

# The Ultimate Course Creation Starter Kit

Imagine how it will feel when you create a profitable digital course in your business. One that you can promote over and over again this year and beyond.

Not only will you get to share your knowledge and expertise with hundreds or even thousands of students all over the world, but you'll be able to do so with less stress and fewer skipped family meals than your current situation demands of you.

Instead, you'll be able to sit with your family and proudly share the fact that someone in Australia, or Singapore, or Brazil just took your course and improved their life for the better.

Can you even imagine that? Now that's "next level" cool.

With a profitable digital course you'll also get to officially escape the time-for-money trap, and you'll have the freedom to say "no" to opportunities or clients that don't feel 100% aligned with who you are and the life you want to live. (Oftentimes what you say "no" to is just as important as the things you say "yes" to in your business!)

## Getting Started with Your Digital Course

To help you kickstart your digital course journey, there are three important decisions you need to make. The good news? Once you have all the details (which I'm going to give you in this Starter Kit) they are pretty easy decisions to make!

**Decision #1:** What will your course be about? What topic will spark the most interest and engagement from your community so that they will be eager (and excited!) to buy?

**Decision #2:** What are you going to name your course?

**Decision #3:** What are going to *stop doing* in your business once you're generating revenue with your digital course? (This one is an extra fun to explore, so we'll keep it for the final decision!)

## DECISION 01:

# *What's the Topic of Your Course?*

One of the most powerful steps you can take right now to kickstart your course creation journey is to get clear on your course topic. This one step will put everything . . . *and I mean everything* . . . into motion.

At this point you might have a few ideas—or too many ideas—for your first course, or maybe you feel stuck because you don't have any ideas that feel like they could be “the one.”

No matter where you are right now, the following seven creative strategies will help you choose the perfect topic for your course — the topic your ideal potential customer genuinely wants and needs to learn, and the topic you are genuinely excited to teach (because you know it well and love to teach it!).

Before we jump into the seven strategies, there's one concept you need to understand that will help you narrow down your topic quickly. Your goal is to find the sweet spot: the intersection between your skills and know-how, a struggle or challenge your audience is facing (and will gladly pay for the solution), and a topic that truly lights you up.

### Let's Break This Down



## Your Skills and Know-How:

This is the time to leverage your know-how, core competencies, background and experience. We all have skills and that includes YOU. In the business you are creating, how do you best add value? As you think about this, it's important to remember where you were before you knew what you know now. It's those areas that seem "too simple" and are second nature to you that your audience is looking to you to break down.

They're looking to you for a simple step-by-step framework to get them from point A to point B, as fast as possible. Here's the good news: you don't have to be the foremost expert in your field, or have all the answers; you just need to be a few steps ahead of your ideal customer.

## Your Audience's Struggles and Challenges:

Your ideal customer is going to buy from you when you offer a solution to a current struggle or desire that is *important enough to them* that they're willing to put some skin in the game (money!) to see results. People won't pay for just any content; it's got to be something that makes life easier on them and provides them with a shortcut or a true transformation.

You must have a clear idea of what your ideal customer considers a "nice to have" solution, as opposed to a "must have," or "gotta have" solution. The two best ways I've discovered to understand my audience's struggles and challenges are by directly asking them and being a good listener (whether in-person or online). *More on this in the "7 Strategies" section of this guide!*

## Your Profit Potential:

A shortcut to finding out if your course topic would be one that your ideal customer would purchase is to see what type of content, products or services they already consider valuable enough to pay for. Do they buy books, coaching, software or apps on the topic? Search Amazon for books on your niche; which are the most popular, have the best reviews? Pay attention to what people are raving about on social media.

## What Lights You Up:

It does not need to be your passion, but it should be something you're excited to teach. You also don't need to have your outline and teaching strategy all figured out just yet—that will come—but you do need to be excited to share your insights and knowledge around this topic. And when things get tough—and they will at times—your enthusiasm around this topic needs to be able to pull you through the tough bits!

When your topic hits all four of these quadrants, you can't lose. You will be on fire because you'll know you are moving in the right direction.

Now speaking of moving in the right direction: that's precisely what we're going to do next. The following seven creative strategies will help you choose the topic that your audience has been dying for you to create — so let's get to it!

***"You were designed for accomplishment, engineered for success,  
and endowed with the seeds of greatness." — Zig Ziglar***

# The 7 Creative Strategies to Choose the Perfect Course Topic

## ***#1: 3 Days of “No Judgement Inspiration”***

Since starting your online business journey, you’ve likely had flashes of ideas for an online course. You might’ve been deep into the details with a client and thought, “This topic is perfect for a course! I should teach this to more people.” Or maybe your clients continue to get stuck in one specific area over and over again, and you know you could ease their pain if you could just teach them how to move past it. And then you think, “I CAN teach them to move past it! I know what they need to do to get unstuck!” Those are all flashes of inspiration, and you don’t want to ignore them.

**How to put this into action:** For the next three days, write down every single idea you have for an online course. Feel free to type out your ideas or capture them in the Notes app on your phone as they come to you throughout the day; but I’d love for you to actually sit down and have some “brain dumping” sessions using an actual pen and paper for this exercise.

Don’t judge your ideas as they come; just write them all down, the good, the bad and the ugly. I don’t want you blocking your creativity or flow of ideas with the propensity to edit. From there, take your list and try out one of the following strategies (2-7 below) to zero in on the ideas your ideal customer would want the most.

## ***#2: The “Magic Wand” Question***

A great way to get valuable feedback from your audience is to ask a question about something they struggle with or a desired result they’d like to have. A fun and effective way to do this is by posing a “Magic Wand” question. It looks something like this: “If you could wave a magic wand and make your biggest (insert your niche here) challenge disappear, what would it be?”

So if your niche was weight loss coaching, the question would look like this:

“If you could wave a magic wand and have your biggest weight loss challenge disappear, what would it be?”

A couple more “Magic Wand” question variations to get your creative juices flowing:

“If you could wave a magic wand and be able to lose 10 pounds this month, what would that change in your life immediately?”

“If you could wave a magic wand and eliminate your biggest struggle around your attempts to lose weight, what would that be?”

The beauty of asking these types of questions is that when your ideal customer responds, you not only get great intel (in their own words!) on a course topic idea, but you can begin a conversation with them. This is your opportunity to begin building a relationship with your ideal customer, so whether you get one answer back or multiple answers, make sure to respond to each one.

**How to put this into action:** In the next 48 hours, I want you to post on Facebook, Twitter and/or Instagram and ask your followers a variation (use my wording or your own) of the “Magic Wand” question. This one question can help you learn so much about where your audience is struggling the most . . . so pay close attention!

### ***#3: The Crowd Sourcing Experiment***

If your head is swimming with a bunch of ideas for a potential course and you’re not sure which one is a good fit for you and your audience, ASK! Jump on a quick Facebook Live (video always kickstarts awesome conversations) and share your top three course ideas; then ask your audience to vote for the one they feel they want and need the most.

Another great way is to create a simple poll on social media with your top three ideas for your ideal customer to choose from. Facebook, Instagram and Twitter all have easy polls to set up.

When you include your audience right from the start, they will become a part of your course creation journey. When they feel like they are a part of your journey, they’re more likely to buy when you’re ready to launch!

Important Note: Make sure you identify who you want responding to your poll. You don’t want people who aren’t even your ideal customer piping in with their two cents. Make sure to say something like, “If you are (enter a very short ideal customer identifier), I’d love to have your vote on which of the three course ideas would be most helpful to you.”

**How to put this into action:** After you’ve done your brain dump of ideas and you’ve posed your “Magic Wand” question and have some feedback, come up with a few course topics and create a poll on social media for feedback.

## ***#4: Examine Your Own Transformation***

A powerful way to come up with a course topic is to look at your own transformation in an area that was a painful struggle or a great desire for you at one point. Your ideal customer might be you, just a few years ago; and a framework to help your ideal customer get similar results to yours may be exactly what they want and need. There's something about sharing your personal story of transformation with your audience that is inspiring and makes the results they aspire to feel doable.

Positioning yourself as the guide to a transformation your ideal customer wants—and that you've personally experienced—really allows you to put yourself in your students' shoes, which is always a good thing.

**How to put this into action:** Think about how you've overcome obstacles and struggles in all areas of your life. Also, consider the desires you had just a few years ago—we've all had goals, dreams and things we wanted to happen in our lives, and so we got to work and made it happen. Ask yourself, HOW did I make it happen? What did I do to get what I wanted? Your course topic just might be waiting in your answers to these simple questions!

## ***#5: Identify What's Already Working***

When I'm thinking about my next course topic, I often take some time to look at what's working well in my business. If you are already making money in your business (even just a little) let's take a look at the areas that are yielding the biggest results. Your course topic could easily reveal itself in the answers to these questions.

- ◆ In what areas am I already being paid for my time and expertise?
- ◆ What process or framework do I use with my one-on-one clients (or myself) that gets results?
  - ◆ If you work with clients one-on-one or do any type of client work where you use a process to get them results, you can turn that process or framework into a course. What has been working for your clients? What do you do to get them results? Visualize a “road map” that illustrates the steps to your current clients' or your own transformation--this framework could be your course.
- ◆ What kind of questions do I get asked all the time?
- ◆ What topic am I always talking about with my customers or being asked to “pick my brain” about?
- ◆ What course topics are being taught successfully by someone else, yet you know you could teach them really well in your own unique way?

- ◆ Go back to content you've created and see what resonated deeply with your audience. Paying attention to your audience's response should be an ongoing exploration.
- ◆ What were the common questions or comments that came up?
- ◆ Which content was shared the most?

**How to put this into action:** Sit down with a pen and paper for 30 minutes and jot down your answers to these questions. You will be AMAZED by how much clarity comes from diving into each of them!

## ***#6: Search for the Best Facebook Groups***

If you think your ideal customer is active on Facebook (which most people are!), then Facebook groups are a great way to collect some intel and discover what your audience is struggling with or desires the most. Make sure not to make the mistake of collecting intel in groups where your peers are hanging out vs. where your ideal customer is hanging out. There's a difference! You need to go where your potential customers are spending time and get *in the trenches* and pay close attention to what they are talking about, asking about and sharing the most.

Of course you can ask around for suggestions on Facebook groups, but you can also search Google for "Best Facebook Groups to Learn How to do XYZ (← insert your niche)" to find curated lists and investigate groups that have already been vetted.

**How to put this into action:** When you're granted access to the group of your choice, use the search box to enter keywords related to the course topic ideas you've been thinking about. For example, if you've been thinking about creating a *Growing a Kitchen Garden* course and you've joined a Facebook group for vegetable and herb gardening, then you could enter the word "how" or "help" to see what types of questions are being asked in the group. You could also enter "herb garden" and see what types of questions or conversations are taking place around that topic.



## ***#7: Make 3 “Course Calls” to Gain a Flood of Insight***

Validating your course idea is one of the first steps in creating a successful digital course that will impact lives, and getting on the phone with your ideal potential customer is crucial to fully understanding what he/she needs and wants.

A “Course Call” is a 20 minute real-time conversation you have with your potential students related to your course idea. These calls are a gold mine of information as the conversation (guided by the five specific questions outlined below) will uncover insights, fears, concerns, challenges, wants and needs of your target market.

Your “Course Calls” will determine whether you are on target with your course idea. If something is off, or is just not resonating, these conversations will give you more clarity and insight so that you can further develop your idea.

The key is to listen closely and dig deeper as you uncover what’s really going on with their challenges. Keep a notebook handy and jot down the exact words they use to describe the struggle. (You’ll use these words later when you’re creating your course.) Consider this time as an opportunity to use your investigative skills!

By the way, it’s OK if you do these calls and then realize you missed the mark with your course topic idea—it’s better to learn that now, versus after you’ve done all the work! It’s just part of the process, so be open to changing and redeveloping your ideas if necessary.

### **“Course Call” Questions**

1. What are your biggest frustrations (related to your course topic)?
2. What has stopped you from taking action (related to your course topic)?
3. Before you actively seek out a solution to (specific pain points), what needs to happen first?
4. How would you feel if this challenge was figured out for you?
5. What are your favorite blogs or social media accounts that you follow around this topic? (Find out why they’re drawn to whatever they’re looking at.)

These five questions are not the end all be all, but instead I’ve included them to give you a starting off point. Feel free to tweak them and make them your own. The goal

here is to find out more about your potential customer and what he/she needs and wants most.

**How to put this into action:** Find three people that are your ideal potential customer and schedule your 20 minute “Course Calls.” Make sure to have a notebook handy and take copious notes.

Don't have an audience to find the three people to call? Here are a few suggestions:

- ◆ Who was the last person to ask for your help with regard to what your course will help with? Another way to think about this: Who was very interested in the topic when you talked about it? Ask him/her to chat with you for 20 minutes.
- ◆ Send an email out to your best friends and family members and tell them you're looking for a referral. Give a brief explanation as to who your ideal customer is and how you want to serve them. Then ask them to introduce you to anyone who they think would fit the bill.
- ◆ Attend a networking or social event where you think your ideal customer would be. Go in with the goal of finding one to two people who your course would serve well. Talk to them (don't grill them or make them feel like they're being interrogated!); but if they show real interest, ask if you can call them and ask them a few more questions about your upcoming course.

## How to Make the Most of These 7 Strategies

If you are an overachiever like me, you'll likely want to tackle all 7 strategies right away. Go on with your bad self! However, if you're strapped for time, that might be a bit much. Instead I suggest you choose your favorite 3 or 4 strategies and put them into action RIGHT AWAY.

In fact, let's make this ULTRA-ACTIONABLE and commit to getting them done within the next seven days or less. **Action creates momentum, and momentum creates results.** Open up your calendar right now, block some time to work on your strategies, and then nail down that topic! #excited

If fear starts to creep in and you find yourself asking,  
“Am I even qualified to create a digital course?” don't let that fear take over!  
Choose a course topic where you've gotten results for yourself or other people,  
so that you can teach the steps or process you used to get the results.



Coming up with your course topic is a BIG deal and will kickstart your momentum. Once you have your course topic brewing (you don't have to have it 100% locked in—give yourself a little space and time to develop it fully!), the next step is to start thinking about the type of course you want to create.

Now I am not going to get into all the details here, but I'll give you a little snapshot to pique your curiosity. There are many types of digital courses; but to cut through all the noise, I believe there are five that are the most profitable: the Workshop Course, the Starter Course, the Spotlight Course, the Signature Course and the Certification Course.

Here's a quick snapshot of each of these five types of digital courses to help you to decide which one is best for you and your audience.

# The Five Course Types

## The Workshop Course

A Workshop Course is a 2-hour training that addresses either a current struggle or deep desire. It often addresses an immediate challenge that is keeping your audience stuck and unable to move forward to work with you in a bigger capacity. A Workshop Course promises instant clarity and initiates momentum for your attendees. This type of course is an excellent lead-up experience to prepare your audience for a future Starter, Spotlight or Signature Course. (Plus, it will allow you to make some extra money quickly!)

**Workshop Course example:** Popular Enneagram And Coffee Instagram account creator, Sarajane Case, created a 2-hour live workshop teaching participants how to self-type for the Enneagram, a personality assessment tool. Upon the completion of her workshop students clearly understood their Enneagram type and were more eager to dive into other opportunities Sarajane presented to them!

## The Starter Course

A Starter Course is the jumping off point, where you help your students get started in your area of expertise. Your training will give them just enough information and support to help them to begin moving forward. This type of course provides a high-level overview of the key components of your topic so your student can become familiar with a topic. Think of it as your way to help them kickstart their momentum. With a Starter Course, you will help your students produce small but valuable results that can lead to bigger results if they keep going.

Once a student has completed a starter course and wants to dive deeper into what they've learned, their next step would be to purchase one of the following courses.

**Starter Course example:** One of my students Amanda Jonsay of JustBakecause.com created a Starter Course which teaches her students how to build and frost the perfect cake. Her step-by-step course is designed for the beginner and no special equipment or previous training is needed.

## The Spotlight Course

A Spotlight Course is ultra-niche; it takes a deeper dive into just one main area of your expertise as a course creator. This type of course offers specific, detailed information and gets “into the weeds” to fully elaborate in one main area. With a Spotlight Course, you will focus on helping your students produce very specific results in that one ultra-niche, or “spotlighted” area.

**Spotlight Course example:** A student of mine, Jamie Sears, created a \$97 Spotlight course focusing on *instructing teachers how to teach writing* to their students. Very niche-focused and specific in just one area.

## The Signature Course

A Signature Course is your complete, comprehensive system. It's the most in-depth of all three types of courses. Specific and detailed, it includes the entire framework (from start to finish) — it can lead to a total transformation! It's different from a Spotlight Course because it does not zero in on just one area, like the *how to teach writing* example above, but instead covers a wider curriculum, while still using a step-by-step process to get results.

**Signature Course example:** My course, Digital Course Academy, teaches the entire system, from start to finish, on how to create and launch a digital course. The promise is a profitable digital course that you can promote again and again to see consistent revenue in your business.

## The Certification Course

A Certification Course is your complete, comprehensive system that promises an official certification upon completion. The certification serves as a kind of extended education credit or certification to perform a specific job or move to another level in job function.

**Certification Course example:** Life Coach, Brooke Castillo offers a certification course through The Life Coach School with specific standards that certify her students to be a life coach. Her students work toward reaching an advanced level of expertise in the topic of coaching in order to receive their certification.

*Doors are closing soon! Don't miss your chance to learn the step-by-step implementation plan that covers literally EVERYTHING you need to create, market, and sell a digital course. If you've been thinking about creating a digital course, but you're not sure where to start (or if you don't have enough time to get started), I've got you covered inside of Digital Course Academy.*

*Go to [amyporterfield.com/dca](https://amyporterfield.com/dca) to get all the details.*

## DECISION 02:

### *What Are You Going to Name Your Course?*

Once you've chosen a name for your course, something starts to shift. Your whole digital course journey starts to feel more real, and things begin moving forward more quickly. It's a bit magical ;-)

Your perfect course name may come to you in ten minutes, or it may take a couple of hours; but don't let yourself get stuck here. Your goal is to choose a name so that you can move on to the more important decisions and actions that will create life-changing impact in your business and the people you serve.

## The 7-Point Checklist

Once you've chosen your course name, come back here and run it through the Course Name 7-Point Checklist. This checklist will ensure you don't choose a name that people can't remember or can't pronounce. It will also help you avoid picking a confusing name or one that might be difficult for people to find if they search online for a solution to their challenge. When you've chosen a name, ask yourself the following questions:

- ☐ Is my course name easy to remember?
- ☐ Is my course name easy to say out loud?
- ☐ Are there any keywords that my audience will immediately recognize?
- ☐ Is the name interesting? Boring does not sell!
- ☐ Is it so creative that it's borderline confusing (will I find myself frequently having to explain what it means)?
- ☐ Does it tell my potential buyers what my course is about?
- ☐ Will it resonate with my Ideal Customer Avatar?

# ***The 6 Types of Course Names***

To get your creative vibes flowing, here are six types of course names and corresponding examples that will be helpful as you experiment with some options.

## **Type 1: The “Result in the Title Course”**

### **Examples:**

- ◆ Double Your Dating - Eben Pagan
- ◆ Live More, Weigh Less - Sarah Jenks
- ◆ Your Best Year Ever - Michael Hyatt
- ◆ Learn Brush Lettering - Barbara Enright & Carla Hackett
- ◆ Get Into PA School - Anne Dang

These course names spell out the outcome they'll help you to achieve, yet they leave enough openness for a potential student to imagine and define what that result might look like in their own life.

The promise is clear and concise; and there's absolutely no mistaking what this course is about.

The “Result in the Title” course is where I recommend most course creators start.

\*Hint: You can ramp up the specificity of the promise in the subtitle as I did with my former course, *Webinars That Convert*:

“The complete A-Z Blueprint for creating and delivering high-converting webinar funnels that flood your list full of raving fans, build massive trust and value, and quickly put your scaled-up profits on autopilot.”

A good subtitle can ramp up any title! More on that in just a bit. Keep going!

## Type 2: The Hyper-Specific Outcome

A younger, more rambunctious brother of option #1 would be the “Hyper-Specific Outcome” name. You’ll usually see these titles in hyper-competitive niches where many teachers are trying to one-up each other by expanding on the claim.

### Examples:

- ◆ Building a Thriving Flower Business on Two Acres or Less - Erin Benzakein
- ◆ 6-Figure Songwriting - Cathy Heller
- ◆ Social Media Marketing in 20 Minutes Per Day - Stephanie Schwab

[For you copy geeks, you’ll find this played out in Level 3 of Gene Schwartz’s levels of awareness model where the prospect is already “solution-aware” and marketers are working to expand on the claim of why theirs is better, bigger or faster.]

Use it only if you feel super-CONFIDENT that anyone who joins your course can achieve that specific outcome. Otherwise, you run the risk of coming off as hypey.

## Type 3: The Journey

### Examples:

- ◆ Zero to Launch - Ramit Sethi
- ◆ Idea to Exit - Dan Martell
- ◆ Scrawny to Brawny - John Berardi
- ◆ Homeschool to College Roadmap - Lisa Marie Gurrola

This type of course name takes you from an undesirable point “A” to a desirable point “B.” I LOVE these course names! Because they document the entire “hero’s journey” in an efficient, effective, and easy-to-digest fashion, they also tend to perform really well. Not only that but they “establish the gap” right off the bat, which is the KEY to selling just about anything.

A side benefit of this course name is that it reels-in the scope of your course.



## Type 4: The Signature, Proprietary System

### Examples:

- ◆ Product Launch Formula - Jeff Walker
- ◆ Digital Course Academy - Yours Truly
- ◆ Food Photography School - Dana Shultz
- ◆ Legal Essentials for Canadian Online Business Owners - Corinne Boudreau

Did you come up with a signature system, process, or “formula” for achieving results for your clients? Try giving it a streamlined (yet easy-to-remember) name, and enjoy a subtle boost in credibility that comes from OWNING a particular system, method or blueprint.

Warning: The names could be hit or miss. Unless you have existing clout in your field (which adds a layer of believability that you can, in fact, invent a method), I'd wait on this option until you've been in your industry for a bit.

## Type 5: The Creative/Cheeky Spin

### Examples:

- ◆ B-School - Marie Forleo
- ◆ Crickets To Customers - Steph Crowder
- ◆ ADvantage - Rick Mulready
- ◆ Spirit Junkie Masterclass - Gabrielle Bernstein
- ◆ Trust Machine - Brittany Lynch
- ◆ Drama Club In A Box - Donna Park

These course names are creative, fun, semi-cryptic, and when done right, can open up a powerful curiosity loop that encourages people to dive into your marketing in order for you to close the sale. You can even get creative with the font treatment in your course name to make the name pop, like the course name “ADvantage,” which is all about Facebook ads.

**A word of caution:** You want to be careful to not be overly clever here. If you do decide to go with something clever, make sure to follow it up with a strong subtitle that CLEARLY points to the result or outcome your audience can expect.





## The Power of a Subtitle

Including a subtitle can help alleviate the worry of trying to come up with the perfect course name. Also, when you include the subtitle on your sales page, it can give your potential buyer a deeper understanding of what your course is about.

### Here are a few examples:

- ◆ Chakras 101 with Yogi Cameron: How to Harness Your Spiritual Energy for Better Sex, Better Sleep, and Better Moods
- ◆ Roadmap to Success - Taking Your Etsy Shop From a Side Hustle To a Full-Time Income
- ◆ Clarity On Cancer: A Professional Framework for Patient Engagement
- ◆ The Elimination Diet with Dr. Will Cole: A 60-Day Protocol to Uncover Food Intolerances, Heal The Gut, and Feel Amazing
- ◆ Career Boost: The 5 Step Job Search Accelerator for Those Over 40
- ◆ The 7-Day Paleo Plan with Pete Evans: How To Regain Your Energy and Beat Fatigue in Just One Week
- ◆ Webinars That Convert: The complete A-Z Blueprint for creating and delivering high-converting webinar funnels that flood your list full of raving fans, build massive trust and value, and quickly put your scaled-up profits on autopilot.

## ***Course Naming Power Words***

To help you choose the perfect course name for your business and your Ideal Customer Avatar, experiment with a few of these course-naming power words. Not all of those listed will be a good fit for you, but try a few on and see what you think.

### **Course Name Power Words**

Masterclass	Academy	Blueprint	Catalyst
Master Plan	Maximizer	Path	Code
Game Plan	Elite	Engine	DNA
Field Guide	Advanced	Empire	Mastery
Implementation	Formula	University	Alchemy
System	Complete	101	University

### **Subtitle Power Words**

Step-By-Step	Smart	Build	Unlimited
Proven	Powerful	Create	Freedom
Accelerated	Signature	Grow	Attract
Ultimate	How To	Explode	Fast
Even if	Control	Quick	Without
Secrets	Uncover	Regain	Harness

### DECISION 03:

## ***What Are You Going to Stop Doing in Your Business?***

One thing that is just as important as dreaming up your big opportunities is to look at your non-negotiables: What are you NOT willing to do or experience to get to your wildly successful year?

What are the things you've done or experienced that you're done with? What are the things you no longer want to experience again?

Going forward, when you need to make a decision on how you spend your time or what you'll do, what are your non-negotiables?

#### **Examples to Inspire You:**

- ◆ I will no longer work nights or weekends.
- ◆ I will not take on clients out of the fear that I won't make enough money.
- ◆ I will ONLY work with a few quality clients. No more clients that drive me nuts!
- ◆ I will no longer put myself on the back burner. I will take care of myself. I'm starting with a massage every single week.
- ◆ I will no longer put my relationship second to work. I'm planning weekly date nights with my partner.
- ◆ I will no longer take on too many projects at once. I'm only going to work on two major projects at a time.
- ◆ I refuse to start something and not finish it. If I start, I will finish.

**Your Turn:** Grab a notebook and write down what you will NOT do next year. Letting go is one of the most important things you can do to create the business and life of your dreams . . . so don't skip this important step!





The fact is, if you want a simple (but very profitable) business model that slashes up to 80% off the time, complexity and overhead without sacrificing revenue potential -- a digital course business is all you need.

**In fact, a digital course business is the single most powerful and strategic way to make an impact in the world while growing your income and freedom to life-changing levels.**

If (and only if) you want to add those other types of products later, your digital course will serve as the backbone of your business that allows you to command higher fees while “funding” the creation of your other products and services.

**In short, it’s an amazing time to be a digital course owner.**

Stick with me and I’ll show you what it takes to move from feeling overwhelmed and frustrated with your online business, to moving into becoming a digital course business owner...one who only says yes to the projects that truly light you up!

*Amy*

P.S. Doors are closing soon! Don’t miss your chance to learn the step-by-step implementation plan that covers literally EVERYTHING you need to create, market, and sell your digital courses. Go to [amyporterfield.com/dca](https://amyporterfield.com/dca) and enroll in Digital Course Academy today.