

Your next mini-course idea

Practical process to pick the best idea for a
results-driven mini-course

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For the video version of this course, please visit this page:
<https://tiniadventure.com/results-driven-mini-course-idea/> for instant access.

If you dig the written version, keep reading and enjoy!

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PART 1 out of 4 The mighty tone setting

Mystery tip:

Every course starts with an introduction. I approach this piece as a way to entice someone to take the course. Imagine this first lesson was a free sample in your course. Go over what to expect and also set the tone.

Take a deep breath in. Inhale the fresh air.
Exhale, letting your shoulders drop in relaxation.
Feel the breeze opening you up to endless possibilities.
Feet in the sand, following the impact trail.

Authority. Grounded. Certain.

During this mini-course that's only going to take you about 10-15 minutes to navigate, not only will you pick the best idea for an impactful, results-driven mini-course, but you'll gain that momentum to turn the idea into reality as fast as possible.

People are looking for your course!

Sometimes, they don't tell you, they don't ask for it, because they have no idea what they're looking for until they find it. And if it's not there, they will either stop looking or they settle for something that's not as powerful as your course could be.

- ✓ This course is designed to be taken in one go.
- ✓ Use a piece of paper and a pen to capture the multiple ideas that will come to you as you go through the lessons. Don't worry about having too many ideas. There's a lesson in the course about that too. For now, just allow your ideas to come. Invite them, don't challenge or scrutinize them. There's no such thing as a bad idea!

What to expect:

- The actual strategy. Straight to the point. That's how we roll in Results Land.
- Then, what to do if you have too many ideas and you can't decide. And how to validate that idea fast and with ease.
- The final lesson goes over one key element to keep in mind if you want your mini-course to stand out even more and get people to take action.

Authority comes from helping people get results!

A mini-course produces quick results. And it serves you in multiple ways. Expanding your impact without you having to be there every single day.

This mini-course gives a taster of what it's like to work with you.

What it's like for someone to be in your energy.

What it's like to get results while being guided by you.

And it all starts with **the idea**.

Now, let me ask you a question before we end this first lesson:

- **Quest:** How would you like to feel from now on and until you reach the end of the mini-course you're currently taking? Write this down in the middle of that piece of paper and circle it. That's the place that will attract all the cool ideas.

Want to feel inspired? Empowered? Clear? This unlocks that flow of focused ideas even before we get started.

With that, you're ready for the game-changing way!

PART 2 out of 4 The game-changing way

Mystery tip:

One of the things that makes a huge difference is seeing how everything is connected. This way, instead of just coming up with an idea for an awesome mini-course, you're also seeing limitless opportunities.

For instance, content ideas to talk about your upcoming course from that passionate and excited place. Believe in your own abilities & creating demand for your programs and services, all at the same time.

Simple and powerful. So often we underestimate the power of simplicity. Not anymore.

The key in coming up with the best idea is to pick a strategy or a technique that produces a collection of mini-results that lead to a bigger satisfying result that produces a real difference by the end of your mini-course.

There are 3 steps to help with this:

- Expertise.
- Topic.
- Strategy.

Going through these 3 steps in this way will do a couple of things:

- First, show you that you are an expert in your field. A huge part of creating impactful courses is believing that you are an authority in your field, knowing you can help your clients get results.
- Then, it will show you the abundance of ideas that you could choose from. Limitless.

The **first step** is looking at your expertise:

- ✓ What is your program or service about?
- ✓ What is your area of expertise?

With that in mind, as part of your expertise, you touch on multiple topics. This is the **second step**. All those stages in your client's journey. The things they need to know and do that stack one on top of the other to get them to their big transformation. Those are the topics.

You don't have to force yourself to come up with new topics. You already have them in your mind. Allow them to flow. Notice them. And honor the ideas by writing them down.

- ✓ Choose the topic you are the most excited about.

And now the **third step**.

- ✓ What are the strategies and techniques you teach within that topic?
- ✓ Pick one.

This is your impactful, results-driven mini-course idea. Something unique to you and your methods.

This strategy that you choose should have the following **characteristics**:

- Light but potent.
- Solves a problem and teaches a skill.
- Gets them closer to the transformation, gets them ready.
- Sample into your world or a way to get faster or better results.
- You're the most excited to teach right now.
- And the one you know produces results if someone did the work.

Here are a few **examples** of mini-courses that exist, in real life, based on this simple game-changing way:

- Course creation (expertise), lesson structure (topic), binge-worthy lesson structure (strategy).
- Course creation (expertise), course ideas (topic), your next mini-course idea (strategy).

- Productivity (expertise), habits (topic), 4-part strategy to satisfying productive habits that stick (strategy).
- Healthy lifestyle (expertise), meal planning (topic), design a 7-day clean eating meal plan (strategy).
- Weight loss (expertise), energy (topic), 5-step strategy to increase energy fast aka energy for entrepreneurs (strategy).

Take a deep breath in and a deep breath out.

- **Quest:** What is your course idea? What's the first idea that makes your stomach fill with butterflies? Write it down, circle it, underline it, say it out loud, get excited.

Get excited because t's time to validate it fast and with ease, while getting people a taste of what it's like to work with you.

Let's make that idea a reality.

PART 3 out of 4 Validate fast and with ease

Mystery tip:

Many people see validating an idea as checking to see if people are interested in what you're about to teach. But how about you also validate the idea to see whether you enjoy teaching it as well?

Working smarter not harder over here. So, not only will this lesson help you pick that one idea if you have too many, but it will show you a cool and fast way to validate it without wasting time.

You want to be certain about that one idea in order to set out to create this mini-course without always feeling like another one would have made more sense. You can create them all at some point! Or have them be a part of your signature program as standalone lessons or modules or trainings.

But it's important to focus on one, without looking back, until that course is done. This will help you create this one course faster.

How to be certain?

If you have too many ideas, write them on a piece of paper, fold, mix, and extract. If you're not happy with the choice, continue until you are.

Now, you have that one idea. Let's validate it. Which will act as a way to test whether the idea you selected is indeed the one you want to move forward with as a mini-course.

- Most of my courses have been tested out there, either during calls or live events, either free or paid. This is the best way to validate your ideas and to be certain about the one you want to bring to life as a course.

Not only will this serve as a validation point but it will also give you testimonials to use for when you release the course and a way to optimize it before you record it.

- This mini-course you're taking was first delivered live in a group and was really successful. Oh, and it was in front of a cold audience, too.

Ever since, I've kept in contact with the people who've attended that event. Some of them have joined my course **The Mysterious Course Island** to learn how to structure a course or rather an effective, transformational experience for their

clients. Others still take me up on the offers I put out there & they refer people to me. This is the power of keeping things short, practical, and rich, without overwhelming.

There have been clients who read a post about my offer, checked out this free mini-course you're taking right now, and they felt it was the right time to have me write a course for them based on all the material they have already available.

It can be truly simple and fun!

So, here's what I did when it comes to the live event:

- ✓ Structured the event like a mini-course. Because the foundational creation principles are the same.
- ✓ Created an awesome event description.
- ✓ Had people joining in live and watching the replays.
- ✓ Delivered.
- ✓ And captured the results.
- ✓ Then, this allowed me to go over the content, structure, optimize it, break it down into lessons, use the results as testimonials, and create an improved version of that validated training.

Look to see whether there's interest, but also pay attention to whether you enjoy delivering it.

This is how you validate an idea without wasting time.

➤ **Quest:** Take a deep breath in, deep breath out. And answer these questions:

1. What is the strategy that you want to teach?
2. What could you call an event based on this idea?
3. Where would you host it?
4. When?

Then, structure the event, announce it, and deliver. Once that's done, turn it into a self-study evergreen course.

You're all set. One more mystery tip waiting for you in the last lesson.

PART 4 out of 4 Limitless results and impact

Not that mysterious, but still powerful tip:

Remember that authority comes from helping people get results, including getting those results for yourself and sharing, in a practical way, what your experiences have been like.

As opposed to telling you all the things we've just covered like a recap of a series you've been bingeing on... you already know what's up... so, I'm going to show you how to recap in a way that makes your course stand out even more.

The key is to help your clients see that they are moving forward and understand how much they actually got from your course or event.

We're not always aware of those results and we usually have a set of expectations.

Maybe you had expectations coming in.

Maybe you expected to get just an idea.

The results you got from this short course go way beyond that!

- ✓ The big result is that you got to pick the best idea for your upcoming mini-course.
- ✓ Then, you have the game-changing way. This helped you identify topics within your expertise. Topics that you could talk about in your content and your programs, events, courses.
- ✓ Strategies that you can put together and finally launch that new program you've been thinking about.

All you need to do is identify all of these topics and strategies that are part of your methodology and are specific to the transformation you help people through. Arrange them in an awesome client experience and have people go through that first version of the course.

- ✓ Those ideas that you came up with so far are potential masterclasses, workshops, courses waiting to be brought to life.
- ✓ Not to mention that you can go through this course again to get even more ideas!
- ✓ You also know how to make decisions fast when you have more than one option or idea available.
- ✓ And you also experienced what it's like to remove that overwhelm from your life by keeping things simple and by relaxing through intentional breathing. This idea of intentional breathing is just one example of what I call

floating features that provide this sense of certainty and safety in a course.

- ✓ You also know how to validate your idea, while also bringing people's attention to what you do and what you can help people with.
- ✓ And you're ready to test that idea out there, in the real world, knowing that you will deliver every single time.

When you learn to recognize all of these results that are possible within your courses too, you will never feel like an imposter ever again. When I say 'never', please take it as a more impactful way of getting the message across. Nothing is forever and it's cool to experience all of these different types of emotions and states. This is how we learn and connect to others, too.

When you see all of the results that people can get from what you share and how you share it, you will want to bring that course to life as fast as possible.

- **Quest:** Write down at least 3 unexpected results you got from going through this mini-course. Package them nicely and send them in an email to me, along with your mini-course idea, and the place where you'll be talking about it. I want to support you!!! You're not alone in this.

And remember:

- You are an authority because you care about your clients' results. Now, transfer that authority into the courses and events you create so that others see and feel it.

The way your brain works, your life experience, your knowledge, education, lifestyle, the way you do and see things, the way you coach, all of these are unique to you and create a magical blend of unique expertise.

Imagine the amazing mini-course that will come to life when you tap into this unique expertise with unshakeable belief. When you do this, you become limitless and your course becomes extremely powerful.

Time to expand your impact and change the world, one course and idea at a time! Have fun!

Hugs,
Tini

PS: If you'd like my help extracting effective courses, practical e-books and resources to highlight you as the expert and get people closer to working with you, send me an email **hey@tiniadventure.com**! And if you want to support me and my work, you can do so on **<https://buymeacoffee.com/tini>**.