CEA Project Kickoff Questionnaire

When deciding to create an online course, many people are tempted to look at their existing content, repurpose everything and try to make it fit into a course. However, it's best to start with the **ideal student experience and the learning process** first.

The following are a series of questions we'd like you to answer so we can get a better understanding of how we can best support you in the development of your course.

Instructions: Please read the question and provide an answer. If you get stuck, please skip the question and move on to the next one. Please submit your completed questionnaire 48 hrs. **prior** to the kickoff call.

Question	Answer
1. Who is your ideal participant?	
2. What is the problem you are trying to solve for your student/member?	
3. What do you want the student to learn, be able to do, or change about his/her behavior during and after taking your course?	

4. What are the key topics and sub-topics you plan to cover?	
5. How many lessons do you anticipate?	
6. How will you evaluate the student's progress and comprehension of the material? Worksheets, quizzes, one-on-one calls, group calls, mastermind group, etc.?	
7. Will you need create videos for each lesson, or do you already have videos created? (Most videos should not be longer than 10 minutes)	
8. Will there be a final project of final exam for the course?	
9. Do you have existing materials to develop the content for your site and/orcourse? (existing site, manuals, webinars, podcasts, etc.)	
10. Who is the project manager?	Please provide the emails and phone of all team members and their roles
11. Who will be reviewing the content during the testing phase?	
12. Do you have a branded logo you wish to use for the course?	
13. Do you have a graphic designer ready to go or would you like us to connect you with one?	

14. What is the date for the World Wide launch of your course?	
15. Do you have an existing Infusionsoft account?	