



CLINICIAN BUSINESS LABS

COURSE CREATION

*Content
Maps*



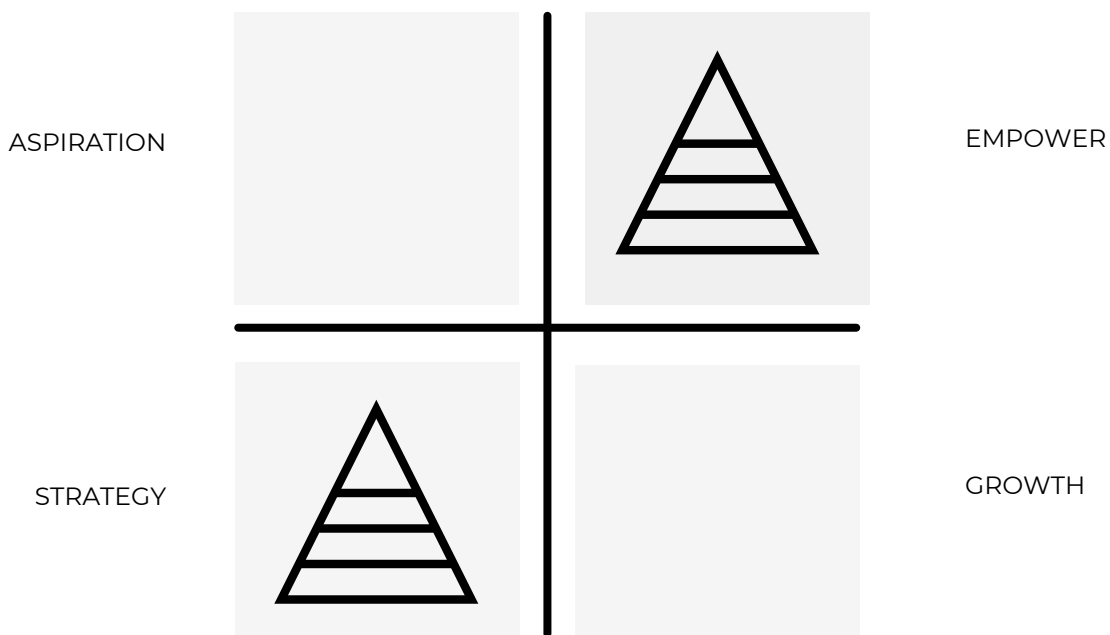
PROJECT FOCUS

Who is your intended audience?

What outcome are you delivering and why do they need it?

What or who is your competition?

What is offered before and after this course in your offer ecosystem?





OUTCOMES

What is the main outcome you are building content around?

What do you need them to KNOW to get the outcome you promised? (Brain Dump)

What do you need them to DO to get the outcome you promised? (Brain Dump)



CONTENT MAPS

Divide your content into 5 main themes/modules

Five large, empty rectangular boxes stacked vertically, intended for users to define their five main content themes or modules.

What lessons do you need to add under each module

A grid of 25 empty rectangular boxes arranged in 5 rows and 5 columns. Each row corresponds to one of the five modules defined above, and each column represents a category of lessons to be added under that module.



CONTENT MAPS

Module & Lesson Checklist

Module _____

Lessons

Slides

Worksheets

Checklists



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CONTENT MAPS

What training/checklist/tool would help them get to the outcome faster?

Offer Summary

What is the delivery cadence that you plan to utilize?

How many modules / lessons?

What is the outcome you deliver?

What is the price point for the offer and bonuses?

CONTENT MAP

Checklist



INSTRUCTIONS: *Check that your content strategy is set and in alignment with the stage of your ideal client.*

- THE MODULES ARE ALIGNED TO THE MAIN OUTCOME OF THE COURSE.
- THE CONTENT REPRESENTS THE BARE MINIMUM OF WHAT THEY NEED TO KNOW.
- THE WORKSHEETS/WORKBOOK SUPPORTS THE OUTCOME.
- THE CHECKLISTS REPRESENT THE ACTION YOUR IDEAL CLIENT NEEDS TO TAKE.
- THE OFFER IS CLEAR.
- THE PROGRAM DELIVERS A MEANINGFUL OUTCOME FASTER OR BETTER THAN OTHER OPTIONS.