

○ MODULE 1 | LESSON 3

Research Your Audience

Your successful eCourse is going to not only leverage your talents, it's going to address a pressing need, or problem, a goal or aspiration of your audience.

Your students need to leave the course “transformed” whether that’s newly capable of a skill, moved to a new way of living, earning more money, or even feeling healthier.

Defining a “problem” you can help with is the beginning of using that “problem-promise-path” framework for your course design—and the route to that is through audience research.

3 LISTENING POSTS

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TO BE DONE

- View lesson 1.3
- Identify communities for social listening
- Listen and track problems, goals, and obstacles (worksheet)
- Research via Google search
- Research via existing books, videos and classes
- Research via survey

ETC ...

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STUCK | STALLED | NEED HELP

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AH-HAs & WINs

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HOW LONG SHOULD THIS TAKE?

This one's going to take some work time AND some elapsed time. Expect to spend 2 to 4 hours researching and setting up your listening stations. And then you need to "listen." Move onto the next lesson even as you keep listening and researching.

PRO COURSE BUILDING TIP:

As you record what you hear from your audience . . . use the exact language they are using. Copy their comments and paste into your notes. You'll use this later in your marketing materials.

IDEAS & NOTES

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○ **MODULE 1 | LESSON 3** there will be a lesson numbering system

Research Your Audience the title of the lesson will change

the label is good, the steps will change

this box will have a summary of the lesson

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the label will change, but the blank lines will stay

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the contents will change, might be a motivational quote

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