

COURSE CREATOR ACADEMY

COURSE
VALIDATION
BLUEPRINT



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Module 1 | Plan Your Course

COURSE VALIDATION BLUEPRINT

Step 1) Get clear on your course.

1. What would your course be about?

2. What would the end result be for a student?

3. Who would be interested in getting that result?

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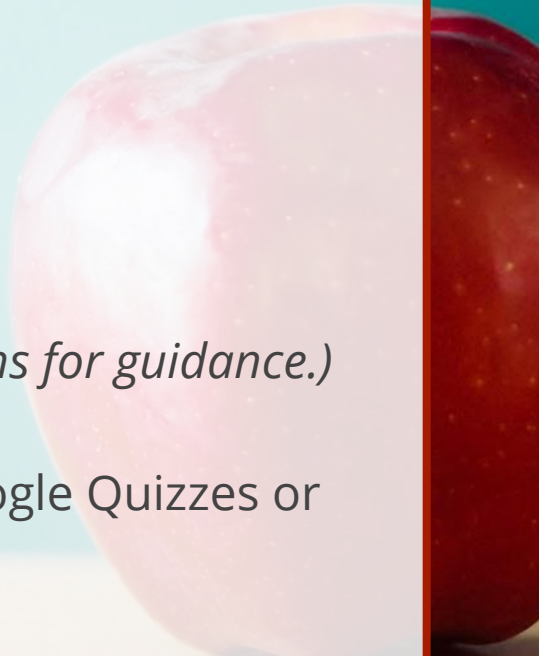
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Step 2) Find potential students to interview.

1. Search Facebook for groups focused on your course topic.
2. Join groups and get involved.

Step 3) Prep

1. Create a list of questions.
(See Validation Survey Sample Questions for guidance.)
 2. Build your validation survey with Google Quizzes or Typeform.
 3. Outline your interview questions to dig deeper.
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Step 4) Survey

1. Share your survey in relevant Facebook groups and ask for help with market research.
2. Email your survey to anyone you know who might benefit from your course.
3. If you have a blog or audience on social media, share your survey with them as well.

Step 5) Interview

1. Analyse survey results and assess interest in your course.

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2. Personally email those survey respondents who appear to be the most likely to be interested in your course. Ask if they'd be willing to schedule a short interview for further market research.
3. Conduct interviews.

