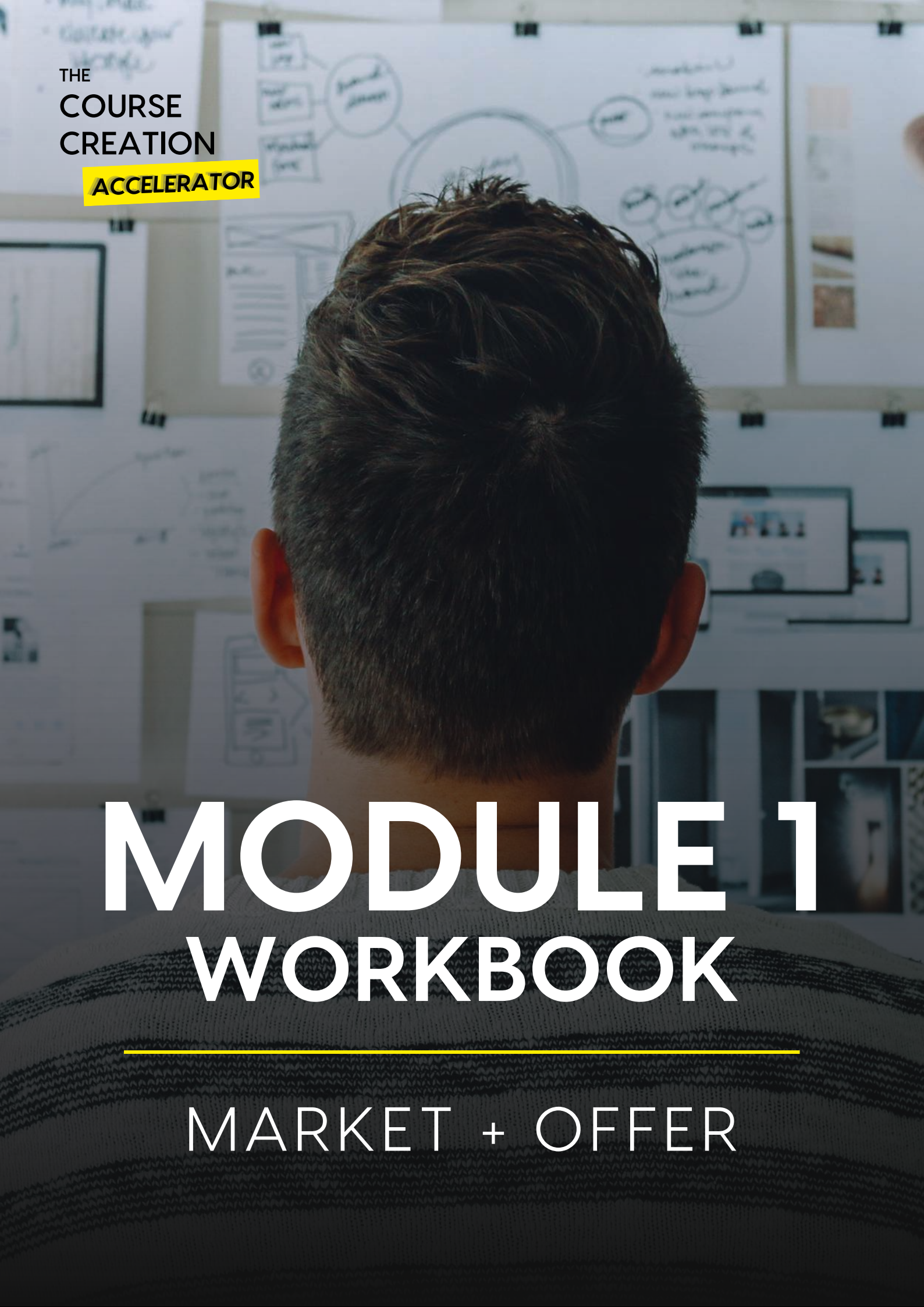


THE
COURSE
CREATION
ACCELERATOR

MODULE 1
WORKBOOK

MARKET + OFFER

Welcome to

MODULE 1

Congrats Founder.

This is the start of a whole new way of running your business and it's time to get stuff done.

In Module 1, we'll set the Foundations of your Online Course and make big decisions about the course you'll do first, the price and the name.

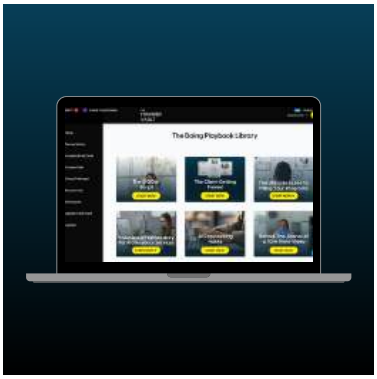
In this Workbook, you'll be able to follow along and do all the "doing" as we go.

Be sure to finish each task before moving onto the next one and at the end, we'll make sure everything is ticked off in the Done Checklist so you're ready to move onto Module 2!

In this module we'll cover...

- [ ] Your Accelerator Access
- [ ] Course Creator Mindset
- [ ] Genius Zone Audit
- [ ] Your Freedom Metric
- [ ] 5 Types of Courses
- [ ] Crafting The Ultimate Offer
- [ ] Pricing Your Course
- [ ] Naming Your Course

YOUR ACCESS



ACCELERATOR COURSE

The Course Creation Accelerator portal is your go-to hub for all the videos, workbooks, and resources you need to launch your course. Each lesson is designed for action, with clear, practical steps to complete. Don't forget to downlaod the the workbook for each module and follow along.

☐ Yes, I have found Module 1 in the Portal



DEX

Dex is your AI Assistant, ready to create course names, lesson plans, write funnel copy, create video scripts and more. You'll find Dex ready to chat in any lesson that has an Action Step in it so you Dex can help you complete it faster and easier.

☐ Yes, I will keep an eye out for Dex in lessons

YOUR ACCESS



COACHING CALLS

The Accelerator Coaching Calls are your opportunity to get expert guidance and real-time answers to your questions. Join weekly sessions designed to help you think and act like a 7-figure founder. Check the upcoming calls and get the links in the Calendar in the Course Portal.

☐ Yes, I have seen the calendar and put the next call in my schedule



VIP FACEBOOK GROUP

The VIP Facebook Group is your space to connect with other entrepreneurs and our coaches in the Accelerator. Share wins, ask questions, and get feedback 24/7. Tag a coach or ask the group. Join now via the link below or search for "Course Creaiton Accelerator"

☐ Yes, I have joined the Facebook Group

TIPS

to complete the Accelerator *faster*

- [ ] Make a commitment to a deadline to complete each module by

  I'll complete Module 1 by _____

- [ ] Set aside a regular time/day and block it in your calendar

  My regular time will be _____

- [ ] Find a focused, quiet space to work and turn distractions off
- [ ] Download the Module's Workbook before you start a module
- [ ] Watch Double-speed
- [ ] Pause and DO as you go
- [ ] Before you hit the next lesson, complete the task for that lesson
- [ ] Tell someone important to you about your goal

  My person will be _____

- [ ] Request an accountability buddy in the Facebook Group
- [ ] Reward yourself for completing each module

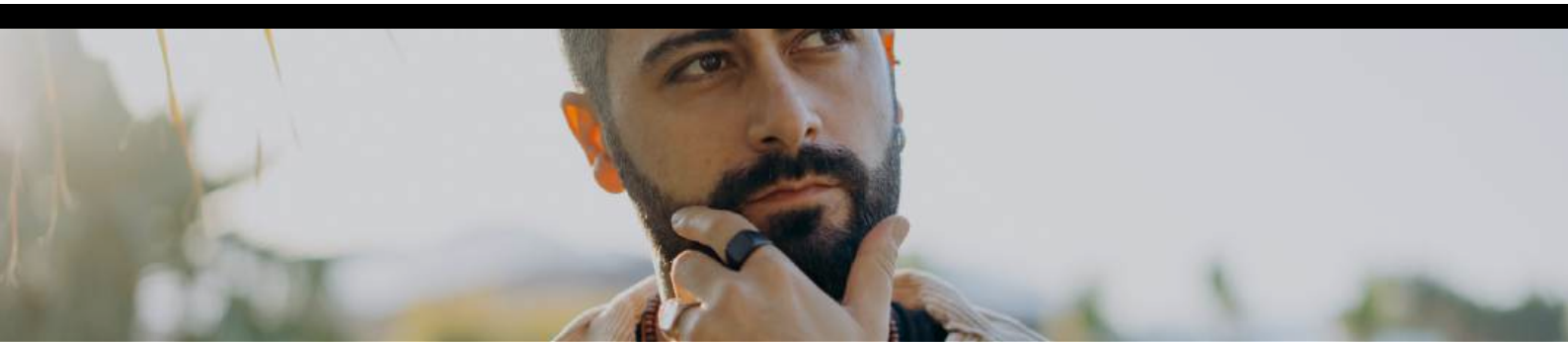
  My reward will be _____

Get your head in

THE GAME

- "I need to build my course first before I sell it"
- "I need to invest months (or years!) of time to create my course"
- "My market is already too saturated"
- "Creating a course is too expensive"
- "I need to be a recognized industry expert to build and sell a course"
- "I need to be able to guarantee results"

WHICH MYTHS HAVE YOU BELIEVED?



GENIUS ZONE AUDIT

Brainstorm 3 Course Ideas and fill them in the left hand column in the chart below. Then, **rank each Course from a scale of 1-10** in four categories...

	Experience	Passion	Resources	Profitability	TOTAL
	How much do you know about this area? Do you have case studies, examples or testimonials? Have you coached or consulted on this topic before?	*How much does this idea excite you?* *Is it something you'd wake up eager to work on every day?*	*How quickly can you turn this idea into a course?* *Is the knowledge already in your head, or will it take some serious digging?*	*Can you realistically charge a premium price for this course?* *Does your target audience have the financial means to buy it?*	*Don't forget to choose Profit over others if your totals are close.*
COURSE A					
COURSE B					
COURSE C					

NEXT STEP...

Circle the highest scoring idea. This is your first course!

Discover your

UNIQUE ANGLE

Find three competitors in your space and scan their website, social media, podcasts, etc. List out their unique angles and things they stand for.

COMPETITOR #1:

COMPETITOR #2:

COMPETITOR #3:

NEXT STEP...

Now circle the things you don't like about each competitor

From the inspiration above, brainstorm your unique flip

MY UNIQUE FLIP



YOUR FREEDOM METRIC

EXAMPLE:

Expenses	$ Per Month
Mortgage	$4,000
Kids	$2,000
Cars	$500
Groceries	$2,000
Fun	$2,000
Office	-
Assistant	$1,500
Savings	$5,000
Advertising	$3,000
	$20,000
+TAX (30%)	$6,000
TOTAL	**$26,000**

FREEDOM METRIC =

$30,000

Your Turn!



Expenses	$ Per Month

TOTAL _____

Per Diem = $ _____

My Freedom Metric =

_____

Crafting your

IRRESISTIBLE OFFER

It's time to craft a $1,000+ offer for your signature course

There are three important components you can add that are easy to deliver but add HUGE value to your buyer...

CONTENT



Content is the core of a high-value course, providing learners with essential materials such as video lessons, worksheets, tools, and calculators.

These resources make each concept clear and actionable, empowering participants to progress confidently and see real results. High-quality content turns theory into practical knowledge that learners can immediately apply.

COACHING



Coaching adds personalized support, whether through one-on-one sessions, group calls, or live workshops. This hands-on guidance allows learners to get feedback, overcome obstacles, and build confidence.

Tailored coaching accelerates progress, ensuring participants stay accountable and achieve their goals faster.

COMMUNITY



A private, members-only community connects learners, creating a supportive environment where they can share wins, seek advice, and celebrate progress.

Accountability buddies and group interactions provide ongoing motivation and collective momentum, helping participants stay focused and inspired on their journey.

The

THREE C's

CONTENT

1

INSPIRATION

- Video lessons
- Audio Meditations
- Checklists
- Templates
- Calculators
- Action Plans
- Quizzes
- Case Studies
- Real-life examples
- Meal Plans
- Swipe Files
- Guest Experts

YOUR INCLUSIONS:

COACHING

2

INSPIRATION

- Onboarding / Kick-off Call
- 1:1 Coaching Calls
- Group Coaching Calls
- Voxer WhatsApp Support
- Office Hours
- Hot Seats
- Q&A Form
- Live Reviews (of student's projects)
- Breakout Rooms

YOUR INCLUSIONS:

COMMUNITY

3

INSPIRATION

- Facebook / Skool Group
- Live Events
- Virtual networking
- Accountability Buddy
- Mastermind sessions
- Hour of Power (virtual Co-working session)
- Member spotlights / showcases
- Themed community events (i.e. Pitch Week)

YOUR INCLUSIONS:

How to make a

NO-BRAINER OFFER



MONEY-BACK GUARANTEE

A money-back guarantee reduces risk for buyers and increases your conversions. We find a money-back guarantee can up to double our sales with a maximum of only 5% of people genuinely claiming it. Require participants to complete key steps to qualify.

BONUSES

Bonuses sweeten your offer by adding extra value, helping buyers achieve results faster, easier, or cheaper. Extract some inclusions and label them as "bonuses" for perceived exclusivity. Use urgency with fast-action bonuses for the first 50 buyers or pay-in-full bonuses to encourage upfront commitment.





PAYMENT PLAN

A payment plan makes your offer accessible to more buyers. Add 20% to the pay-in-full price and split it into 3-4 monthly payments. This lowers the barrier to entry, giving budget-conscious buyers a chance to say yes without hesitation.







Set Your
COURSE PRICE

So, let's get to work!

Crafting a high-value offer starts with the 3 Cs—Content, Coaching, and Community. Add in a guarantee, irresistible bonuses, and a payment plan, and you've got a package that's hard to resist.

These elements will remove objections, build desire, and make it easy for your market to say "yes" to your course!

You now can confidently create an offer worth over $1,000, which will make sure you hit your Freedom Metric faster.

Take a moment to finalize your inclusions, price, and structure

COURSE PRICE: _____

NAMING

Your Course

1 START WITH "THE"

2 RESULT

3 POWER WORD

IDEAS LIST

THEN SELECT YOUR FAVOURITE

IDEA #1: _____

IDEA #2: _____

IDEA #3: _____

IDEA #4: _____

IDEA #5: _____

NAMING

Your Course Examples



RESULT

TRANSFORMATION

- The $10K Launch Accelerator
- The Calm Parenting Blueprint
- The Confident Speaker Project
- The Fit Over 40 Formula



YOUR FLIP

- The Anti-Hustle Success System
- The Dad-Bod Blueprint
- The Client Connection Accelerator

ALLITERATION

- The Profitable Podcast Project
- The Wellness Warrior Workshop
- The Marketing Mastery Method



POWER WORD

- Accelerator
- Blueprint
- Project
- Formula
- System
- Workshop
- Method
- Academy
- University
- Lab

The Module 1

DONE CHECKLIST

The below is a summary of everything we've covered already in Module 1.

Check off every task below and if there's any you haven't completed, follow the page number to go back to that section and video and get it done.

Let's DO this!

Module 1 Done Checklist	
☐ Watched the Module 1 Videos	**Lesson 1 - 11**
☐ Joined the Facebook Group	**Lesson 1**
☐ Scheduled the first Coaching Call	**Lesson 1**
☐ Chosen your course (Genius Zone Audit)	**Lesson 4**
☐ Created a Unique Angle / Flip	**Lesson 4**
☐ Decided on your monthly Freedom Metric	**Lesson 5**
☐ Crafted your Irresistible Offer	**Lesson 7 + 8**
☐ Decided on a price for your Program	**Lesson 9**
☐ Named your Program	**Lesson 10**

NOTES

This page is all yours, champ. Jot down your big ideas, genius moments, and those "aha!" breakthroughs.



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