

Facebook Research

Take your brainstorming digital and look up Facebook groups where your ideal customer hangs out. Look at the questions and discussions that are happening in your niche. What courses are the participants in need of? What do they wish they had?

Topics Being Discussed / Questions Being Asked:

Concerns about Related Courses:

Participant Wishes:

Participant Needs:

Bridges

Your client is in one place but wants to be somewhere else. What bridges could they use to get results? For example. They want to lose 10 pounds or learn graphic design. What do they need to in order to get the results they desire? This approach can be helpful when your course teaches your readers or customers how to perform a certain action.

Desire: _____

Tools/Steps Needed: _____

Obstacles

Your client has a goal. The same desire as above. What obstacles might they face when trying to reach their desired goal?

Obstacle #1: _____

How Can They Overcome It? _____

Obstacle #2: _____

How Can They Overcome It? _____

Obstacle #3: _____

How Can They Overcome It? _____

Pinterest

Use Pinterest for fresh ideas. Sometimes, it's easier to brainstorm when you have pictures in front of you. Open up Pinterest and type in a search term your target market might use. What pins are getting the most re-pins? Which pins are getting the most comments? Why are they getting it? What is unique or interesting about them?

Top 10 Topic Re-Pins

What is Unique or Interesting About Each One?

Top 10 Topics w/ the Most Comments

What is Unique or Interesting About Each One?

Why / Obstacles

Keep asking 'why'. This can be useful when you're trying to get to the root of a problem. If you're writing a fitness eBook, you might want to start with a question like "why is Susie overweight?" Is it because she doesn't exercise? Why doesn't she exercise? Susie represents your ideal reader. Keep asking why to dig deep and discover obstacles your target market faces.

Obstacle #1: _____

How Can They Overcome It? _____

Obstacle #2: _____

How Can They Overcome It? _____

Obstacle #3: _____

How Can They Overcome It? _____

Obstacle #4: _____

How Can They Overcome It? _____

Obstacle #5: _____

How Can They Overcome It? _____

Tweet

Go to Twitter and look up hashtags your target market uses. Look for complaints and gripes as they show you problems your market wants someone to solve for them. Look for top praises to help get an idea of what they like

Hashtag/Topic	Top Complaints	Top Praises
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Challenges

Turn it into a game. Take a common challenge your ideal customer faces and think about turning it into a game. For example, you help your customers stop smoking. What if you created an app that gives users a gold star for each day they're cigarette-free?

Challenge Customer Faces

What Can You Do/Create To Help?

What If?

Play the “What If?” game. A few questions to start with include: What if it was easy? What if it was simple? What if it was painless? What if it was enjoyable? What if it was built up? What if it was torn down? What if it was bigger? What if it was smaller? ...how would that change things?

What if it was simple or easy? _____

What if it was painless? _____

What if it was bigger or smaller? _____

What if _____ ? _____

What if _____ ? _____

Ending

Change the ending. Think about how the story normally ends for your customers and change it. For example, you're a dating coach for shy guys. The typical experience for your customer might be going out to the club only to be too shy to go up and chat with a striking beauty across the room. But what if you changed the ending for your customer and gave him the confidence to try? What would that look like?

How does the story usually end? _____

What are some alternative endings? _____
