

3 Steps to Brainstorm Your Next Brilliant Course Topic

Step 1: Reflect on Your Own Experiences

What have you been seeing, thinking, processing, taking in, feeling, working with, digesting, and discussing? What do you want to talk about? What do you want to RANT about?

Step 2: Understand Your Audience

What does your audience need? What are they seeing, feeling, and discussing? What are they struggling with? What are they dreaming of?

Step 3: Find Your Unique Solution

Based on Steps 1 and 2 – what’s the unique solution you bring to the table? How can you bridge the gap between where they are and where they want to be?

BONUS IMPLEMENTATION

Bring in a collaborator (trusted friend, writer, or colleague) for an hour-long Zoom date. Discuss deliverables, solutions, and where you’re coming from to get the best course or program concept for your topic.

**The Next Step in Your Course Creation Journey:
Get your course out to market in just six weeks via [Gina’s Accelerator Program](#).**