

# CURRICULUM PLANNER

Increase your online course profits

contentsparks



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# ABOUT THE CURRICULUM PLANNER

HERE'S HOW TO GET THE BEST FROM CURRICULUMS



Curriculums are a powerful way to make your online course business more profitable.

But how do you know which curriculum is the right one?

This planner is unique in its layout - you can refresh who your audience is and then plan your curriculum, or you can use the Quick Curriculum Ideas to see what will work for your audience based on our extensive research. Mix and match ideas and browse through our [Course Directory](#) to find more.

*Sharyn Sheldon*



## QUICK CURRICULUM FOR AUTHORS



- 1 Write Your Expert Book
- 2 Promote and Market Your Business Book
- 3 Blogging Mastery
- 4 Repurpose from Blog to Book to Course

*Plus*

10 Done-for-You Emails: How to Write and Sell a Book



## QUICK CURRICULUM FOR NEW COACHES

- 1 How to Acquire Your Ideal Coaching Client
- 2 Action-Based Coaching Skills
- 3 Build Your Unique Personal Brand
- 4 From Prospect to Paying Client
- 5 Mindset Mastery



## QUICK CURRICULUM FOR NEW BUSINESS OWNERS

- 1 Start Your Own Business: Step-by-Step
- 2 Low Content Product Bootcamp
- 3 Create Your Essential Marketing Collateral
- 4 Website Planning Workshop for Beginners
- 5 Digital Marketing Strategy Workshop



## QUICK CURRICULUM FOR GROWING BUSINESS OWNERS

- 1 Business Planning Simplified
- 2 Essential Finance Skills for Small Business Owners
- 3 How to Use Customer Feedback
- 4 Work-Life Balance Planner
- 5 How to Build a Scalable Business

## QUICK CURRICULUM FOR NEW MARKETERS



- 1 Create Your Ideal Customer Profile
- 2 Create an Email List from Scratch
- 3 Create Your Social Media Master Plan
- 4 Build Your Audience Using Social Media
- 5 Authentic Marketing Strategies!



## QUICK CURRICULUM FOR ECOMMERCE

- 1 How to Start an Online Store
- 2 Get More Sales from Your Online Store
- 3 eCommerce Copywriting Essentials
- 4 Essential Email Sequences
- 5 Your Loyal Customer Blueprint - Planner



## QUICK CURRICULUM FOR LIFE COACHES

- 1 Know Your Why
- 2 Vision Boards for Business Success
- 3 Create Your Unique Personal Brand
- 4 Action-Based Coaching Skills
- 5 Mindset Mastery



## QUICK CURRICULUM FOR WEBSITE OWNERS

- 1 Website Planning Workshop for Beginners
- 2 Strategic Website Content
- 3 Next Level Website Content
- 4 How to Create Sales Pages that Convert
- 5 Content Management Bootcamp



## QUICK CURRICULUM FOR LOCAL BUSINESSES

- 1 Word-of-Mouth Marketing
- 2 How to Attract Free Publicity
- 3 Fast-Track Your Local Marketing Strategy
- 4 How to Create an Online Store
- 5 Sponsorship Marketing



## QUICK CURRICULUM FOR TRAINERS

- 1 How to Create an Online Course
- 2 Launch and Market Your Online Course
- 3 How to Teach an Online Course
- 4 Create Your Group Coaching Program
- 5 Energizing Icebreakers and Wrap-Ups



# WHAT SHOULD I TEACH?

How can you decide what courses you should be teaching - the ones that will help your audience AND they'll want to buy? Use this checklist and the following planning worksheets to quickly sketch out your target audience and a list of courses you can put together as a curriculum or series.

## STEP 1

Step 1 - Clarify the Target Audience for Your Courses:

Notes:

## STEP 2

Step 2 - Set Your Goal for Your Courses

Notes:

## STEP 3

Step 3 - List Topics that You Know They WANT

Notes:

# WHAT SHOULD I TEACH?

How can you decide what courses you should be teaching - the ones that will help your audience AND they'll want to buy? Use this checklist and the following planning worksheets to quickly sketch out your target audience and a list of courses you can put together as a series.

STEP 4

Step 4 - List Topics You Know They NEED

Notes:

STEP 5

Step 5 - Decide Which Courses to Deliver (and How)

Notes:

# YOUR TARGET AUDIENCE

In order to decide exactly what courses you want to teach, you need to take a closer look at your audience. Who are your ideal customers for your courses? Write down a few demographics and psychographics. Then think about what their biggest challenges are. Finish with a one to two-sentence description of your ideal audience for your courses.

## STEP 1 - CLARIFY THE TARGET AUDIENCE FOR YOUR COURSES



- **AGE RANGE**
- **INCOME RANGE**
- **GENDER AND FAMILY**
- **HOW THEY IDENTIFY THEMSELVES (JOB TITLE ETC)**
- **THEIR CORE VALUES**

# YOUR TARGET AUDIENCE

Continued....

## STEP 1 - CLARIFY THE TARGET AUDIENCE FOR YOUR COURSES



**WHAT THEY LIKE**

**WHAT THEY DON'T LIKE**

**WHAT THEY FEAR**

**THEIR BIGGEST CHALLENGES (THINK ABOUT ALL AND THEN WRITE DOWN TOP 3 TO 5):**



# YOUR TARGET AUDIENCE

Continued....

## STEP 1 - CLARIFY THE TARGET AUDIENCE FOR YOUR COURSES



### OTHER IMPORTANT DETAILS ABOUT YOUR AUDIENCE



WRITE A ONE TO TWO SENTENCE DESCRIPTION OF YOUR AUDIENCE BELOW:

# YOUR COURSE GOALS

Now set your primary goals for your courses. Think about both your financial and personal goals so you have both to motivate you.

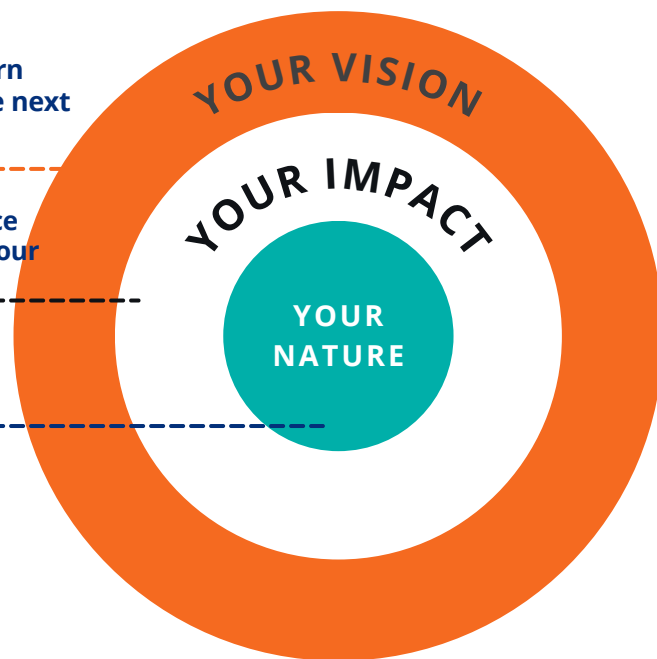


## STEP 2 - SET YOUR COURSE GOALS

How much do you want to earn from delivering courses in the next year (total income)?

How do you want your audience to feel after you've delivered your courses?

How do YOU want to feel after you've delivered your courses?



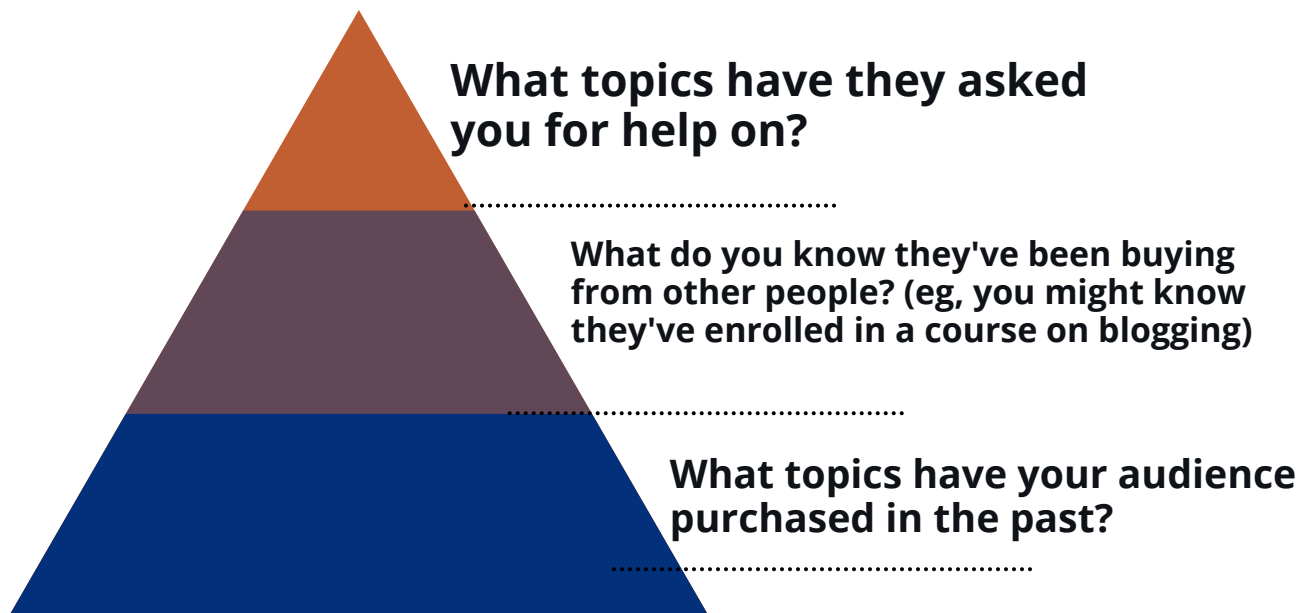
**YOUR ANSWERS**



# TOPICS YOUR AUDIENCE WANTS

You know your audience and your goals, including how you want them to feel. Now, list topics you already know your audience wants and will buy.

## STEP 3 - LIST COURSES YOUR AUDIENCE WANTS



These are things you can ask on social media, your email list, via a survey or through a group

**Answers:**

# TOPICS YOUR AUDIENCE NEEDS

You know your audience's challenges and goals, along with what they already want. But what do you know they **NEED** in order to reach their goals?

## STEP 4 - LIST COURSES YOUR AUDIENCE NEEDS FOR SUCCESS



**These are things you can ask on social media, your email list, via a survey or through a group. But also use your own experience and research to make decisions.**

**Answers:**



# CURRICULUM PLANNER

Brainstorm a title and the series of courses for your curriculum based on one of the following:

- 1 - Your audience's general skill level or business experience ("Beginner's Guide to...")
- 2 - Centered around one section of one main course ("Attracting Leads for...")
- 3 - Deep Dive into one skill ("Sales Conversations for...")
- 4 - Focused on one concept from one main course
- 5 - Developed around your own theme or branding



My curriculum title is:

# NEXT STEPS

List your next steps for implementing your curriculum.

# NEED CONTENT FOR YOUR COURSES?



Don't have time to create it yourself?

Head over to the **Content Sparks Shop** to leverage our done-for-you, white-label (PLR) course kits, so you can quickly set up your online or in-person course and don't have to start from scratch ever again.



**[BRANDABLE COURSE KITS >>](#)**