

COURSE CREATOR ACADEMY

VALIDATION
SURVEY SAMPLE
QUESTIONS



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Module 1 | Plan Your Course

VALIDATION SURVEY SAMPLE QUESTIONS

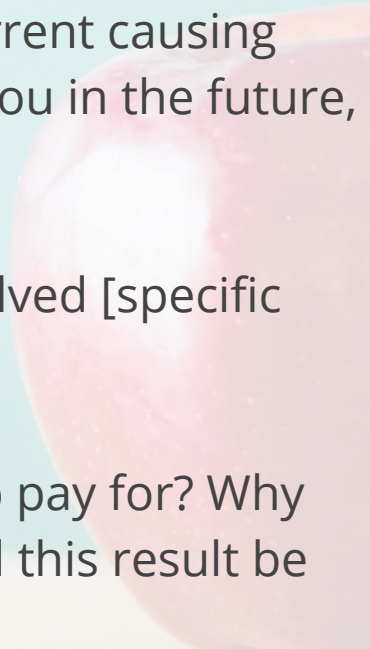
Following are a select sampling of questions that you may wish to ask in your validation survey or interviews. Please keep in mind that it is not recommended that you ask all of these questions, as some of them are redundant to give alternative options to better suit different types of courses.

- What has been your past experience with [topic]?
- How often do you [activity]?
- Why do you enjoy [activity]?
- What challenges do you face with [topic/activity]?
- On a scale of 1 - 10, how big of an issue is [specific challenge your course would help them overcome]?

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- Have you ever looked for a solution to [the specific challenge]? What solutions have you tried in the past?
 - What problems is [this challenge] current causing you? What problems might it cause you in the future, if left unresolved?
 - How would your life change if you solved [specific challenge]?
 - Is this a result that you'd be willing to pay for? Why or why not? How much money would this result be worth to you?
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- A close-up photograph of two apples, one pink and one red, resting on a wooden surface. The pink apple is in the foreground, and the red apple is partially visible behind it to the right.

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- If you were to invest in [finding a solution to specific problem], what would you want that solution to look like?
- ◆ private coaching or consulting
 - ◆ someone to do it for me
 - ◆ a book on the topic
 - ◆ a self-paced online course

