplace. Take a few minutes to answer the questions in the template so you can identify the right course topic your target market needs right now.

TIP #2: Foundation First Before Design



You've got great content. You are eager to get started, but what's the first thing you want to dive into right away? Ninety percent of Entrepreneurs start creating PowerPoint/Keynote slides!

Creating slides right away is like building a house without laying the foundation. As soon as strong weather hits (and we all know how mother nature can be), you may have to find a place to rent very soon!

Diving in to create content right away is natural but without first understanding the bigger questions like "Why? What? Who? When?" you are doomed for failure. Like Steven Covey's principle, "Start with the end in mind", it applies to successful on-line course creation as well. If you've already started creating content, I urge you to stop. Sit down and fill in the **Set Direction Template** in this Special Report to get clear on the purpose, learning objectives, key messages and takeaways from the course.

This template comes directly from Module 2 in the Workshop University's Workshop & Webinar Success System (at <http://www.workshopuniversity.com/successprogram>). Because this step is so critical, I actually provide a personal review of the Set Direction template to those who purchase the program. This ensures a strong foundation for design.

If you don't get this stage correct. Your design will ultimately be flawed. Take time to fill in the Set Direction template so you have a strong foundation for your curriculum content. It will also provide exactly what you need to offer after the program so you continue to keep buyers in your funnel. Once the **Set Direction Template** is completed, you are now ready to create your course outline and high-level modules.

TIP #3: Modular Design Gives You the Highest Leverage



I'm all about reuse, leverage and increased efficiency. When I help clients create a course, I'm not just thinking about that course. I'm thinking about all the ways they can leverage that course content into other products, programs, offers and tools.

One of the fastest ways to leverage your content is to ensure you are designing in a modular way. What does that mean? It's about chunking your step-by-step process into digestible pieces that not only logically make sense, but could ultimately be stand-alone in the future.

A great way to brainstorm on your potential modules is to use colored post-its. You want to ensure your modules ultimately reach the learning objectives you set out in the Set Direction Template. Your learning objectives drive your design. That is why it's critical to identify those first before diving into content.

Having been an Instructional Designer (that's the fancy term for people who design training courses) for over 20 years, if there is one principle that will quadruple your revenue, it is ensuring you Design in a modular way.

When you design the right modules, they become very easy to plug and pull into other programs and products or deliver as stand-alone services/products. It's all about LEVERAGE so you can work less, make more and have a lot more freedom to do all that you want inside and outside of your business.

TIP #4: Too much content? Shift How & What You Deliver



As you design your Modules you may realize very quickly that you have WAY too much in your program. Your first inclination might be to take things out right away. I urge you NOT to do that. Instead, complete your module design. Why? Because it's like removing an ingredient from a recipe before you are done making it. That ingredient could be critical to the overall taste of that dish but you won't know until you follow it through to the end.

Yes it may take more time in the end to design it all, but without knowing the bigger picture, you may be moving the wrong pieces, which can ultimately alter the success of your program. Once you complete all the modules that reach your learning objectives, you can do one of two things:

1. Pull out complete modules and move them into a follow-on program
2. Pull out pieces of specific modules and move them into a follow-on program or into a bonus program you can offer when you sell the course.
3. Alter the way you deliver the module. For example, instead of doing a virtual interactive exercise with the group, you could show an example and give the exercise for homework to follow-up with at the start of the next module.

Can you start to see how it's much harder to know what to move or how to deliver it differently until you've designed all the modules? It will take more time, but you will reap the benefits later as you may come up with your follow-on product very quickly. Think of it like a "2 for 1" deal!

TIP #5: LESS is More



If there is anything you take from this Special Report, it is this tip and this tip alone. When you go out to dinner, do you eat your appetizer, meal and dessert all at the same time?

No. So, why would you expect your audience to digest all your content AND have room for more afterwards? (E.g., your follow-on offer)

It's better to cover 4 Modules deeply than 8-10 at a higher level. Your audience will leave with tangible value and deeper learning and experience. They will not only enjoy the process (e.g. They won't get indigestion) they are more likely to purchase your follow-on workshop and/or hire you in the future.

Now, I realize there are some systems that do require 8-10 Modules and if you shortened them or removed them, it would take away from the overall value. If that is the case, I recommend breaking those modules down into 30-45 minute chunks and/or multiple parts so that your attendees can still digest the info and not feel overwhelmed.

WOOHOO!! You made it through the 5 Tips! You are well on your way to creating kick-butt on-line content for your course that will deliver high-value and high returns for you. I invite you to take these tips on and notice how much easier it is to design your on-line curriculum. There is no need for struggle. It CAN be FUN! **The world needs to hear what you have to say. The time is NOW. Let's dive into the templates!**

Would you rather get 1-on-1 support to complete this? Call Jean at 303-413-8001 or go to <http://www.workshopuniversity.com/coaching/1-on-1-vip-coaching/>

Topic Launcher Template

To ensure you have the Right On-line Course at the Right Time, fill in this **Topic Launcher** Template with your answers below. The first section will help uncover potential courses. The next section will ensure your course meets an immediate need of your target market.

1. What expertise, experience and natural gifts and talents do you bring to the world? Think of what your clients or previous workshop/webinar participants would say?

2. What audience(s) or niche(s) are you serving? Which do you most enjoy serving? List them even if you are not serving them today. Be as specific as possible. The more targeted and specific you are, the faster it will be to find them.

3. If you already work 1-on-1 with clients and have a step-by-step process you take them through, skip to step 6 & 7.

4. If you had the opportunity to get your message out to the audience you want to serve, what would that message be? This is often the driver that motivated you to start your business – the message at the core of why you do what you do (E.g. “Your self-worth is not your net-worth”, “The most important brand is YOU”)

5. If you could translate that message into potential topics, what topics might you come up with that utilizes your expertise and talents and lights you up? Now, go to the next section, “Ensure your topic meets an immediate need”

6. **If you work 1-on-1 with clients already:** As you look at the clients you already work with think about the step-by-step process you take them through (even if it’s not written down anywhere). Jot the high level steps down below.

7. If you were to package up that step-by-step process into a system or multiple systems, what topic(s) would they ultimately address?

Ensure your topic meets an immediate need

Now that you have several topics, the questions below will determine which course topic **meets an immediate need** of your target market. Your target market will not purchase when there is no immediate need (and they won't attend a public workshop or webinar for the same reason).

1. Think about what your target market is struggling with right now. What areas of pain are they challenged with? What do they want more of or less of?

2. Here are other ways you can find out what your target market most needs:
 - a. Look back at the clients you've worked with in the last 6 months. What are they challenged with? What areas of pain/perceived pain would they like resolved? (Remember if they perceive it, it's real to them). What themes do you notice?
 - b. What are the trends happening in your target market?
 - c. What is the media/news saying about your target market?

3. Based on what your target market's greatest need/area of pain is RIGHT NOW, which of the topics you defined from Questions #5 or #7 most meet that need or solve that area of pain? (If necessary, you may need to tweak the topic so that it meets an immediate need more fully.) Do not worry about titles yet – that will be determined later.

Final On-line Course topic(s):

Set Direction Template

This is the template that sets the foundation for your design. It comes from Module 2 in the Workshop & Webinar Success Program (at <http://www.workshopuniversity.com/successprogram>). Take some time to fill in each area. Be rigorous about completing this before diving into the design.

Purpose of your On-line Course: (Like an Elevator pitch – 1 sentence. “To help <market> <do what> so they can <achieve these results>

Areas of pain or problem your On-line Course will address: (Stick to the pain points here not what your course will actually give them)

Audience(s) your On-line Course is targeted toward: (Be as specific and narrow as possible)

LEARNING OBJECTIVES –

By the end of this course, you will discover/leave with...): (5-7 Learning Objectives for 4-5 Module Course)

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Personal Intentions for your On-line Course:

What results would you like to produce out of selling the course? How many would you like to sell? How many people do you want to impact and in what way?

Key Messages for your On-line Course: (3 things you want attendees to most remember – think of this like a piece of advice – short and sweet – one sentence)

- 1.
- 2.
- 3.

Title/Sub-Title for your On-line Course:

Delivery Format for your On-line Course: (Live/Recorded/Hybrid)

Duration of your On-line Course: (How many days/weeks/months will it span?)

of Expected Attendees:

Your Follow-on Offer after your Course:

Would you like a review of your Set Direction? Call Jean at 303-413-8001 or email jean@workshopuniversity.com with the subject "Set Direction Review".

P.S. Does the thought of doing this on your own stop you in your tracks? If so, fill out this form to setup a short discovery session to explore partnering with Jean to complete your Set Direction Stage and design your on-line course curriculum: <http://www.workshopuniversity.com/coaching/1-on-1-vip-coaching/>

P.P.S. Looking for help in designing Kick-Ass Modules? A module is not that much different than creating a stand-alone webinar. Check out the Workshop & Webinar Success Program to learn how to design interactive, engaging and memorable webinars (& workshops) that create the content for on-line courses that sell: <http://www.workshopuniversity.com/successprogram>

About the Author, Jean M. DiGiovanna

Jean M. DiGiovanna, founder of Workshop University®, is a powerful Speaker, Trainer & Coach with a unique gift for helping people find their voice, speak their truth and get their message out to the world.

With more than 20 years of training, consulting and instructional design experience, Jean has designed and facilitated new employee training courses for *Fortune* 500 companies to small startups. She has delivered hundreds of workshops and webinars on business and life strategies and has spoken nationally and internationally, helping thousands of entrepreneurs get their message out to the world.



Jean was named a Top 10 Coach of Boston by *Women's Business Boston*, and her articles have been widely published. She is co-author of *Success is a State of Mind* alongside Mark Victor Hansen, Les Brown and Deepak Chopra and author of *Wake Up To Your Life: Powerful Monthly Workouts for the Mind, Heart & Soul*. A resident of Boulder, Colorado, Jean loves the outdoors, enjoys skiing fast, biking leisurely and dancing to live Latin music.

Drop me a Line!

Let me know how your course is coming along! Feel free to call me at 303-413-8001 or email me at jean@workshopuniversity.com.

Wishing you all the best to your success!



More Resources & Tools

More resources and tools are at <http://www.workshopuniversity.com/blog>

To reach Jean directly call 303-413-8001 or email jean@workshopuniversity.com.