

# Start Your Course with Confidence

A Therapist's Mini-Guide  
to Digital Course Creation

*A quickstart guide to help  
therapists map out the first steps of  
creating a digital course.*

Presented by:



TME BRAND  
MARKETING

# Why Therapists Are Perfect Course Creators

You already teach every day—whether it's guiding a client through a new insight, explaining a coping tool, or helping someone reframe their story. You know how to lead people through real, lasting change. Creating a course isn't a departure from what you do—it's an expansion.



## **You understand transformation.**

You know how to walk people from stuck to supported—and how to build trust along the way.



## **You know how to structure information.**

Your sessions already follow a rhythm. A course just gives your teaching more reach and structure.



## **You already have a niche audience.**

You don't need to speak to everyone—just the people you already know how to help.



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# The 4 Stages of Course Creation

Want to know what it actually takes to build a course? **Here's the big-picture path:**

## 1. Clarify Your Offer

What transformation are you promising? Start with one clear, meaningful result.

## 2. Build Your Audience

Who needs this course, and how will they find you? (Hint: You don't need a massive list to start.)

## 3. Design Your Course

Pick a format that fits your energy and delivery style—keep it simple and doable.

## 4. Launch + Sell

It's not about being salesy. It's about showing up with clarity and confidence.



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# Course Starter Worksheet

Use these prompts to quickly sketch out your first course concept.

**1. What topic am I most often asked about?**

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**2. What transformation do I want my course to offer?**

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**3. What format sounds most doable right now?**

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Live Zoom

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Pre-recorded video

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Workshop series

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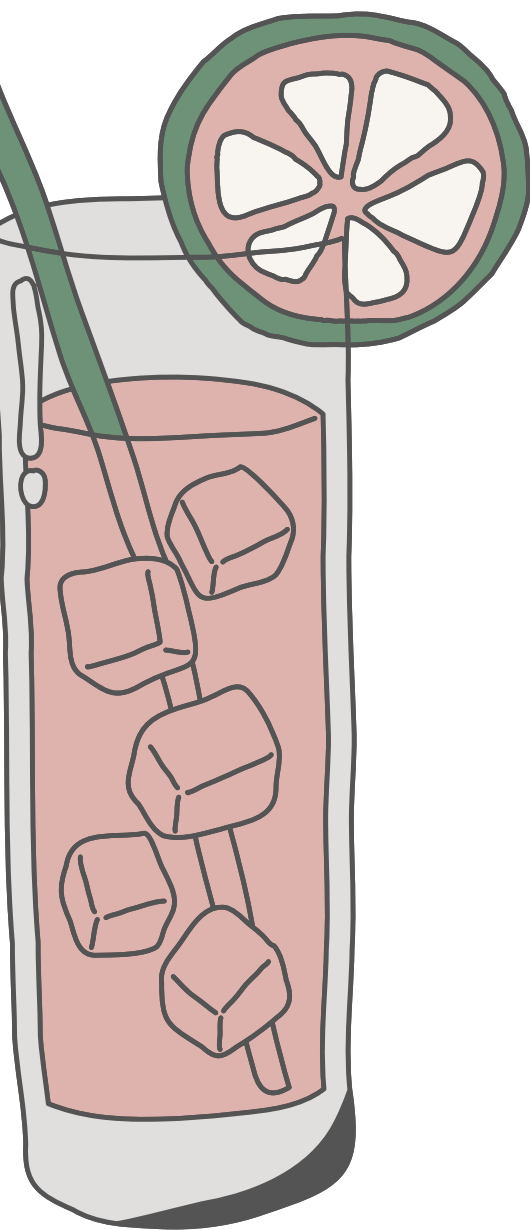
Guided Workbook with Audio

**4. What small resource could I create to start building interest?**

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# Still on the Fence? Sign Up for Our Webinar.

If you're ready for someone to break this down with examples, clarity, and step-by-step guidance, you'll love the **StandOut Course Creator** Webinar.



*No fluff. Just real talk on what it takes to get started.*



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