Interreg Co-funded by the European Union
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WoDiLab

From Pieces to Plan

Combine your goals, audience, and promise into a single clear, ready-to-build course idea

ACTION CHECKLIST

This checklist helps you bring together all the key elements you've worked on in Module 1 and confirm your course idea as it stands today.

☐ Step 1 – Confirm your goals for the next 16 weeks
Review and confirm your minimum, target, and stretch goals for your WoDiLab journey.

☐ Step 2 – Re-confirm your commitment to the MVP mindset
Read the MVP commitment text and confirm your agreement with a progress-over-perfection approach.

☐ Step 3 – Confirm your starting point
Choose the starting point that best fits how you will begin creating your online course.

☐ Step 4 – Confirm your Mega-Niche
Select the Mega-Niche that feels most relevant and alive for you right now.

☐ Step 5 – Confirm your Micro-Niche
Restate your Micro-Niche clearly as one focused statement.

☐ Step 6 – Confirm your audience using the Idea Validation Blueprint
Review and confirm your Audience Statement using all seven validation criteria.

☐ Step 7 – Confirm your course promise
Review and refine your course promise using the five clarity criteria.

☐ Step 8 – Confirm your Current Offer Focus Statement
Restate your chosen business model and offer format as your current starting point.

Step 1: – Confirm your goals for the next 16 weeks

Confirm your **minimum**, **target**, and **stretch** goals for your WoDiLab journey.

MINIMUM GOAL	
TARGET GOAL	
STRETCH GOAL	

Step 2: – Re-confirm Commitment to the MVP Mindset

Read the Commitment to the MVP Mindset below to confirm your agreement.

Commitment to the MVP Mindset	*You may copy this text by hand, adapt it by adding your own commitments, or rewrite it in your own words.*
During the 16 weeks of the WoDiLab programme, I commit to working with an MVP mindset — focusing on progress rather than perfection. I accept that clarity will come through action, not through overthinking, and that starting small is a strength, not a weakness. I am willing to test simple ideas, learn from feedback, and improve step by step as I move forward. I commit to completing the programme, staying engaged with the process, and showing up even when things feel unfamiliar or uncertain. By doing this, I give myself the opportunity to turn my experience and knowledge into something real, useful, and valuable for others.	

Step 3: – Confirm your starting point

The starting point that best suits me, and that I will focus on as I begin creating my online course, is:

☐ Passion ☐ Problem ☐ Expertise ☐ Unique Perspective

(Choose one.)

Step 4: – Confirm your Mega-Niche

Mark the one that feels most interesting, alive, or relevant to you right now.

	EXAMPLES
☐ **Health & Wellness**	*Physical health, mental well-being, stress management, fitness, nutrition, sleep, chronic conditions*
☐ **Style & Beauty**	*Personal style, make-up, skincare, hair, confidence through appearance, self-expression*
☐ **Personal Growth & Self-Development**	*Mindset, confidence, habits, emotional intelligence, self-awareness, resilience*
☐ **Sex, Love & Intimate Relationships**	*Communication, dating, partnerships, intimacy, emotional connection*
☐ **Parenting & Family**	*Parenting skills, family dynamics, blended families, child development, elder care*
☐ **Life Purpose**	*Finding direction, values, meaningful living, life transitions, purpose-driven goals*
☐ **Business & Entrepreneurship**	*Starting a business, freelancing, marketing basics, sales, branding, online business*
☐ **Corporate Training & Consulting**	*Leadership, team development, change management, workplace skills, digital training*
☐ **Career & Professional Skill Development**	*Career change, job search, CVs, interviews, communication skills, public speaking*
☐ **Money & Finances**	*Budgeting, saving, investing basics, money mindset, financial planning*
☐ **Real Estate**	*Property investing, buying and selling, rentals, Airbnb, property management*
☐ **Retirement & Legacy**	*Life after career, retirement planning, legacy projects, long-term life design*
☐ **Time Management & Productivity**	*Planning systems, routines, focus, work–life balance, getting things done*

☐ **Religion, Faith & Spirituality**	*Examples: faith practices, mindfulness, meditation, spiritual growth, inner life*
☐ **Home Improvement & Organising**	*Decluttering, organising spaces, home systems, everyday efficiency*
☐ **Survival & Sustainability**	*Sustainable living, self-sufficiency, preparedness, eco-friendly habits*
☐ **Arts, Hobbies & Sports**	*Creative skills, crafts, music, art, sports, leisure activities*
☐ **Animals & Pets**	*Pet care, training, animal behavior, working with animals*
☐ **Education (School, University & Learning Support)**	*Tutoring, study skills, exam preparation, learning strategies*
☐ **Non-Profits & Social Responsibility**	*Community projects, fundraising, activism, nonprofit management*

**Mega-Niche framework inspired by Marisa Murgatroyd's publicly taught course-creation methodology and adapted for use within the WoDiLab programme.*

Step 5: – Confirm your Micro-Niche Statement

My Micro-Niche Statement:

Step 6: – Confirm your Audience Statement using the Idea Validation Blueprint

The Idea Validation Blueprint – All 7 Criteria

Use these as a quick reference to confirm your Audience Statement:

1. **Connect with a Real Need**
   The audience clearly recognizes the problem or desire and feels it matters.
2. **Be Specific About Who You Help**
   The description is focused and clearly defined, not general or vague.
3. **Picture One Real Person**
   You can imagine one specific individual who fits this description.
4. **People Want to Invest in Solutions**
   The problem or goal is important enough that people are willing to commit time, energy, or money.
5. **Reach Them Easily**
   You have a realistic idea of where these people are and how you could connect with them.
6. **Audience Big Enough to Grow**
   There are enough people worldwide with this need to support a course.
7. **You Can Truly Help Them – and Enjoy It**
   You understand this audience and feel motivated to support their progress.

My Audience Statement:

Step 7: – Confirm your course promise using the 5 criteria

Strong course promises share a few key qualities.
Use the checklist below to review and refine your course promise.

A strong course promise:

☐ **Is written for a specific learner**
It clearly speaks to the person you identified in your Audience Statement.

☐ **Has clear and unmistakable completion**
Your learner will know exactly when the outcome is achieved.

☐ **Defines a concrete outcome with a timeframe**
It states what will be achieved and how long it will take.

☐ **Includes clear proof of completion**
There is a visible, real-world sign that the result is finished.

☐ **Is simple and easy to understand**
The language is clear, direct, and free from unnecessary complexity.

Refine your promise if needed.

My course promise:

"Your outcome – if you choose to achieve it – is

_____."

Step 8: – Confirm Your Current Offer Focus Statement

At this stage, I choose to start with a _____ (business model), using a _____ (offer format) as my first offer.

My Current Offer Focus Statement:

_____

_____

You're done for now!