

# THE 4 PROVEN APPROACHES

TO ONLINE COURSE CREATION



## DAY 1: THE 4 PROVEN APPROACHES TO ONLINE COURSE CREATION

Today, we're going to get you in the ballpark of your home run course idea by choosing one of my 4 Proven Approaches to course creation (which all begin with the letter P so they're easy to remember).

### Passion, Problem, Proficiency and Proprietary

#### APPROACH #1: PASSION

Follow your PASSION and create a course around **something you LOVE TO DO**.

**Example:** *EPM grad Shirley Quarmby has a corporate day job as a business analyst, but she has a passion for baking. So much so that she went to the famous Le Cordon Bleu Culinary Arts Institute to learn the art AND science of baking French pastries.*

*She followed her passion and created a course called The Perfect Pastry Masterclass for people who want to develop professional-level baking skills -- even if they have no plans to be a professional baker!*

#### APPROACH #2: PROBLEM

Go after a PROBLEM **you can solve**.

**Example:** *My student Barbara Decker had the heartbreaking experience of watching her son go through serious drug addiction... and she learned a few things along the way about breaking patterns of codependency and letting go of pain and nonstop worry over things that were out of her control.*

*She created a course called The Transformative Boundaries Experience where she's helping thousands of mothers encourage their child's recovery -- while regaining peace in their homes and in their hearts.*

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### APPROACH #3: PROFICIENCY

Tap into a core PROFICIENCY and create a course around **something you're good at**.

**Example:** *EPM grad Jennifer Holbus is an expert in Six Sigma project management, so she created a series of courses to train and certify other corporate project managers in Six Sigma.*

*To date, she has over 900 students and her business is growing FAST. She even landed a \$500k multi-year corporate education contract -- and it all started with the right idea.*

### APPROACH #4: PROPRIETARY

Determine your PROPRIETARY solution to solve a problem or get a result **in a way only you can**.

**Example:** *EPM grads Arjun & Shobha Rayapudi took this approach with their nonprofit Gift of Health. Arjun is a surgeon and Shobha is a physician -- they got serious about the relationship between food and health after Arjun's father had a major heart attack.*

*Together, they developed a special plant-based diet that empowers their students to transform their health with delicious, good-for-you food in their own kitchen. They've helped thousands of people all over the world reverse chronic diseases, end the frustrating dieting cycle, lose weight and get off medications.*

Now, it's your turn to choose the approach that best fits you...

**My approach to course creation is:**

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💡 Anyone can create a course using one of these 4 Proven Approaches -- and I mean anyone. You don't need to have any business or course creation experience. All you have to do to land in the ballpark of your profitable course idea today is PICK ONE.