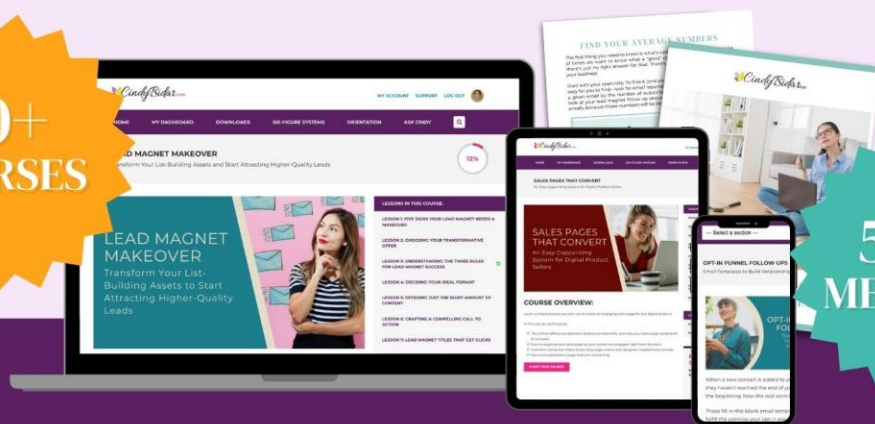


PLEASE NOTE: This is a machine transcription. Some punctuation and spelling weirdness are to be expected.

I had a customer asked me one time if I thought that I'd ever run out of ideas for new courses. Given the tiny course model that I teach, I get where he was coming from. I mean, it seems like there's really a limited amount of things that you can teach, right. But I can honestly say that right now, I have a longer list of course ideas than I will ever have time to create. This is Cindy Bidar. And you are listening to episode number 46 of the Tiny Course Empire Podcast. Today, I'm going looking for new course ideas to fill up my product calendar, and I'm taking you along to see how it's done. You're going to learn exactly how I come up with endless ideas and how you can, too. By the end of this episode, I'm going to have probably two years worth of course content ideas to work with, and you will have a plan that you can use in your business to ready. Let's get started.

EVERYTHING YOU NEED TO START, GROW, AND SCALE YOUR ONLINE BUSINESS

50+
COURSES



500+
MEMBERS

LEARN MORE

Hey guys, and welcome. And thank you for spending a part of your day with me. If you're new here, I would love to invite you to hit the subscribe button so you don't miss any upcoming episodes. Next week, we're going to be talking about sales pages. And more specifically, what to do when your pages aren't converting as well as you expected them to. If you sell anything at all online, this is a can't miss episode. But that's next week.

This week is all about uncovering ideas for your next course. Before we dive into today's episode, though, I do want to let you know that you will find show notes, the transcript and all of the recommended resources at TinyCourseEmpire.com/46. I also have a worksheet for you that will guide you through this process that we're talking about here. So don't worry about taking notes or whatever. I like to listen to podcasts while I'm doing other things. And that means I can always jot down all of the brilliant ideas that I hear. That's why I like to take all of the notes for you. All you have to remember is the episode number. So once again, that's TinyCourseEmpire.com/46. So with the housekeeping taken care of let's go find some great course ideas.

The first place I like to look is in the questions that my customers and my subscribers are asking me. Inside Six Figure Systems, I have a Q&A call library, we have a twice monthly Q&A call where people can come online and ask me questions directly. So this is the first place that I'm going to look because these are the questions that my members need answers to. So they're right at the top of my list. Here's a few from the most recent calls that look kind of interesting to me that I think I could create courses around.

The first one is what are some creative and fun marketing ideas to try. That would be a great course to create, don't you think? I have one about how do you plan your email schedule? This is something that the husband and I literally five minutes before I sat down to record this were actually talking about so that would make a great course as well. Or how about how can I find podcast guest opportunities, speaking on other people's podcasts or being interviewed is a really good way to grow your business? But how do you find those opportunities? What a great topic for a course. How about how can I improve my email click through rates. If people aren't clicking the links in your emails, they're not buying your products. They're not visiting your website. They're not listening to your podcast, they are not buying

affiliate offers that you are making. So improving those click through rates definitely important. Or how about what's the best way to repurpose content. I'm a big fan of content repurposing, and I think that would make a fantastic course. Now I have 66 Q&A call replays inside the members area and you may not have that much content or that many questions available to you.

So what can you do if that's the case? Well, you can look in your blog comments. What questions are people asking there? You can look in your Facebook group, if you have one. You can look in other people's Facebook groups to see what questions are being asked of other people who teach in your niche. You can look in your help desk, what questions do potential customers bring to you? I did a whole episode about looking for questions that people are asking. that was Episode 39 and it's focused more on content marketing. But the idea is the same anywhere that people are asking questions is a good place to look for ideas for new courses. I will link up to that show in the show notes if you want to go back and listen to that. But again, that's episode number 39.

The second place I look for course ideas is what other people in my niche are teaching. Chances are really good that if somebody else is teaching it, it's a popular topic. So there's a couple of places that I like to go and browse around for new ideas. The first one is Udemy. I'm not sure I'm pronouncing that correctly, but it's you-DEMY. It's a course platform. And what I did before recording this episode is I went over there and I clicked on the categories item in their main menu. And then I clicked on marketing, and then digital marketing. And then I sorted by the most popular to see what came up. So a couple of things piqued my interest. The first one was a landing page course, this isn't something that I've taught before. And that particular course on Udemy has over 1,000 reviews. So that looks like it was a pretty popular one and might be promising for me. Another one was a podcasting course, that's something that I have had on my mind to do for a while people have been asking me about it. So that's definitely on my list as well.

Then further down the page, there's the complete Digital Marketing Course, which is a collection of 12 courses in one, which I find kind of fascinating. And it has 150,000 reviews. So clearly, that one is quite popular. Now that's a huge course, it's like I said, it's a collection of 12 different courses. So it's a lot bigger than something that I would normally create, I wouldn't create something that tries to be an all-encompassing digital marketing course all in one go. But there's a lot of different modules in there that could turn into courses for me. So for example, looking in

that course outline, I can see that the first module is on market research. That's definitely a need for my audience. So I'll add that one to my list. Then there's a module on copywriting with lessons about subject lines, features and benefits and calls to action. Any of those could be a course or a short workshop. So Udemy is a winner for me.

Skillshare is another course platform that I like to browse through. So looking at Skillshare, I can see that there's a content marketing course with 14,000 students in it. So this one is pretty popular. I haven't taken the course, but looking at the lessons, I can see that just about all of them could be turned into an entire tiny course inside my membership or for direct sale. So the first one is Easy Blogging Styles. That might be maybe a more general overview type course about choosing the format for your blog. Then there's one called One Upping the Competition. Again, I haven't taken this course. But I'm pretty sure that this is referring to a blogging strategy, where your goal is to create better more in depth content than what's currently ranking at the top of the search results for whatever your chosen keyword is some people call this the pillar strategy. This could easily be an entire course, because there's a lot that goes into using that strategy to build your blog content.

Then there's one called creating effective featured images. Now, I'm not sure that I could stretch a featured image into an entire course. But I definitely could make this a course if I focused on all of the images in a blog post, how to find them, which images will be the most effective the tools to use, how to name them, all of those things that go into using images in your blog. I think I could turn that into an entire course.

Now Skillshare also has a lot of content that's not business and marketing related. So if you're in a lifestyle niche, you'll find some inspiration there as well. Udemy tends to be a little bit more business oriented. So like I said, if you're in a lifestyle, niche parenting, or gardening or cooking or whatever, take a look at Skill Share. And if you're thinking to yourself that you can't possibly teach that because somebody else is already doing it, then I want you to get over that kind of thinking. That's going to keep you stuck forever, because you're always going to be looking for that one unique idea that no one else has ever had. And honestly, that idea does not exist. Of course, I'm not saying that you should steal the content other people are creating, but you definitely should be using it for inspiration, then teach it as only you can with your experience and your expertise. We all have our own unique

way of seeing the world and of teaching our ideas to others. So don't be afraid to take that seed of an idea from someone else's course and grow it into something that is uniquely yours.

And this is true not just for online courses either. You can use this same technique over at Amazon. Just scroll through the books that are most popular in your niche anywhere anyone is creating content that is related to your niche, and that attracts your ideal customer. All of those places are good places to find ideas for your next course.

The third place I like to look is within my existing courses, there's a lot of ways that you can take an existing course and turn a single lesson, or even a single worksheet into a whole new course just by digging deeper and exploring new avenues. So for example, if I look at my course, Back to Basics and Online Startup Plan, I can see that I have several lessons that could easily be turned into an entire course. I could teach people how to choose their niche, that's a lesson inside Back to Basics. It could be a course on its own, I could teach people how to identify their ideal customer, how to build their brand, how to create their business assets, how to design a marketing plan. These are all the titles of the lessons within that course. And I could expand them into entire courses on their own. And my guess is if you have courses, you could do the same thing with yours. So that's the third place that I look.

The fourth place that I like to look is in my own blog and podcast content. What are people really interested in right now. I can tell by the amount of downloads I get by the amount of traffic that is going to those blog posts. So an example from my own podcast is my number one downloaded podcast right now is 14 Digital Products You Can Create in a Weekend. I'll will leave a link to that in the show notes for you. But there's 14 potential courses right there, well, okay, maybe not 14, because some of them I probably don't have the skills to teach or maybe I'm not even interested in. But let's say at least seven for sure. I could create a course on how to create and sell templates, how to create and sell workshops, how to create a paid or a free challenge, how to sell checklists, how to write an ebook, how to create and sell no code software, how to create and sell printables on marketplaces like Etsy or creative market. And these are all ideas that I pulled from that one podcast episode that got so many downloads.

I can also look at my blog posts. Right now one of my top performing blog posts is a guest post from Lynette Chandler over at Thrive Anywhere who wrote 11 creative lead magnet ideas for me. So I can mine that post for a few new course ideas just by digging deeper into each idea. Some of the ideas that she listed in that blog post include how to use calendars to grow your mailing list, I could create a course about how to create journals for your coaching clients. That's another idea that she had, I could write a course about how to create a habit tracker and sell that, or how to create a self assessment. I already have a course about quizzes. But this is a slightly different take that I think might work really well. And that would be really useful for people. I could create a course about how to create Canva templates, or how to turn your Trello boards into templates. So these are all ideas that I got from that one blog post just from a sentence or a couple of paragraphs of content that appeared in that blog post and that people seem to be really interested in.

There's another top post that I have called How Did You Build That I could easily create a course around each of the systems that I talked about in that post, I could create courses about building your own website using WordPress, how to set up a shopping cart and a membership site with a member how to host my courses on WordPress. All of those things could be courses.

Another thing you can do is follow the industry trends. Who are the thought leaders in your industry, who is reporting about news in your niche who's doing original research. I'll give you an example. A friend of mine sent me a PDF that was put out by Thinkific about online learning trends in 2022. And a look at the key takeaways of this original research report gives me some ideas for new courses that I might want to create. One is how to create a community around your course. Another is how to move an existing community out of a platform like Facebook for better relationship building. So that was one of the key takeaways from that report is that people don't want to be on Facebook. So that's a really good opportunity for a course right there. And another is how to price your products to sell. That was one of the key takeaways from that report as well is about pricing so I can easily teach how to price your products to sell. So looking at those industry trends and industry news is a good way to come up with ideas for courses as well.

And then finally, I'm going to actually ask my subscribers what they most need from me right now. And you can easily do this. Earlier this year, I sent out a survey that asked just a few simple questions, and one of them was, if you could write anything on my calendar for the coming year, what would it be? This is a nearly

endless source of ideas all by itself. Just a quick read through that this morning gave me nine new ideas to explore. One is breaking down a niche into a silo structure. This is a word that I hear a lot. A lot of people are using, a lot of thought leaders in the content marketing space are using that term. And I think it's worth exploring.

Someone else asked me how to run ads. I'm not an expert on running ads, but I certainly could research it and do some trial and error myself and see how it works and see what we can come up with. Someone else asked how to automate their business. This is something that I do every single day, and I could happily create a course on that. Someone asked how to refocus after a setback. That's a great topic for a course. It's something a lot of online marketers face. And I think it would be a really well received topic. Someone asked how to create courses to support an E-Commerce site selling physical products. I focus mostly on selling digital products, but courses are a really great way to promote the sale of physical products as well. It's just a slight spin on the same topic. But I could easily create a course around that.

I could create a course on how to market on a shoestring budget. In fact, if you're not on my emailing list, you're going to want to get on one or get on that because there is a course about that coming up in the next couple of months that you're not going to want to miss. I could create a course about how to grow organic reach, someone asked that in that survey form that I sent out. Someone asked how to create an upsell and down sell funnel where when you make a purchase, and then you see another offer after that, and then you see another offer. After that, that's an upsell and down sell or sometimes called a One Time Offer Funnel, that's a really popular way to add value and sell more product to the same person. So I could easily create a course about how to do that. Someone asked about how to create a content plan. That's another great idea for a course.

So in just a couple of hours, now, I'll tell you, it took me a lot longer to do that research than it took to share the highlights with you here today. But in just a couple of hours, I have 48 course ideas I can use. Now, not all of them are going to make the cut, of course. I'll decide that I don't think some of them are viable, or that they're not big enough to create an entire course around. Or maybe then I'm just not that interested in them. And that's all fine, I'll still be left with at least 30 ideas that can become future courses, and the others will likely turn up as podcast episodes or blog posts or even emails at some point.

So to recap, here are six places that I go to find course ideas. I look at what my customers and my subscribers are currently asking me. I look at what other people in my niche are teaching or writing about. I look at my existing courses and see where I need to dig deeper and go further into that topic. I look at my most popular blogs and podcasts. If you are following along, you could look at your most popular video content as well. I look at industry trends and original research around them. And I ask my subscribers what they most want and need from me right now.

So to my student who was worried about running out of ideas, I just don't think that's a big concern. At least it's not for me. I know it can feel that way when you're just starting out. But trust me, the more you create, the more ideas you will have and the more inspiration you will find everywhere you turn.

So if you've been following along, here's what I want you to do next. First, head over to TinyCourseEmpire.com/46 and tell me what you want me to create next. I gave you 48 ideas in this episode, you can pick one of those or come up with something completely different. I'd love to hear what ideas you have. Don't forget to pick up that worksheet while you're there. Spend a little time with that to generate your own list of course ideas because in the show notes, I'm also going to leave a link to a previous episode, all about turning your ideas into a course outline. So go through this process, make your big list of ideas, then take the best one or the one you're most excited about, and go and listen to that episode. At the end, you will have a complete course outline to work with. Once you have that done, all that's left is to fill in the blanks.

And if you need help, my course Quick and Easy Course Creation will walk you through the rest of the process. I'll leave a link to that in the show notes as well as a 40% off coupon that you can use anytime you're ready to create your next course.

Finally, if you're enjoying the show, would you do me a favor and leave a rating and review over at Apple Podcasts or wherever you're listening? That helps others to find us. And of course, if you have a friend or a colleague who could use this specific episode, just send them the direct link it's TinyCourseEmpire.com/46. That's it for now. Have a terrific day everyone and I will talk to you all again next week.

If you like what you hear on the Tiny Course Empire Podcast, you're going to love all of the courses and workshops and support you'll find inside Six-Figure Systems,

that's my monthly program where we dig into online marketing for regular people like you and me. We don't do big launches, we don't have the big headaches and we don't have the big expenses that come with them. Instead we focus on creating repeatable, sustainable systems that continue to grow over time, and that don't suck up all of our energy or require a 10-person team to manage. You can come see what we're all about at SixFigureSystems.com, and I'll see you on the inside.

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