

# Designing High-Value Courses

## Turning client problems into premium information products

### Quick recap

The meeting focused on strategies for creating and structuring information products, particularly online courses. Eben shared his approach to developing courses, emphasizing the importance of starting with the client's problems and desired outcomes rather than the content itself. He recommended creating a one-day workshop format, broken into 90-minute sessions with 20 minutes of teaching followed by exercises and Q&A. Eben stressed the need to package knowledge in a way that adds high perceived value, using examples from successful marketers like Tony Robbins and Dean Graziosi. The group discussed how to identify and address client needs, with Eben suggesting techniques like surveys and AI tools to gather insights. Participants were tasked with creating an outline for a course that would lead to specific client outcomes.

### Summary

#### Digital Economy Focus and Productivity

Eben discussed the importance of capturing attention in the digital economy and emphasized focused work blocks of 1-2 hours for productivity. He encouraged participants to organize and package their knowledge into a product, course, or book, and recommended scheduling a one-day workshop in the next 4-6 weeks to apply the month's curriculum. Eben shared his course, "The Product Plan," as a resource for organizing knowledge and highlighted the value of information products, using the example of how different messages on currency can significantly affect their value.

#### High-Value Course Creation Strategies

Eben discussed the importance of creating courses with high perceived value, emphasizing the need to focus on the client's perspective and design elements that convey luxury and exclusivity. He shared his preferred format for creating courses, advocating for a one-day format with 90-minute sessions broken into 20-minute teaching segments, followed by exercises, coaching, or Q&A. Eben stressed the importance of creating a minimum viable product quickly and iterating based on feedback, rather than striving for perfection upfront. He also highlighted the value of scheduling events to create a sense of urgency and prioritize task completion.

## **Course Creation and Client Insights**

Eben discussed the importance of starting course creation by identifying clients' biggest problems, frustrations, and motivations rather than focusing solely on desired outcomes. He emphasized creating a sequence of 10 simple, bite-sized exercises that lead to the desired result, and suggested using AI tools like ChatGPT to analyze client feedback and uncover deeper motivations. Hristo shared a plan for a workshop on lower back stiffness and pain, and Eben advised conducting a survey to better understand client needs and preferences.

## **System for Achieving Health Outcomes**

Eben discussed creating a system to help people achieve specific outcomes, using the example of helping someone stay healthy as they age. He emphasized the importance of focusing on a clear indicator of success, such as walking without a cane, and framing the program around that goal. Eben suggested conducting one-on-one conversations with potential clients to understand their challenges and aspirations. The group also discussed the potential for creating a course or program focused on maintaining independence and physical fitness in later years.

## **Structured Courses and Exercise Design**

Eben led a discussion on creating structured courses and exercises, emphasizing the importance of organizing knowledge to deliver valuable outcomes for clients. He encouraged participants to outline 10 steps of exercises that would help clients achieve their desired results, and suggested using AI tools like ChatGPT and Claude to assist in the process. Eben also clarified the format and purpose of his classes, distinguishing them from the work he does with Alex. He provided guidance on creating an avatar document and a style document to improve marketing and content creation.