

Hey, I'm Derek Halpern, the founder of Social Triggers, and co-founder of the online course software Zippy Courses.

In this document, I want you to brainstorm ideas for your online course. In day 2 of this training, I'll show how to hone in on your idea...

...but for now I just want you to create a big list of online course ideas that you believe you can create.

To aid you, I put together a few questions you should answer.

Question #1: Do you find your friends and colleagues often turn to you for help?

If yes, what types of questions do they often ask you?

Back in 2005, when I started building my online business, I ran a celebrity gossip blog. And I was friends with many other celebrity gossip bloggers.

What's interesting is, while I ran a gossip blog, no one ever asked me my opinion on the happenings in the gossip space. Instead, they always turned to me for help with marketing and search engine optimization...

...and that was the genesis of my current business at SocialTriggers. It started with friends and colleagues asking me for advice. Now I just package that advice into online courses and sell it to the masses.

You see, when people decide they want to create - and sell - online courses they often stress themselves out thinking about their online course idea.

They think, "What should I create? What should I create?" And they run in circles.

When in reality, all they really need to do is ask themselves, "What do people already ask me for help with?"

Start there.

It could be about anything.

Just think back over the last 6 months. What types of questions did your friends and colleagues ask you?

Did someone have a problem with a coworker and ask for advice? What did you tell them?

Did a friend have a problem in their relationship and you offered guidance on how to deal with it?

Did a colleague ask you how to use a specific piece of software?

Whatever the case, I want you to think back over the last 6 months. Or even 12 months. What types of guidance did you offer your friends and colleagues?

Write a complete list of the instances where you helped out right here:

Ideally, in each example, I want you to write the question they asked you, including the full story, and the advice you gave them.

Now I know you can think of something you helped someone else with.

And you might be thinking, “Well, I did help them, but I’m not an expert at this...”

But as I wrote in the article (before you downloaded this worksheet), I want you to silence anything that might make you worry about this right now.

Tomorrow I’ll show you how to hone in on an idea and what to do (even if you’re not an expert).

Right now, I want just want you to create a long list of things you already help people with - and that’s it.

We’ll use this list tomorrow.

Next...

Question #2: Do you know anyone who’s selling an online course and you find yourself thinking “I can do that?”

This is also important.

Remember in the article I said, if there’s competition, that’s a good thing.

It proves that there are people out there buying what you want to sell.

And right now, I want you to think about the types of online courses you’ve stumbled upon...

...and thought: I COULD DO THAT!

This is important.

I started my first online business because of that VERY incident. I saw someone doing something, and I thought “I could do that...” and I did it.

Now here’s the thing:

Notice I said, “I could do that...” and not “I could that better...”

While the eventual goal is to do something better than other people, for right now, I don’t want you to worry about doing something better or worse.

I want you to focus on finding things you believe you can do (even if you can’t do it yet)...

...and write a full list of those ideas on the next page.

Remember Joseph Michael Nicoletti?

He never wrote a novel. And he was a casual user of Scrivener. And then he started to learn each new feature of Scrivener... and recorded a video each time he learned it.

Again, don't worry about not being an expert right now.

Right now, I want you to focus on finding online courses that people sell and think to yourself, "I could create a course like that!"

Next...

Question #3: Do you have any specific skills that other people might be interested in learning?

If you've been living your life for any length of time, chances are you've developed some skills that other people might be interested in learning.

And they can be traditional skills like writing, speaking, software expertise, and things like that.

Or they could be non-traditional skills.

Maybe you're GREAT at organizing closets. It turns out that's a skill people will pay handsome amounts of money for. Heck, one of the recent New York Times breakaway best-sellers is about cleaning your house: "[The Life-Changing Magic of Tidying Up.](#)"

So, I want you to ask yourself: what skills do you have that other people might be interested in?

Write a complete list here.

And that's it for today's worksheet.

You should have 3 lists.

One list of things you help friends and colleagues with.

One list of things you think you can do.

One list of the skills you've developed in your life.

You'll need each of these lists for tomorrow's training material.

In that, we'll go deep into how to hone in on your course idea.

Talk to you tomorrow.