

# Profitable Online Courses

## Fill-in-the-Blanks Formula

In order to create an awesome course, you need to start with an effective outline. After you're done coming up with the initial concept for your step-by-step system and you've completed the "Brain-Dump" exercise, it's time to get started outlining your ideas using the Fill-in-the-Blanks Formula below.

Have fun!

Cheers,  
Tom Buford

**NOTE: You do NOT need to follow this formula to the letter. If you have a format that works better for you then please use that. However, be sure to get people moving forward with simple action-steps at the end of each step or module.**

## Step/Module 1

Intro (Brief description of this step/module)

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Why this is important

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

How to do it

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

What NOW (Action Steps)

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

What's Next (Step 2)

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## Step/Module 2

Recap last step

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Intro (Brief description of this step/module)

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Why this is important

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

How to do it

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

What NOW (Action Steps)

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

What's Next (Step 3)

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## Step/Module 3

Recap last step

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Intro (Brief description of this step/module)

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Why this is important

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

How to do it

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

What NOW (Action Steps)

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

What's Next (Step 4)

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## Step/Module 4

Recap last step

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Intro (Brief description of this step/module)

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Why this is important

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

How to do it

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

What NOW (Action Steps)

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

What's Next (Step 5)

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## Step/Module 5

Recap last step

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Intro (Brief description of this step/module)

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Why this is important

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

How to do it

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

What NOW (Action Steps)

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

What's Next (Step 6, Etc...IF necessary)

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## Print as many copies of the following page as necessary to complete all of the steps in your info product or course.

**NOTE: The value is in implementing the information, not over-stuffing your course or product with unnecessary information. If you can help your client achieve their desired result in 5 steps then there is no need to move on to more steps.**

Additionally, if you have specific resources to help move them along, don't feel the need to make a laundry list of unneeded resources.

As an example, I share THREE resources for recording audio and I have specific reasons for each one:

1. Free teleconference line
  - a. If you don't want to get involved in any software or editing
2. Audacity
  - a. My favorite FREE resource for recording
  - b. This is THE choice for PC users if you are okay installing simple software
3. Garage Band
  - a. Only if you use a Mac computer and don't want to install Audacity
  - b. Great if you are already familiar with it

To provide more resources would be unnecessary and VERY confusing for my clients!

Another example of this might be for someone helping clients lose weight and get into shape. There are numerous calorie and food-tracking tools out there. If you have a favorite, then recommend that ONE.

If your favorite is expensive then recommend a second FREE option, etc

I hope this helps!

Cheers,  
Tom

## Step/Module \_\_\_\_\_

Recap last step

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Intro (Brief description of this step/module)

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Why this is important

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

How to do it

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

What NOW (Action Steps)

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

What's Next

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