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WoDiLab

Define the Promise of Your Course

Transform your idea into a clear, achievable outcome your clients can proudly say "I did it!" to

ACTION CHECKLIST

☐ **Step 1 – Understand what a course promise really is**
Clarify the difference between a promise, a topic, and a list of lessons.

☐ **Step 2 – Identify the destination for your learner**
Define the concrete result your learner will achieve by the end of your course.

☐ **Step 3 – Use the outcome formula to draft your promise**
Write your course promise using the outcome-focused sentence structure.

☐ **Step 4 – Strengthen your promise using the 5 criteria**
Check and refine your promise so it is clear, specific, and achievable.

☐ **Step 5 – Finalise and share your course promise**
Write your final version and share it in the WoDiLab Facebook group.

Step 1: – Understand what a course promise really is

The **promise of your course** is a clear statement of the result your learner will achieve by the time they complete your programme.
It is **not**:

- a list of topics,
- a description of lessons,
- or what you plan to teach.

Your promise describes:

- the specific change your learner will experience,
- the result they will achieve,
- and the moment they can confidently say, *"I did it."*

Think of your promise as the **destination on the map**.
Everything else in your course exists to help learners reach that destination.

Step 2 – Identify the destination for your learner

Before writing your promise, pause and focus on the **end point**.
Ask yourself:

- What will my learner be able to do, create, complete, or overcome by the end?
- What will be clearly different in their life or work?
- How will they know they have succeeded?

You do not need perfect answers yet.
You are simply clarifying the direction.

Write a few notes below.

Step 3 – Use the outcome formula to draft your promise

To keep your promise clear and learner-centred, use the following formula:
"Your outcome – if you choose to achieve it – is…"
Finish this sentence with:

- one **clear result**,
- something that can be **completed**,
- and a **realistic timeframe**.

Your outcome is **not a topic**.
It is a concrete result your learner can recognise as finished.
First draft of my course promise:
"Your outcome – if you choose to achieve it – is

_____."

Examples (from the lesson, for illustration only)

- *"…to establish a consistent bedtime routine that enables your child to fall asleep independently within 7 days or less."*
- *"…to set up a legal home-based baking business and create your first sellable dessert menu within 6 weeks."*
- *"…to create a complete, ready-to-submit project plan for funding applications within 4 weeks or less."*

Step 4 – Strengthen your promise using the 5 criteria

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

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.

Refined course promise:

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

_____."

Step 5 – Finalise and share your course promise

Now write your **final version** clearly and confidently.
This does not need to be perfect.
Clarity matters more than polish.

My final course promise:

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

_____."

Share your promise

- Share your final course promise in the **WoDiLab Facebook group**
- Read how others express their promises and notice what resonates with you

Sharing helps you:

- articulate your idea more clearly,
- learn from others' wording,
- and gain confidence describing your course.

You're done for now

You've taken a meaningful step in shaping your course.
Your idea is no longer just an interest —
it now points to a **clear result** your learners can work toward.
You will refine this promise later.
For now, clarity is enough.

Once you've completed this worksheet, mark it as done in the platform to claim your XP.