5 CREATIVE WAYS TO GENERATE ECOURSE IDEAS
CHEAT SHEET

It's more than just an idea.

An idea needs to be profitable.

For your ecourse to be able to be a profitable one, your idea must sufficiently satisfy the following three criteria: 1) your passion or skills, 2) your knowledge, and 3) most importantly, the needs and problems of your audience.

1. See how you are already making money

2. Identify a need inside your existing niche

3. Use Facebook groups

   ➤ First, look for groups where your audience is already congregating.
   ➤ Second, remember that your goal is to join groups that contain your target audience, not your peers.
   ➤ Third, start using a spreadsheet.

4. Look for already existing opportunities

5. Create a poll or survey