



FROM THE GENTLE CREATIVE

FOR ENTREPRENEURIAL  
EDUCATORS & COACHES  
STARTING OR GROWING AN  
ONLINE BUSINESS

# YOUR \$100K COURSE IDEA

DIGITEACH.BIZ



HI, I'M

# Michelle

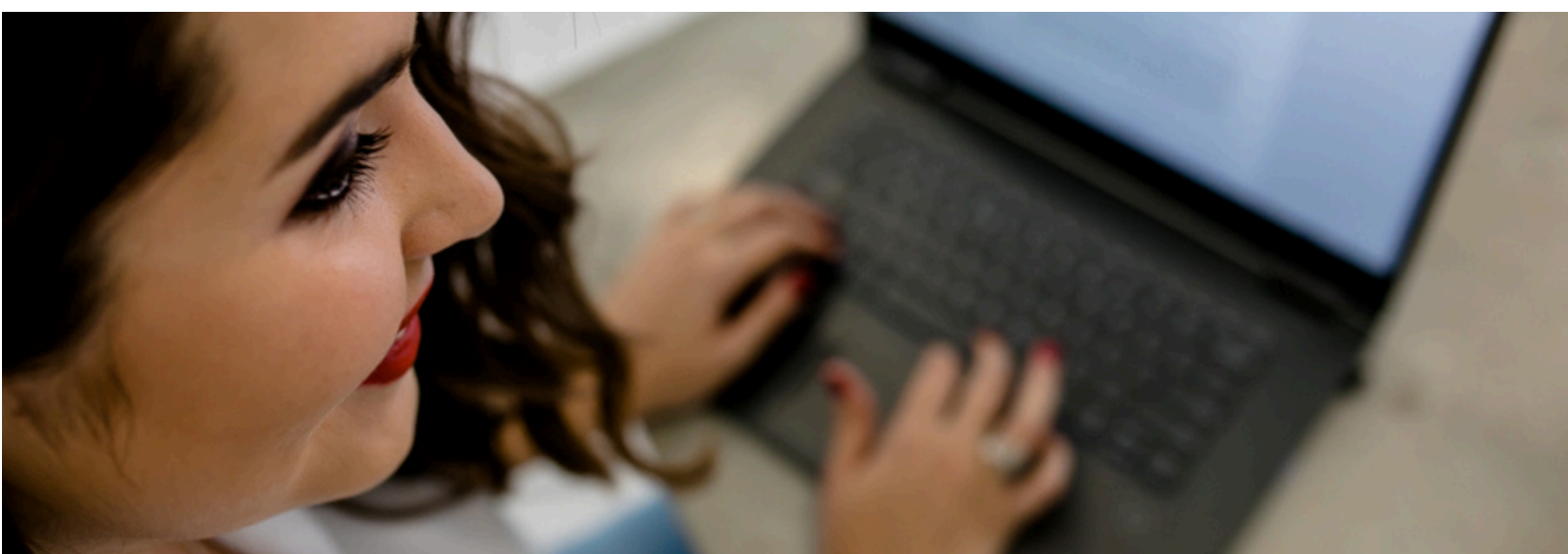
I'm the founder of Digiteach, where I help entrepreneurial educators & coaches turn their expertise into digital courses and group programs that sell on repeat.

Once a burnt-out ESL teacher making \$25K a year, I've now built and launched multiple six-figure courses, and ive helped others do the same.

My clients are coaches, teaching business owners, and trainers who are amazing at what they do but ready to stop overgiving and scale beyond the 1-to-1 grind.

**If that's you, this sprint will help you uncover a profitable, aligned course idea from your existing skills in 30 minutes or less. Now let's go find your \$100K course idea!**

# HOW TO FIND YOUR \$100K COURSE IDEA



This isn't just a workbook to sit pretty on your desktop. It's a fast, focused tool to help you get real clarity on a course idea you can actually sell so you can escape the 1:1 time-for-money trap and 5x your income and impact.

## **Here's how to get the most out of it:**

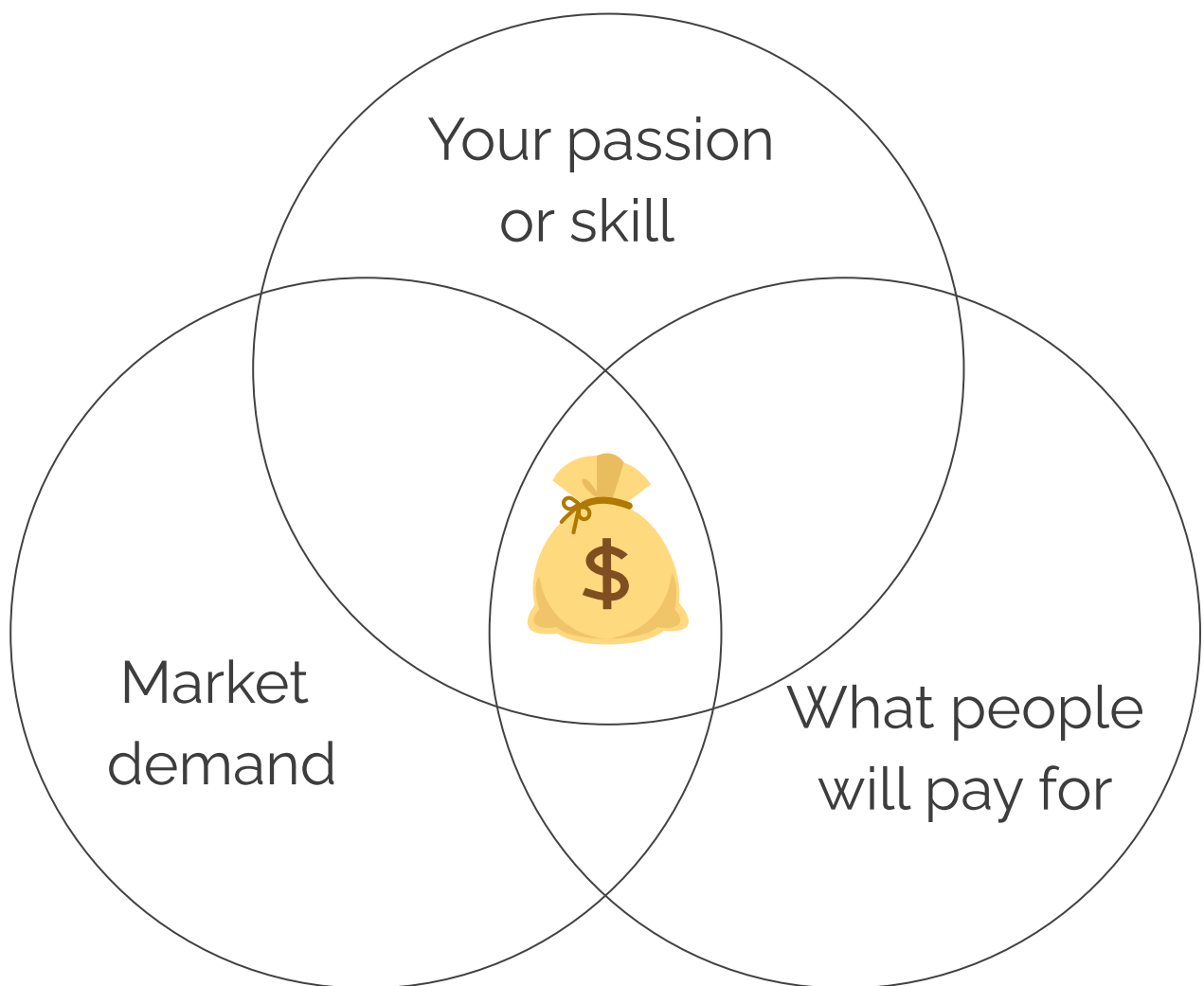
1. Give yourself 30 focused minutes and type your answers on a word document to copy and paste into ChatGPT.
2. Use the prompts and ChatGPT like a biz bestie.
3. Be honest with yourself and let your ideas flow.

The goal here isn't to chase trends. It's to pull out a course idea that feels energizing to you and valuable to others.

**By the end, you'll walk away with a profitable course idea pulled straight from your zone of genius, ready to create, shape, and eventually sell, making you money for years to come.**

# YOUR \$100K COURSE IDEA

Your sustainable, energizing \$100k course idea will lie at the intersection between what you're great at and love doing, market demand, and what people are paying to solve.





# Step 1: Tap Into Your Teaching Sweet Spot

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## **Your sweet spot is the place where:**

- You feel lit up, confident, and alive when teaching it.
- People naturally ask you questions about it.
- You could talk about it all day and still be buzzing.

## **Ask yourself these questions and journal on it.**

Don't overthink it. Just write what comes.

1. What topic do people always ask for your help with?
2. What do you love teaching or talking about the most?
3. What transformation have you helped others achieve again and again?
4. If you could only teach one thing for the next year, what would it be?

## **Based on these answers, find the idea that hits the spot.**

**Open ChatGPT and copy this in:**

**"I'm an [educator/teaching business owner/coach], and I want to create an online course based on my skills. Help me brainstorm 5 profitable course topic ideas based on these strengths: [paste your answers from the questions above]. I want something I love teaching that others will pay for."**

## Step 2: Find the Demand

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Now we need to take that idea and make sure people actually want to pay for it (and are already paying for it). This is where we take your juicy, aligned idea and test it against the market.

### **Demand Check Questions**

This will help you refine your idea into something sellable.

1. Are people already paying to learn this or solve this problem?
2. Have you taught this topic 1:1 or in workshops before and seen results?
3. Can you find podcasts, books, courses, or competitors talking about this topic?
4. Are people Googling or posting questions about this online?

**If you answered YES to most of these, you're onto something big.**

**Open ChatGPT and copy this in:**

**"I'm thinking of creating an online course on [insert your course idea]. Can you tell me if there's demand for this kind of course? Give me examples of what people are searching for, asking about, and buying online in this niche."**

## Step 3: Shape Your Profitable Course Angle

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You've got the idea. You've validated the demand. Now let's give your course a hook that makes it sell.

Because people don't buy information. They buy the results, transformation, and outcome you can get them. This step is about turning your topic into a course that solves a real problem in a clear, results-driven way.

### Clarity Questions

Use these to shape your course idea into something tangible and valuable:

1. What problem does your course help your student solve?
2. What is their life before your course, and what's their life after?
3. What specific outcome or skill will they gain by the end?
4. How does your method or experience make this transformation easier or faster for them?

**Open ChatGPT and paste this:**

**"My course idea is about [insert your course topic]. Help me turn this into a clear, high-converting course promise by identifying the main transformation or result my student will get. Then give me 3 potential course titles and subtitles that feel fun, premium, and results-focused."**

## Step 4: Write your \$100K course ideas

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By going through this exercise, you would have identified one or more course ideas that you could birth into the world and make a huge income and impact with!

To really solidify these ideas, write them below.

**My \$100K course idea is:**

Now, if you think it's difficult to make \$100K with a course, it's not.

\$500 course x 200 sales = \$100K

\$1000 course x 100 sales = \$100K

There are billions of people in the world and hundreds of thousands who may benefit from your offer.

**Want to know what people are actually paying for offers like yours?**

Drop this into ChatGPT:

"Based on this course idea: [insert your course idea], what price range do similar online courses typically sell for? Please include examples of popular programs in this niche and explain what factors affect how much I could charge."

✨ **Want to go premium? Add this follow-up:**

"What would I need to include in my course (such as bonuses, delivery format, or result) to confidently price it at \$997 or higher?"



# YOU DID IT! |

In less than 30 minutes, you have unlocked your \$100K course idea or even multiple ideas! How exciting is that?

Now your next step is to flesh out this offer in detail and make it so irresistible that it sells, on repeat, for years to come so you can make that \$100K.

This is what I help you do inside my Educators Income Booster Bootcamp. By the end of this bootcamp, you will have mapped out this entire offer in detail and positioned it to sell like hotcakes in just 5 days.

**[Click HERE to grab The Educators Income Booster Bootcamp with a special price.](#)**

