

2. Footsteps in the Sand - Course Idea



Action step:

What is your course idea? Write it down, say it out loud and share it. Get excited!

You're an expert in your field. As part of that expertise, you cover multiple topics aka stages in your client's journey. Those topics cover what your clients need to know and do to get them closer to the transformation.

And each of these stages or topics comes with specific strategies, techniques, and processes, each leading to an actual result that makes a difference. Choose one of those strategies as your mini-course. Go in more depth on that.

2. Footsteps in the Sand - Course Idea



Answer this question:

How would you like your clients to feel as they go through your mini-course?

Take the sunglasses or the specific symbolic object you selected in the previous lesson, hold it in your hands right now and transfer the feeling into it. Keep the item with you at all times when you create the mini-course.

This is incredibly powerful when creating an excellent client experience.