

E102- How do I know what topic to create my course on.

Welcome to The Empowered Edupreneur Podcast. My name is Michelle Smit, and I am an ex-teacher turned online business coach for edupreneurs, the owner of Digiteach and a six-figure entrepreneur. I am in love with empowering educators just like you to create freedom filled online businesses and lives they love.

If you are looking to up level your skills, your finances, your mindset, and change the trajectory of your life as an educator in business, then you are in the right place. Think of this podcast as your weekly dose of business and mindset development to help unlock the infinite potential within you to play bigger with your life and go after your dreams.

We are going to have so much fun. So thank you so much for pushing play today. Now let's dive in.

Hello. Hello. Good to have you here with me. So today I'm going to answer a question I get quite often, which is how do I know what topic to create my course on? People always get stuck on what their course should be about. And there's just so many different things that they could create a course on and then they just get frozen, and they can't progress and things like that.

So I'm going to answer that for you today. Before I dive in, I want to share that I have opened the doors to my Digiteachers Biz Academy Gold Program. Now this is different. I sell DBA silver throughout the year. And I have throughout this year which is my academy where I help you launch your course and grow your online business.

But I haven't sold DBA gold since last year. And this is a group coaching program. So it's where we work together in calls over a three-month period and you have access to the entire academy or the training plus me in calls and Voxer where I can help you literally every single day as you go through the training.

Because Voxer like this voice app where we can message each other, send each other voice notes and stuff. So when you hit a wall, when you struggle, when you've got something that's holding you back. You can just message me,

and I can help you through it. So this is open for the first time this year and open to the public rather.

And yeah, I'm really excited. I'm super excited to run another cohort again. So if you have been waiting for coaching with me maybe you've been waiting for gold to open. Then now's the time to join. It's going to be open for a couple of days. It closes this weekend at midnight on the 5th of October. And we'll start officially together from the 7th of October, and we'll move through for three months together.

And we will have little pause over Christmas and stuff because I know everyone needs to enjoy their life and spend time with family. I'll pause the coaching for a week there and then we'll just start off in the first week of Jan together. So basically this means we're going to work together to set yourself up for a powerful start to 2025 you can launch your course in the first quarter of next year and you can start really making your own money.

And this is huge, right? So while everyone is going into winter mode you can be going into creation mode and really set yourself up for an abundant fulfilling magical 2025 where you are selling your own courses online. So yeah, you can click the link below to sign up.

You will see that silver is available as well. Gold there are limited spots as well. I'm keeping it small and intimate as I like it. So you can get the support you need. And there's platinum as well. So platinum, although I don't speak about it a lot, is a six-month program with me, where you have a team essentially working with you to create your entire launch for you.

So you've got six months of coaching with me access to the DBA community and you have access to a team who's going to build out your website, your funnels, all of your emails, all of your launch assets, everything that you need to build to launch. They will build it for you, which is insane. This is obviously my higher ticket program.

It's not for everyone. Not everyone can afford it. But it is done for you, meaning that you don't have to do it yourself. Someone's going to do it for you, which is going to save you a lot of time. So if you have the money and you don't have the time, then this is the program for you. And you want to accelerate your launch results and get launched quicker without having to spend all the time doing all the tech and things.

Then platinum is open and there's two spots available in that. And its application based only. So you have to apply and then we have to get on a call to see if it's a good fit. Not everyone will get access to platinum because they really needs to be a good gel between you and me. And your course needs to be something that I know is going to work for me to be like, cool let's go do this thing.

Because I'm not going to sell platinum to you if I don't think your course is going to make you money or if there's any lack of demand and things like that.

I'm really excited to work with another cohort and coach you. And gold is powerful because we get really close, and I can just basically hold your hand through the whole journey. At least the first three months of it, and there's a lot of expansion and just aha moments and shifts, and you're going to build up a lot of skills.

And as soon as you hit a wall, I'm there to help you through it. You can hit the link below and you can look at all of the tiers, all of the offers and see which one suits you best. It would be such an honour to help you create a course, launch a course. I'll help you with the topic. I'll help you with the idea. I'll help you position it, and I'll help you literally get it out into the world, impacting students and making money.

All right, now let's dive into today's topic, which is all about how do I know what topic to create my course on? So I want you to ask yourself, these couple of questions.

I think it's about six questions. The first one is what do I have results in that I can teach someone else to achieve, have, or do? Maybe you have gone from being really overweight to really healthy with a strong body over a certain period of time. And you had a very particular method that you did this with. And you want to now help people do the same thing, or perhaps you had really bad acne and you managed to heal your acne without going on hardcore antibiotics and stuff.

You healed it naturally. Maybe you're really passionate about helping people heal their acne. Obviously, there's some medical stuff. You want to be sure that you're not crossing over to doing things that require the medical stuff, but

that's an example. Like I've seen people who perhaps gone through a loss in your life.

And you've had to develop certain skills to get through the grief of that and you're passionate about helping people move through their grief and things like that. Maybe that's a topic that you could look into what have you achieved in your life or overcome rather, that you know people would need. That people do need, that people are paying to achieve or have or do.

For example, one of our students in DBA, she's been really good at training stock dogs. And so she created a course helping people train their stock dogs. And she wins all these awards, and now she helps people do that. Maybe you're a very good language teacher, and you really love helping people build confidence in a language.

That's maybe the topic you go for maybe you're great at public speaking and you overcame fear of that. Then maybe that's a topic that you go for, and you can help people with public speaking and speaking in front of people or whatever it may be. There's just so many things.

The next question is, what do people ask me to help them with all the time? So this was a question that actually let me choose my first course because I was an online teacher, and everyone was constantly asking me how they could teach ESL online. So I spent all my time helping people become online ESL teachers for free. And I was like, why am I not charging for this?

And then I made my first course, which was that course. And it did very well. So pay attention to what people are asking you to help them do. And if there's constant repeat thing where you're helping people do something repeatedly, different people are asking for it. That shows demand. Then that's a potential winning course idea.

Because it shows there's demand and it shows that that you know how to do something and that people want to learn it from you so pay attention to those things, those topics. Your course might be lying in that area. The next question is what am I passionate about teaching and helping people do?

So you've obviously got to have some sort of passion and doing the thing. Now my first course, I wouldn't say I was that passionate about it. But I was really good at it. But after two years, I was like, I can't do this anymore. And I had to

change my entire business. So it does help to be passionate about the thing that you are creating your course on, because you're going to be selling that course for a long time.

Your whole business is going to be built around that topic and that subject and things like that. So you want to be passionate about it. I think that is important if you don't have energy for it and you're just doing it just because it's going to make you money. You're not going to be able to sell it long enough. It's going to feel very misaligned and even when you're making money, it's going to feel like painful to you. So make sure you enjoy the topic. So what are you passionate about teaching and helping people do?

The next question is, who do you want to teach, help and serve? Specifically, who would you love to work with? Who would you love to literally speak to, create content for, answer questions, impact, change people's lives?

Who is that person? Maybe you're a mom and you are really passionate about helping other moms with a certain thing. Maybe you are a baker, and you want to help other bakers do something. I was an online teacher, and I wanted to help educators. That's the group of people that I really enjoy helping is educators and teaching business owners. And I really enjoy helping them. So who is that person for you? What's that subgroup of people? Because that's ultimately your niche. That's your ideal client, your ideal student.

And you want to be working with someone who is someone you want to be working with. That makes sense. Whoever you choose for your ideal client, it should be someone you're really excited to impact and serve and teach. Like you want to see their lives get better. You want to make a difference in their life.

You want to take away pain and increase pleasure. You want to make a difference in these people's lives. So who are those people? What's going to feel meaningful to you ultimately? What's going to have the most meaning. Because I think that's really important. You want to have meaning in this work and impact is a huge part of it.

So the people you work with, you've got to be like, these are the people that I want to help. It's really important because it all revolves around your audience. Everything comes back to the people you help. The next thing is what would I be happy to teach on and help people do for the next couple of years.

So this is a question I didn't think about in the beginning. I just thought about, okay, what can I do now to create money now? And it worked. I did it, I created money. It worked really well. I had six figures in two years, and it was like, cool but I didn't think about the long game of that.

And I was like, oh God, I don't want to do this anymore because I was so bored of the topic, and I didn't like I wasn't passionate about the topic. For me, that was would have been a helpful question if someone had asked me that. So I'm going to ask you that question. What would you be happy to teach on and speak about and help people with for the next few years. And try think a bit long game with your course.

So think about creating something that you really sell for a couple of years. That you are happy to create content on to talk about to build your business around to help these people for years. What feels expansive in your body? That's typically like a yes. Your intuition is saying yes. And what feels like dread?

That's typically your intuition being like, no. So go with the thing that feels expansive, even if it's scaring you and it's making you feel like that jittery feeling. Because it's like outside of your comfort zone, go with that. It's also important for you to have results in it. So if you're passionate about, I don't know, like manifestation, for example. But you haven't really Implemented it and seen it show up in your life and you don't really have a method for it, whatever, you just like it.

I don't recommend you going and creating a course on that because you just need to have results in the thing that you're teaching. But if you've got results in it and you're passionate about it and you can see yourself teaching on it for a couple of years, then that's a really good sign.

Obviously, the next question is, do people want this thing? And is there a market for it? And you can see that by checking if people are selling it. And if other people are selling the thing, that's a sign that there is a market for it. Don't be put off by it and be like, oh no, I can't create it because it's not a unique idea.

No, it's very unlikely that any topic that you come up with is going to be a unique idea. Pretty much everything's been done and if it hasn't been done

then it's like why hasn't it been done? Maybe because there isn't a market for it. You know what I'm saying like red flag central. So don't go and try be original and create something that's literally never been done. Look at what's being done and make your own version of it and adapt it to your own thing and create your own secret sauce in your own recipe in your own method and go with that. But you definitely need to have a market for what you're selling. People are not going to buy if they don't want it.

It's straight up like the biggest thing. Create a course on something that people want, they genuinely want it. Not that they need it, there's a difference. Just because you think they need it doesn't mean they're going to buy it. So for example, I've seen educators who are creating a course on something they think that the world needs or the schooling system needs or teachers need or whatever.

And they create this thing that they think every teacher should have like you should have this if you want to be a good teacher. But the teachers don't want that thing, they don't want to study more stuff and do this and that and whatever. They want more time they want more money, there's a lot of things that they want and that's maybe not one of it.

And what often happens is people sell something that they think people should have instead of what their audience actually really wants and what they're willing to pay for. So pay attention to that. Sell and it's such a sneaky thing. But you have to sense check yourself. Are you selling people what they want?

Or are you selling people what you think they need? Literally ask them what they want. And then create your course on that. Survey, get in contact with your audience, your dream people, whoever it is that you want to help and find out what they're willing to pay for. What they want, what they deeply, deeply want. And then create your topic on helping them achieve that thing.

And once you've got after asking all those questions. I've actually got a really helpful tool where it's like your niche testing tool. But you'll actually see that I can link it underneath this episode, but it's basically how to find your niche. Basically, you push these topics through a couple of assessments to find your winning one.

But once you do have your topic. You need to double check that there's demand. So don't create a course in a topic that you haven't checked the

market demand just because you think it's a good idea doesn't mean it's a good idea. Just because you think people need it doesn't mean people want it just because you wish you had it yourself doesn't necessarily mean other people want it.

You actually need to just straight up ask your people, whoever that dream customer client is that you want to help. In detail, what they want, what are their pains, what are their struggles, what do they wish they could have, what are they willing to pay to solve. And you need to create an offer that gives them those things and helps them reduce their pain and helps them increase their pleasure, bring them to their ultimate transformation.

So that's one thing, check market demand. Then don't create a course in a topic that is vague. So if you're trying to help everyone do everything and you've got multiple ideal client type people. So you want to help graduates and adults. Like you've got three different avatars.

That's going to be a nightmare for you in terms of your marketing and selling. And if you're trying to teach everyone to do everything and you're trying to teach a bit of everything instead of specialize in something. Then that's also not going to work. So anything that's vague is just not going to work.

You have to be specific. So who you specifically helping with this program and what is the specific end result that this program is promising to these people and delivering on to these people? Don't be vague, be specific. The more specific tends to be the better. Just remember that. The next thing is don't create a course on a topic that is too big for you to actually create.

So rather chunk down your course down into a spotlight course or a smaller course. So instead of creating this massive thing, you create something smaller, but it's more specific, it's more focused, it's more effective. You can then create the next course and the next course, and you can ascend your students through that.

But if you are sitting there and you're thinking I need to create this massive program, it's going to be too overwhelming for you to achieve. It's just not going to work. It's not going to be effective for people buying it. People are going to be overwhelmed. They're not going to finish it.

It's just not going to work. So shorter, more targeted, more focused is better. For example, if you have a language teaching business and you're teaching a language, you want to create a course. Instead of teaching like A1 to B1 Dutch in one course, that would be pretty overwhelming to achieve, right?

And you've got to make this massive transformation. You've got to create so much content for this course to achieve that. You can then rather say, okay, let me create a course for A1 people helping them go to A2. Let me create my next course, A2 helping people go to B1.

And then my next course can be B1 to B2 and you chunk it down. So it makes it more achievable. And easier to market and keep the same avatar typically. Don't change avatars, when I say avatars, I mean ideal clients, ideal students, the main person you're trying to help. You keep that person central, but you just create different courses at different levels that they can ascend into.

So the one person, a student can come in and do the A1 course. And then at the end of that you can then sell them into the A2 course. And then at the end of that, you can sell them into the B1 course. And that's actually great because you're going to increase your earnings per customer.

You're going to increase your lifetime customer value. So how much a customer or student will spend with your business. You're going to bring in that recurring income and stuff. Focus on that rather than creating one big program. Now, to end with this, do not stay stuck and paralyzed in this section.

It's not worth the time. It's the same with choosing your niche and choosing your topic. It shouldn't make you freeze and not move. Just decide based on the questions I've given you, write down, brainstorm. Get into conversation with people, and then just decide a topic and an idea, and then just know that it's going to evolve naturally as you take action.

So if you don't know what to do exactly, just start getting the ball rolling. Start taking action start learning the thing and then just evolve. Like learning about courses, join Digiteachers Biz Academy, learn about how to do this and you'll get the insight. The insights going to come, you're going to know.

There's so many people who are sitting on so many good topics that they don't even see until they see. And then it's going to evolve. The more you learn about yourself and what you love your course will evolve naturally. But the

only way for you to get to that clarity is through taking action. You're not going to get to that clarity by sitting and freezing and doing nothing. Just take an action step, take another action step, go and do something get the ball rolling and it will come naturally. The idea is going to land.

And if you're inside Digiteachers Biz Academy, I'm there with you fleshing out ideas. I can see something's not going to work and I can see when something is going to work. I've helped so many people create courses at this point that I just know what to look for. I know how to get you thinking in the right direction, prompting you in the right direction.

So you're not going to go down the wrong direction. And helping with your intuition. I'm not going to tell you what to do. You're going to come with your intuition and I'm going to come with my experience. And we're going to marry that together and you're going to find your path, your golden thread, and you're going to be A for away.

So that is something I really helped doing. Even if you don't fully know what you want to create, a lot of people join DBA, and they don't fully know. But you don't have to fully know. Just take the first step and know that the clarity is going to come. The only way the clarity comes is if you take those first steps.

That's really it. And just know that it's going to unfold and you're going to learn as you take the steps. And I'm excited to walk these steps with you. It's so fulfilling for me to see someone come into DBA and just not have an idea. And then, six months later, have launched and made like 8,000, 10,000.

And then a year later, they're making 10,000 a month just from their idea. That is what I live for, and I cannot wait to help more people do that. So I hope this was helpful. I hope you have an amazing rest of your day. And if you want to join DBA, you can click the link below or send me a message, the doors are going to close soon. Like in the next two days, especially for DBA gold and platinum.

But I would love to chat to you to see if this is a good fit for you and yeah, have a good day and I'll chat to you soon.

Bye.

Thank you for choosing to listen to The Empowered Entrepreneur Podcast today. I have such exciting news.

The doors to the Digiteachers Biz Academy are officially open. These group cohorts only happen a few times a year. So if you want mentorship with me in growing your business and launching your courses or group programs online so that you can increase your income and impact without having to keep trading your time for money. Then DBA is for you. The doors are open now for a very limited time, so join us before it is too late by clicking the link in the show notes.

I appreciate you so much and can't wait to connect with you in the next episode. In the meantime, go create a business and life you love.