

Courses vs. Books: What Comes First?

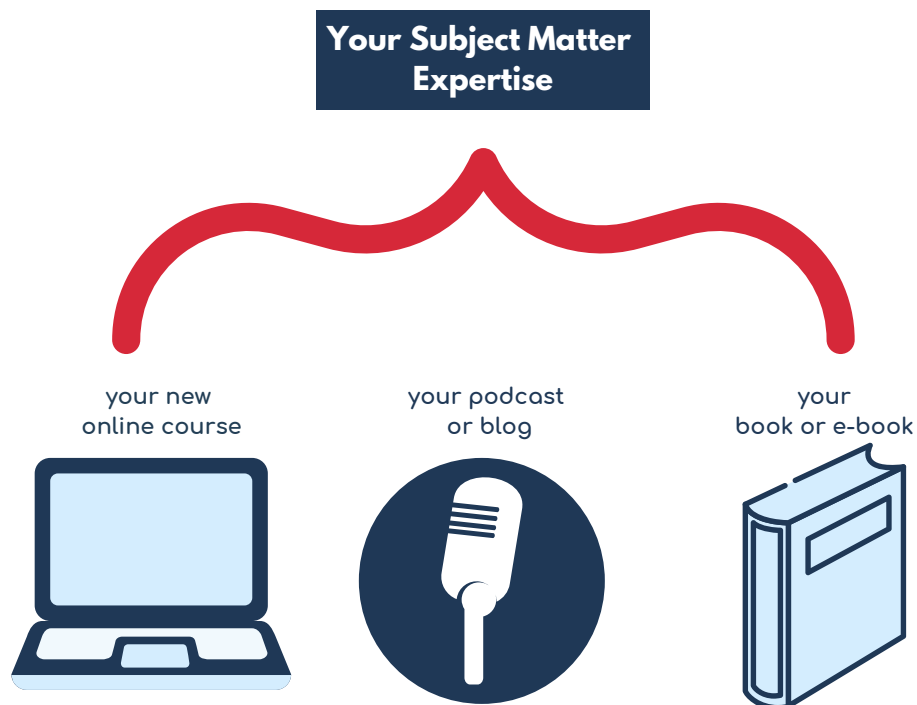
As an entrepreneur, you have a lot of information in your brain you want to share, but you might not understand how to get that information out of your head and onto the page. You might be overwhelmed by putting it into the world in a new a different way. You've got a lot to offer, after all. Where do you start? Here's a simple way to group your skills, knowledge, and abilities based on the purpose you want to focus on in your business:

Books are designed to provide *information and encourage reflection on a high-level topic*. Books are typically sold for a nominal fee and offer a great entry point for customers to learn from you. Takeaways may range from insight to changes in thought or behavior.

Podcasts and blogs are designed to *hyper-focus on one small, consumable topic at a time over a long period of time*. Podcasts are typically free or offered through a paid subscription for a nominal fee and offer an easy way to stay connected to your audience on a regular basis. Takeaways may range from improved clarity to introductory steps completed.

Online courses are designed to *provide instruction, steps, or frameworks for taking action*. Online courses range in price and offer tangible takeaways and measurable deliverables for your customer. Takeaways range from making more money to planting a garden to homeschooling children.

These assets are not in competition with each other for your customer's attention, but instead, provide a fulsome complementary approach to providing a service to your customer.



Now it's Your Turn

You're probably already thinking of so many great ideas to put in your online course...

Maybe you're imagining what it would be like to create a weekly podcast...

And maybe you're dreaming of finishing that book that you've been talking about for years.

And with good reason.

You've got so much to share with the world!

Get some of your thoughts organized now. What does your authority platform look like?

What goes into the online course? What goes into the weekly podcast? What goes into the book?

your new
online course



What are the actions you can teach people so they can get the results they want?

your podcast
or blog



What weekly insights can you provide at a high level to get customers to trust your subject matter expertise?

your
book or e-book



What information can you share with your audience that makes them think or reflect on their own experience?