Interreg Co-funded by the European Union
Central Baltic Programme
WoDiLab

DON'T BUILD THE CAR YET

Validate Your Course Idea Before You Create It

ACTION CHECKLIST

Use this checklist to guide your progress through this lesson.

- [ ] **Step 1 – Define your survey focus**
  Choose the specific topic and audience you want to validate.
- [ ] **Step 2 – Create your survey title**
  Write a clear title that shows who it is for and what it is about.
- [ ] **Step 3 – Define your follow-up value**
  Decide what helpful value you will offer after the survey.
- [ ] **Step 4 – Create your survey questions**
  Write your core and optional questions.
- [ ] **Step 5 – Add your contact & closing message**
  Create your final survey message and optional email collection.
- [ ] **Step 6 – Choose your survey tool**
  Select a simple platform and build your survey.
- [ ] **Step 7 – Write your invitation message**
  Prepare a message to invite people to your survey.
- [ ] **Step 8 – Plan where to share your survey**
  Choose where you will find relevant respondents.

☐ **Step 9 – Collect responses**
Share your survey and start gathering answers.

☐ **Step 10 – Review your results**
Look for patterns in responses.

☐ **Step 11 – Plan your follow-up**
Decide how you will support your audience after the survey.

☐ **Step 12 – Create and share your survey**
Share your survey in the WoDiLab Facebook group.

Step 1 – Define Your Survey Focus

Your survey should be clear and specific.

Complete the sentence:

My survey is for:

_____

The topic I want to validate is:

_____

The main problem or result I want to understand is:

_____

💡 *Tip:* The more specific you are, the more useful your answers will be.

Step 2 – Create Your Survey Title

Use this structure:
"Discover the biggest challenges facing [audience] when it comes to [topic]."

Write your title:

_____

_____

_____

Step 3 – Define Your Follow-Up Value

What will you offer in return for completing the survey?

(Keep it simple and relevant.)

☐ Short summary of results

☐ Tips or ideas

☐ Short email series

☐ Other: _____

Describe your follow-up:

_____
_____
_____

Step 4 – Create Your Survey Questions

Keep your survey between 5–8 questions.

Core Question 1 – The Challenge
What is your biggest challenge?

Write your question:

_____

☐ Open answer
☐ Multiple choice

If multiple choice, list your options (max 7):

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

☐ Other

Core Question 2 – Past Attempts
What have they already tried?

Write your question:

_____

List answer options:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

☐ Other

Core Question 3 – Desired Result
What do they want instead?

Write your question:

_____

List answer options:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

☐ Other

Optional Questions (use only if needed)

- [ ] How long have you had this challenge?
- [ ] Preferred support format
- [ ] Topics of interest
- [ ] Where do you find information?
- [ ] One question you wish someone could answer
- [ ] Other: _____

Write any additional questions:

_____
_____
_____

Step 5 – Contact Information (Optional)

Write your closing message:

_____
_____
_____
_____

Step 6 – Choose Your Survey Tool

Which tool will you use?

- [ ] Google Forms
- [ ] Typeform
- [ ] SurveyMonkey
- [ ] Other: _____

Step 7 – Write Your Invitation Message

Draft your message:

_____
_____
_____
_____

Step 8 – Plan Where You Will Share Your Survey

Where will you share your survey?

☐ Facebook groups

☐ LinkedIn groups

☐ Email

☐ Direct messages

☐ Personal contacts

☐ Other: _____

List specific places or people:

_____
_____
_____
_____

Step 9 – Track Your Responses

Target: 50–100 responses (or as many as you can start with)

Number of responses received:

_____

_____

_____

Step 10 – Review Your Results

Write down patterns you notice:

Most common challenges:

_____

_____

Most common desires:

_____

_____

Common words or phrases:

_____

_____

_____

Step 11 – Plan Your Follow-Up

How will you follow up?

☐ 3 short emails

☐ Tips or guide

☐ Summary of results

☐ Other: _____

Write your plan:

_____

_____

_____

Step 12 –Share Your Survey

This is an optional WoDiLab action step.

✓ Create your survey

✓ Share it in the WoDiLab Facebook group

Once completed:

- Mark this worksheet as done
- Share your survey link in the group

Reminder

You are not testing perfection.

You are testing direction.

You are not building your full course yet.

You are learning what truly matters to your audience.

Clarity comes from action — not from overthinking.

You're done for now!