

COURSE CREATOR ACADEMY

THE PROMISE



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Module 1 | Plan Your Course

THE PROMISE

People don't buy a course to have a course, they buy a course to get a result. They buy a course because what that course promises to deliver. And that means there's a lot riding on your course's promise!

Your course's promise is simply a clear statement about the specific, amazing results that your course will produce for the students who take it. The following questions will guide you through the process of writing a compelling course promise.

1. What is your course about?

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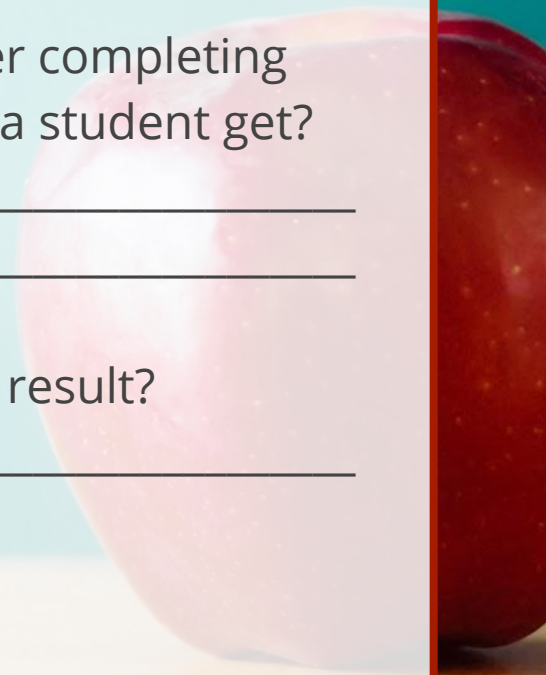
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2. Why would someone want to take your course? What are they going to get out of it?

3. Now let's get a bit more specific. After completing your course, what specific result will a student get?

4. How long will it take them to get this result?



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5. Turn this information into a working version of your course promise.

[big result] in [time period]

Examples:

- *Lose 10 pounds in two weeks*
- *Finally start your garden this month!*
- *Become a certified wellness coach in 90 days*
- *Book yourself out in 30 days*
- *Become a sought-after public speaker in six months*

Course Promise:

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6. What are three specific ways your customer's life will change after they take your course and create the result?

For example, if your course teaches hair stylists how to attract clients, then three positive changes could be:

- Earn more money.*
- Gain more experience and credibility.*
- Have the opportunity to specialize in only their favorite type of styling work.*

Three ways the student's life will change:

1. _____
2. _____
3. _____

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7. Now, create a second working promise that is simply a list of the three positive changes.

For example: Increase your income, gain credibility, and get the freedom to FOCUS on your zone of genius.

8. For your third working course promise, use this structure:

[Get big result] so you can [list of three positive changes]

For example: Become a client magnet so you can increase your income, gain credibility, and have the freedom to FOCUS on your zone of genius.

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Third working draft:

9. **How** will students get these results? Specifically, what is your system called?

10. For your final working draft, use this structure:

[Get big specific result] [using our special system]

Examples:

- *Learn our 7-step approach to consistently signing wedding clients.*

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- *Hit 100,000 blog visitors/month with our Blog Traffic Accelerator program.*
- *Use the Hanh system to become a master at mediation in as little as 90 days.*
- *Improve your creative skill and discover the joy of hand lettering with our proprietary Perfect Penmanship approach.*

Fourth working draft:

11. Now that you have four working drafts for your course promise. it's time to work on the specific wording and "mix and match" until you find the perfect combination.

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Drafts:

12. Official course promise::

