

# COURSE BUILDING WORKSHEET

## COURSE AUDIENCE

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COURSE TITLE

*Wherever you are in your course-building process, one of the first things you will want to get clear on who your ideal course audience is. Your course audience is the group of people you are creating your course for. It's important to identify your audience so that the right people take your course, and so that the wrong people don't take your course!*

### **Questions to ask yourself to identify your course audience:**

Who am I writing this course for?

What job type do they have?

What interests do my ideal audience have?

What would my ideal audience want to achieve by the end of this course?

How in-depth does my ideal audience want me to go into my course topic?

What is the level of skill/knowledge related to the course topic my audience should have before taking my course (beginners, intermediate skills, advanced skills)?

### **Fill in the blank: My course audience is...**

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