



# The Course Topic Clarity **Worksheet**

3 questions that turn your clinical expertise into a course idea you can launch in 30 days.

## **WHAT YOU'LL DISCOVER INSIDE:**

- ✓ The 3-Question Test every therapist course must pass.
- ✓ How to find your niche without losing your clinical identity.
- ✓ A worksheet you can complete in under 15 minutes
- ✓ Real examples from licensed clinicians who've launched successfully

# Before You Build Anything, Read This

## The real reason most therapists never launch a course

It's not lack of knowledge. It's not fear of technology. It's not even imposter syndrome, though that's real too.

The **#1** reason licensed therapists stall at the starting line is trying to turn everything they know into a course, instead of finding the one specific transformation they reliably create. Here's what that looks like in practice: you sit down to outline your course and find yourself writing a 22-module curriculum covering every modality you've ever studied. Then you feel overwhelmed, close the document, and tell yourself you'll come back to it next week. Three months later: still no course.

This worksheet fixes that. It gives you a 3-question clarity framework that narrows the infinite space of your expertise down to one laser-focused course idea one that is:

- Grounded in your actual clinical experience
- Ethically positioned as psychoeducation, not therapy
- Specific enough that your ideal student immediately recognizes themselves
- Achievable to build in a single focused weekend

You'll finish this worksheet knowing exactly what your first course is about, who it's for, and whether it's ready to build. That's enough to move.

*“You don’t need more credentials. You need a clearer question.”*

— Therapist Growth Partner

# The 3-Question Clarity Test

**1** What transformation do you reliably create?

*Not what you're credentialed in - what actually changes for people when they work with you.*

**WHY THIS QUESTION MATTERS:**

Most therapists default to their modality. But course buyers don't buy credentials - they buy results. Too broad: "Reduce anxiety" → Better: "Stop panic attacks from derailing mornings"

**YOUR ANSWER:**

Complete this sentence: "After working with me, my clients consistently..."

---

---

---

---

**REAL EXAMPLES FROM THERAPIST COURSE CREATORS:**

- "Learn to set limits at work without guilt or backlash."
- "Stop reliving traumatic memories during daily life."
- "Rebuild their relationship with food without obsessing over meals."

Still too broad? Ask: "What does the problem look like at 9am on a Tuesday?"

---

---

---

# The 3-Question Clarity Test (continued)

2

Who is stuck at step one of that transformation?

*Your audience - not your ideal therapy client, but the person who needs the first piece of what you teach*

**THE DISTINCTION:**

Your buyer is not in your waiting room. They haven't committed to therapy, can't afford it, or aren't ready. They need the first step you can ethically teach at scale. Think: who searches Google at 11pm for what you could teach?

**YOUR ANSWER:**

My course is for: \_\_\_\_\_ who struggle with \_\_\_\_\_ and want \_\_\_\_\_ without \_\_\_\_\_

---

---

---

---

---

---

---

---

# The 3-Question Clarity Test (continued)

**3** Can you teach this without it becoming therapy?

*If yes, you have a course. Ethics become clean when your positioning is honest.*

**COURSE CAN INCLUDE:**



Skills-based content,  
Psychoeducation (brain/body)  
Frameworks, tools, worksheets  
Group workshop delivery

**COURSE SHOULD AVOID:**



Diagnosing/treating conditions,  
Promising clinical outcomes,  
Personalized clinical advice,  
Replacing therapeutic relationship

My course idea passes this test:

Yes, it's psychoeducation

Needs refinement

---

---

---

---

---

# Your Course Idea: The Final Picture

YOUR COMPLETE COURSE IDEA STATEMENT – write it here:

“My course helps [audience] who struggle with [problem] learn how to [skill/framework] so they can [transformation], without [fear/objection].”

---

---

---

---

---

---

# What Happens Next

1

## Validate your idea

Share your statement with 3–5 colleagues. Ask: “Would you pay \$97–\$197 for this?” Adjust from there

2

## Build your Minimum Viable Course

Record 4–6 Loom videos. Make one Canva worksheet per module. Done in a focused weekend.

3

## Grow your email list on Beehiiv

Every course sale comes from your email list. Start your newsletter now – before launch.

4

## Launch to your first 10 students

Price \$97–\$297. Beta discount. 3 launch emails. First sales create proof. Proof creates momentum.

## Ready to go deeper?

The Clinician's Course Blueprint – a weekly newsletter for licensed therapists building course income without burnout. One practical step per issue.



**SUBSCRIBE**  
**Newsletter**



**Click Here to**  
**Watch FREE Course**

