



FREE  
RESOURCE

# The Energy - First Course Production Planner

Map your recording windows, batch schedule, and, module plan so you build without burning out

## WHAT YOU'LL DISCOVER INSIDE:

- ✓ Find your 3 peak energy windows
- ✓ The batch recording rule that 3× your output
- ✓ A module-by-module production tracker
- ✓ How to separate creation from editing

# Before You Record a Single Frame

## The real reason therapists abandon courses at Module 3.

It's not lack of motivation. It's not perfectionism alone. Most therapists stall because they try to build a course the same way they run a therapy practice session-by-session, reactive, without a production system underneath.

When building becomes another thing that drains you, it gets dropped. This planner fixes that. It maps your course production around your actual energy not the idealized version of yourself.

- Identify your genuine high-energy windows (not just 'free time')
- Use the batch rule to triple output from the same hours
- Separate creation from production so neither drains the other
- Finish a 6-module course in three focused weeks, not six months

Complete this planner before you open your recording software. The 20 minutes you spend here will save you 20 hours of stalled momentum.

*"The goal isn't to work less. It's to build something that works when you don't."*

— Therapist Growth Partner

# Energy Mapping

**1** When are your 3 highest-energy windows this week?

*Not 'available time' – the windows where you're genuinely sharp and creative.*

**THE DISTINCTION:**

High-energy; free time. A window after 5 sessions is free but depleted.  
Look for: pre-client mornings, post-weekend recovery days, or mid-week gaps.  
Minimum useful window: 75 minutes. Below that, setup cost isn't worth it.

**YOUR ANSWER:**

List your 3 windows (day + time + estimated energy level 1-10):

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**REAL EXAMPLES FROM THERAPIST COURSE CREATORS:**

- "Tuesday 7-9am before my 9:30 intake - energy 9/10."
- "Thursday afternoon after my last client cancels - energy 7/10."
- "Saturday 8-10am before family obligations - energy 8/10."

Still unsure? Track your energy for 3 days this week. Note time + a number.  
Patterns emerge fast.

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# Energy Mapping (continued)

## 2 Which modules will you batch together?

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

### THE BATCH RULE:

Setup cost (lighting, camera, mental state) is fixed whether you record 1 or 3 modules.

Script each module in bullet-point form only, you already know the content.

Always record 2–3 modules per session. One 90-min window = half your course

### YOUR ANSWER:

List your modules and assign each to a recording batch (Batch A, B, or C):

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### SAMPLE BATCH SCHEDULE (6-module course):

- Batch A (Tue 7am): Module 1 - Welcome & Overview, Module 2 - Core Framework
- Batch B (Thu): Module 3 - Skill #1, Module 4 - Skill #2
- Batch C (Sat 8am): Module 5 - Practice & Application, Module 6 - What's Next

# Your Production Schedule: The Full Picture

YOUR STATEMENT - complete and write it here:

"I will record [# modules] across [# batches] sessions. My first recording window is [date/time]. My target completion date is [date]."

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# What Happens Next

## 1 Block your windows today

Put all 3 recording windows in your calendar right now before anything else. Treat them as client appointments.

## 2 Script each module in bullets

5-7 bullet points per module. No full scripts. You know the content trust your clinical voice.

## 3 Record, export, move on

Do not re-watch recordings immediately. Batch editing into a separate session one week later.

## 4 Launch your first module publicly

Don't wait for perfection. One published module builds more momentum than a perfect unreleased course.

## 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.



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