



FREE
RESOURCE

The Second Course Readiness Checklist

Your first course already told you what to build next
Know when to start, what to build, and how to listen

WHAT YOU'LL DISCOVER INSIDE:

- ✓ The 3 data sources that reveal your second course topic
- ✓ The readiness checklist - 10 signals you're ready to build
- ✓ How to mine testimonials, dropout points, and 'what next?' emails
- ✓ Your second course positioning statement template

From Product to Curriculum

Why your second course is more important than your first

Most therapist-turned-course-creators write marketing emails in two problematic modes: clinical over-explanation or borrowed online marketing energy. Neither sounds like the person your subscribers met when they downloaded your lead magnet.

The therapists who build the most durable digital education businesses don't think in products. They think in pathways. Course 1 takes students from Point A to Point B. Course 2 takes them from B to C. Your job is to know where B is.

This checklist tells you exactly when and what to build next.

- Complete the 10-signal readiness check before starting Course 2
- Mine your first course data across 3 specific sources
- Write your Course 2 transformation promise before designing the curriculum
- Sequence Course 2 so it sells from within Course 1

“Your first course is your market research. Your second course is your business.”

— Therapist Growth Partner

The Readiness Check

1

Are you ready to build Course 2? Check all that apply

Build Course 2 only when your first course has the foundation it needs. Building too early fractures your focus.

THE 10 READINESS SIGNALS:

You're ready when: Course 1 has 20+ completed students • You have 10+ specific testimonials • Your evergreen sequence is live • Course 1 is enrolling without active promotion • You've identified the most common 'what next?' question • You know your dropout point and why • You've run at least one live cohort • Your email list has 300+ subscribers • Course 1 revenue covers your time investment • You can describe the Course 2 transformation in one sentence.

YOUR ANSWER:

Score your readiness (check each signal you've achieved):

Signals achieved: _____ / 10

Build Course 2 when: _____

Expected Course 2 start date: _____

READINESS SIGNAL EXAMPLES:

- "I waited until I had 7/10 signals. Took 8 months. Course 2 made back the investment in the first week."
- "The 'what next?' question was the clearest signal. 18 of 22 completers asked the same question."
- "I knew I was ready when Course 1 sold without me touching it for 3 weeks straight."

You know your reader's reality better than any copywriter ever could. That's your advantage. Use it. Write Mirrors from memory, not from research.

Mining Your Course 2 Topic

2

What do your 3 data sources tell you to build?

Your first course students are telling you what to build next. The data is in your inbox and your completion rates.

THE 3 DATA SOURCES:

Source 1 – Dropout Questions: Look at emails clustering around your highest-dropout module. What’s the obstacle? That’s Course 2.

Source 2 – The ‘What Next?’ emails: After completion, what do students ask for? The most common answer is your Course 2 brief.

Source 3 – Testimonial themes: What outcome appears in 50%+ of testimonials? The natural extension of that outcome is Course 2.

YOUR ANSWER:

Mine your 3 data sources:

Dropout module + obstacle: _____

Most common ‘what next?’ question: _____

Most common testimonial theme: _____

Course 2 transformation promise: _____

TOOL + BRIDGE EXAMPLES:

- “Dropout happened at Module 4 every time. Module 4 was about maintaining boundaries under pressure. Course 2: Advanced Boundaries Under Pressure.”
- “Every completers asked: ‘What about when it comes back?’ Course 2 is entirely about relapse prevention.”
- “22 of 34 testimonials mentioned the same follow-on problem. I had my Course 2 topic in 10 minutes.”

Your Course 2 topic should feel obvious after mining your data. If it doesn’t, you need more data – which means more Course 1 students, not more guessing.

Your Course 2 Blueprint

3 Write your Course 2 positioning statement and launch sequence.

Course 2 should be visible inside Course 1 before it launches. Your Course 1 completers are your first customers.

Step 1	Write Course 2 transformation promise (1 sentence)
Step 2	Add a Course 2 teaser to your Course 1 final module
Step 3	Email Course 1 completers with a founding-member offer
Step 4	Pre-sell Course 2 to first 10 students before building

My plan passes the reality test

- ☐ I have my Course 2 topic and transformation promise written.
- ☐ I'm still strengthening Course 1 - I'll revisit this in 90 days.

YOUR COMMITMENT STATEMENT:

"My second course solves the next problem my first course students have. It will be visible inside Course 1 and pre-sold to my existing alumni before I build a single module."

Your Course 1 completers are the most qualified buyers on earth for Course 2. They know your teaching style, trust your thinking, and have already experienced your transformation. Reach them first.

What Happens Next

- 1 Apply one insight today**
Pick the single most actionable item from this resource. Do it before your next client session.
- 2 Share with one colleague**
Forward this to another therapist who is thinking about building a course. Teaching reinforces learning.
- 3 Build your Minimum Viable Course**
Record 4–6 modules across 2–3 focused sessions. One worksheet per module. Done in weekend.
- 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.



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