

TURN YOUR
IDEA INTO A
MESSAGE
PEOPLE WILL PAY FOR



DAY 5: TURN YOUR IDEA INTO A MESSAGE PEOPLE WILL PAY FOR

Congrats on making it to Day 5 of the Crack Your Course Idea Challenge! Today we get to do something special. We'll create your course mission using my Mission Possible Template.

This is where we put all the pieces together to identify your Home Run Course Idea...

**Your Course Mission Statement is the finish line of your course --
EXACTLY what someone will do, be, feel, have, overcome or achieve.
It's the promise of your course...**

And this is something that NOBODY else teaches, but as you'll see in just a moment... it's the secret sauce for designing a successful course that gets results for both your students and your business.

This short and powerful statement PRECISELY declares what your course will deliver from the point of view of your students... in other words, it's THEIR mission.

The Mission Possible Template uses a VERY SPECIFIC framework... it goes like this:

"Your mission -- should you choose to accept it -- is X."

So what you want to do is fill in the "X" with the specific mission of YOUR course.

The great thing about this template is that it forces you to look at your course from your student's perspective. What's THEIR mission? What EXACTLY are they saying yes to?

It's not just what you want to teach or deliver, which is where most course creators go wrong before they even get started. It's the **result they want** in their lives. The future self they're hoping to become.

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Examples from Successful Online Courses

Marisa Murgatroyd: Your mission -- should you choose to accept it -- is to design an Experience Product in 12-weeks or less and make your first \$2,500 (if not a whole lot more).

Galen & Davina Detrick: Your mission -- should you choose to accept it -- is to market, sell & deliver your first direct resin veneer smile transformation and make back your course investment within 12 weeks.

Helmut Whitaker: Your mission -- should you choose to accept it -- is to receive, through a 6-week shamanic initiation, the 4 essential energies and gifts that every human needs to feel whole, loved and on path: the gift of knowing your truth, the gift of connecting to your life energy, the gift of a quiet mind and the gift of opening to the infinite.

Before you begin writing your Course Mission Statement, I recommend reviewing the **3 most common mistakes** course creators make **when writing a mission statement**...

MISTAKE #1

Getting stuck in "the how hole" before you've clearly established the what and the why through a powerful mission. Don't try to explain the how.

MISTAKE #2

Trying to serve too many outcomes. Don't try to make your course do too many things. Keep your mission focused on a single point.

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MISTAKE #3

Crafting a mission that's too general, broad or vague. Be specific. Specific person, specific goal, specific timeframe.

Now it's time to write your Course Mission Statement!

Your mission — should you choose to accept it — is...

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HUGE congrats on everything you've done these last 5 days...

Now that you've...

- chosen one of our 4 Proven Approaches to Online Course Creation (Day 1)
- selected your profitable Mega-Niche (Day 2)
- identified your specific Micro-Niche and Core Solution (Day 3)
- defined your Target Audience (Day 4)
- and drafted your Course Mission Statement (Day 5)

You have a Home Run Course Idea!

NOW it's all about what you do NEXT -- how you CREATE your course that will make or break the success of your program (hint: make it an EXPERIENCE)!

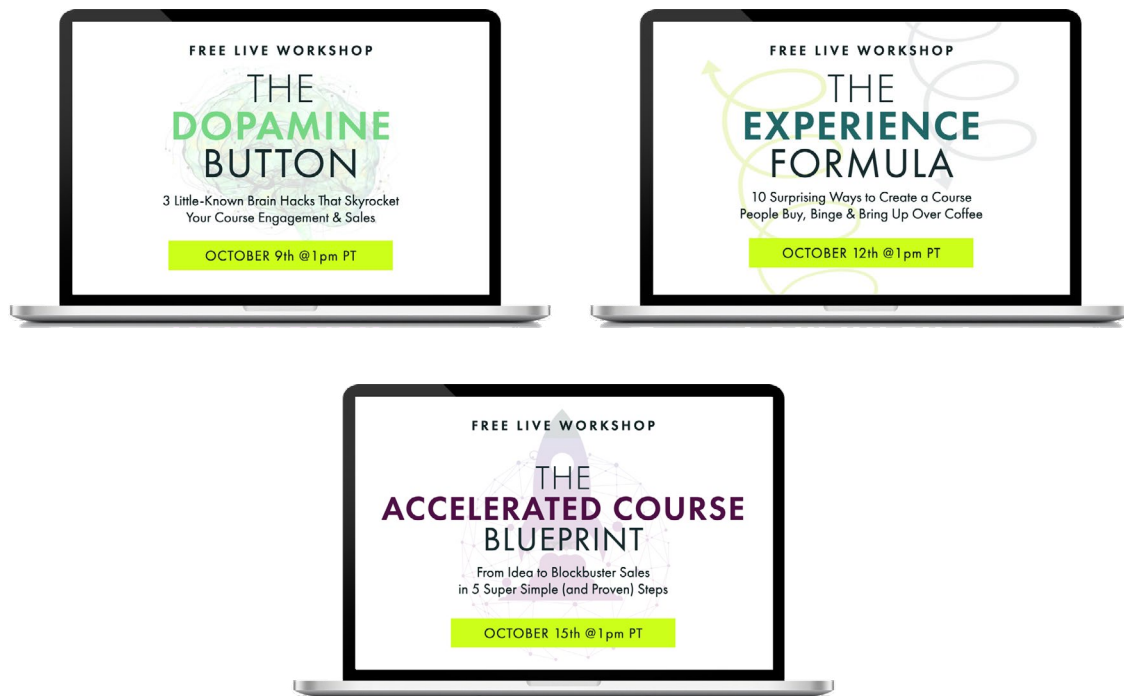
Stay tuned for a special invite to my free **Online Course Creators Workshop** where I'll teach you what an **Experience Product** is and how to design, launch and sell your course using all **10 Core Experiences in the Experience Formula!**

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ONLINE
COURSE *Creators*
7 DAY WORKSHOP

Mark your calendar now so you don't miss a thing!

This free workshop series is only available once a year and it's the perfect next step after the challenge to help you turn that profitable course idea of yours into... well, a profitable course!



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