

Welcome to the Content Pattern Workbook!

Each video lesson you'll watch, has an accompanying section below, where you can draft ideas, make notes, and get an idea of how YOUR content might look, when applying our four step pattern.

Trust your expertise in your given arena, and don't try to get it perfect in this workbook. Work through at your own pace, and don't overthink it. You WILL come back and repeat this process over time, and it WILL get better (and easier) each time you do it!

INTRO

Who is your ideal client?

As simply as possible, state your area of expertise, and what the core subject of your course will be.

What goals do you have for your ideal client, when they finish this course?

What do YOU have to offer that is unique? Remember, there are lot's of people out there who understand lots of things, but only one YOU. Try your best to quantify why your ideal client will benefit from learning from YOU.

FREE

When you were learning this skillset, what challenges did you encounter, and what do you think will be the most challenging for your clients to learn?

What concepts or ideas, helped you the most when dealing with these challenges?

Thinking about how you answered the two questions above, write 3-5 concepts that are MOST important for learning the skillset you want to teach. (0-80% mastery)

Draft your first video script! Keep it short, less than 30 seconds.

Success Path

List 5-10 categories/concepts, that you can go into detail on, and which can be their own mini course by themselves. Some of these can be the same as free concepts, as long as you can expand on them in a meaningful way. (80%-95% mastery)

List 3-5 sub categories for each of the concepts you listed above.

Draft some “Key Details”, that may be hard for beginners to spot or understand, and how you might explain or address these ideas to help your client.

Draft an outline for one of the concepts or sub categories you listed above, and how you would make a video to teach that concept or detail.

WORKSHOPS

List some “exercises” your client can do, to develop some of the skills you taught in your Success Path content. Think of these like “drills” in sports, things your client can do every day to sharpen their ability.

Draft an outline for a live group session, where you would lead a small group in helping one another develop their abilities together. Think of ways you can encourage a group of your clients to help one another, rather than helping them yourself. (These can be done online, and can be replayed after the fact for others to follow along)

BONUS

Go back and look at some of the answers you gave for the *Success Path* section, and think about what challenges your client may encounter when trying to master these skills. Now, list some things that can help them overcome these challenges.

Again, reference the things you listed in *Success Path*, but now try to think of exceptions to some of those things, and list them below.

List any more ideas (at least 3, but as many as you can think of!) that would give your client a “competitive edge”, over the person who is learning this alone. What kinds of things didn’t you figure out until recently? What things took a long time to understand?

Revisit your most important ideas from the *Free* section, and explore those ideas in more depth. Mastery comes from the fundamentals, so draft some examples of how you can return to those ideas, but explain them in more detail and depth, now that your client has a better understanding of the subject.

Well done!

You made it all the way through! Now you should have a pretty solid idea of what your course or courses will look like, and how to structure your content. I encourage you to come back to this worksheet frequently, and repeat this process. The more you make content and courses, the more you will learn about what makes them great. Now get out there and start making your content!