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YOU DREAM. WE BELIEVE.  
KERISSA KUIS, CEO

# COURSE DESIGN GUIDE



*See it, create it, & share it with the world*

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# Call in the Vision

*Let the details flow into fruition.*

What is your overall vision for the course?

Why will participants be motivated to sign up? What are their pain points?





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What are your goals for the course? What will participants leave with at its completion?

What is your course called?





# Break it Down

*Setting and keeping ideal goals translates to phenomenal results.*

How long will it be? (Weeks, Months) How long is each session? (60 minutes, 90 minutes)

What will each section look like (Weeks, Modules, etc.) What elements are in every session consistently?

One

Two

Three

Four

Five





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Six

Seven

Eight

Nine

Ten

Eleven

Twelve



# Logistics

*Take care of the small, yet  
necessary details.*

Will you have a guest teacher schedule or teach everything independently? List them here. Schedule them wherever is convenient for you.

Who else do you need to get involved? Make a list here with the their roles.





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Will you be live or recorded?

Will you have audios, videos, or both? When will each apply?

Will you have accompanying documents? What are they and when will they be scheduled to be released?





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# Sales Links & Marketing Copy Details

Get it out there into the world!

## Website Sales Page

Questions Addressing Pain Points

Attention-grabbing Course Description







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Course Outline by Section (Weeks, Modules, etc.)





# Sales

Facebook

What is your Facebook ad budget?

Twitter

Instagram

Eventbrite or Ticket Medium





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# Free Advertising Webinar?

What will you give away content wise that will help you sell your course? (Tips, address one pain point, describe course highlights, etc.)

## Webinar Outline

Opening:

Free Information/Hook

Selling Points & Course Selling Points

Special Offer, Closing, & Call to Action





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Additional Needs





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