

3 PROVEN METHODS TO CREATE A PROFITABLE ONLINE COURSE



PROFITABILITY WORKSHEET

CLIENTENGAGEMENTACADEMY.COM

CONTENT CHUNKING QUESTIONS

1) Of all the expert content you want to share with your target audience, which content is essential, and which is "nice to know" but not critical for achieving your course or module objectives?

ESSENTIAL:

NICE TO KNOW:

CONTENT CHUNKING QUESTIONS

2) What is the minimal amount of information your target audience needs in order to achieve all the objectives?

3) Could any of your content be used for a more in-depth course at a later time? Could some of it be used for a webinar or lead magnet?

TYPES OF CHUNKING

BY TOPIC

STRUCTURALLY

(If There Is An Inherent Structure Or Timeline)

SEQUENTIALLY

(If It's A Step-by-step Process, By Order Of Importance: Most Important, First, Or Start With The Least Important And Build To The Most Important)

COMPLEXITY

(Start With The Simple And Move To The More Complex)

CAUSE & EFFECT

(Where There Are Problems And Solutions)

HIERARCHICAL

Moving From Lower Order Skills

MASTERY TO HIGHER LEVEL

WHOLE PARTS

(General to Specific)