

Outline Your Online Course Or Digital Product

Here's a formula for creating an outline for your digital product or online course. Start with the things that people are already searching for. This way, you can tell anyone who is searching for solutions that your product has them. Next, put these in the order that someone should learn them. Finally, add in all the other elements that you know they need to learn (that they're not even thinking about), including your stories and formulas for getting results.

What are people searching for online, specifically?

Make a list of the words and terms that people are searching for online. Get a list of at least 5-10 top search terms that people are using to search for the results they want. This creates a product outline that literally "sells itself" (because it's based on what people are already searching for!)

What order would be best to teach these solutions in?

If you were just making your product based on these search words and phrases, what order would you teach them in, to make your product easy to understand?

What else does someone need to learn, that they may not even know to ask for?

Finally, what other things does someone need to learn in order to get great results in their area of life or business? This is where you teach all of the special things that only you know (this will probably be most of your product).