

Choosing a Quality Course Topic

Worksheet

When it comes to creating an online course, one of the most important decisions you'll make is choosing a topic. The right course topic can make all the difference in terms of engagement, student success, and overall satisfaction. Use this worksheet to help you choose a quality course topic with high market demand.

Identify your areas of expertise: Write down the topics that you have knowledge and passion for. This will give you a good starting point for your course topic research.

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Research your audience:

Who are you creating the course for?

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What are their needs, pain points, and interests?

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Check the competition:

What topics are currently being offered by your competitors, in your chosen topic?

What are the gaps in the market?

What do these courses lack that you can improve on?

Analyze market trends:

What are the latest trends and technologies in your field? This will help you choose a course topic that is relevant and in-demand.

Brainstorm topics:

Write down a list of potential topics that align with your target audience's needs and interests.

Validate your ideas:

Conduct a survey or focus group to get feedback on your potential course topics. Ask your target audience if they would be interested in taking a course on your proposed topic and what they would expect from it. Questions you might ask:

1. Would you be interested in a course on _____ topic?
2. If a course on _____ (topic) were offered, what would you like to see included?

3.

4.

5.

Make your decision:

Based on your research and analysis, the course topic that you believe will have the most impact and be in high demand is.

Refine your course topic to make it even better:

What additional information or perspectives can you provide?

How can you make the course unique and valuable to your target audience?

Additional Information:

Include any additional information or thoughts you want to remember when creating this course.

Tips:

- Keep your course topic narrow and specific, but not too narrow that it becomes difficult to find an audience.
- Make sure the course topic is in demand and relevant to your target audience.
- Don't be afraid to pivot and adjust your course topic based on your research and validation process.