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

BRING THEIR SUCCESS TO LIFE

Learn how to present your course outcome in a way that feels real, inspiring, and achievable.

ACTION CHECKLIST

☐ **Step 1 – Revisit your original Course Promise**
Write down the promise you created in Module 1 without changing it.

☐ **Step 2 – Make the outcome visible**
Turn your promise into a real-life moment your audience can clearly imagine.

☐ **Step 3 – Create three versions of your outcome**
Write an Embedded, Add-On, and Layered version.

☐ **Step 4 – Choose your strongest version for MVP**
Select the version that feels clear, believable, and aligned.

Step 1 – Your Original Course Promise

Write your Course Promise exactly as it currently stands:

Now ask yourself:

- Can this be filmed?
- Is it specific?
- Is it believable?
- Does it feel close in time?

Notes:

Step 2 – Make the Outcome Visible

Use the **Camera Test**.

If someone completes your course, what would we SEE on film?

Not what they "feel in general."
What action is happening?

Where are they?
Who is there?
What are they doing differently?

Describe one real moment:

Optional: Add one sensory detail.

What do they see, hear, or feel?

Step 3 – Create Three Versions

Now try all three approaches.

You are exploring — not committing yet.

Version 1 – Embedded

Structure:
"[Promise] so you can [real-life moment]."

Example 1 – Business Course
"Launch your first paid workshop in 6 weeks so you can open your inbox and see your first registration confirmation."

Example 2 – Confidence Course
"Speak confidently in meetings so you can raise your hand and share your idea without overthinking it later."

Example 3 – Health Course

"Build a personalized stress-reduction routine so you can fall asleep without replaying the day in your mind."

Now write yours:

Version 2 – Add-On Vision

Structure:

Promise:
Clear, structured result.

Then:
"Imagine…"

Add a visible moment.

Example 1 – Business Course

Promise:
"Create your first online workshop."
Vision:
"Imagine pressing 'Publish' on your sales page and sharing it with confidence."

Example 2 – Confidence Course

Promise:
"Learn how to set healthy boundaries."
Vision:
"Imagine calmly saying 'I'm not available this weekend' without guilt."

Example 3 – Health Course

Promise:

"Improve sleep and daily energy."

Vision:

"Imagine waking up rested and starting your morning without exhaustion."

Now write yours:

Promise:

Vision:

Version 3 – Layered Version

Structure:

1. Promise
2. Real-life moment
3. Emotional shift

Example 1 – Business Course

Promise:

"Create your first paid online workshop."

Real-life moment:

"Open your email and see your first registration come in."

Emotional shift:

"Feel the confidence that this is finally working."

Example 2 – Confidence Course

Promise:

"Learn to communicate assertively."

Real-life moment:

"Calmly express your opinion during a team discussion."

Emotional shift:

"Feel respected instead of overlooked."

Example 3 – Health Course

Promise:

"Reduce daily stress within 30 days."

Real-life moment:

"Go to bed without tension in your body."

Emotional shift:

"Feel relief instead of constant pressure."

Now write your Layered Version:

Promise:

Real-Life Moment:

Emotional Shift:

Step 4 – Evaluate and Choose

Place your three versions side by side.

Ask:

- Which one feels most specific?
- Which one feels most believable?
- Which one feels aligned with your audience?
- Which one feels emotionally grounded (not exaggerated)?

Circle your strongest version.

My Selected Version:

Common Mistake Check

Before finalizing, confirm:

☐ It is not too abstract

☐ It is not exaggerated

☐ It is not generic

☐ It is not too far in the future

Refine if needed:

Milestone Submission

For this lesson:

1. Add your final Course Promise + Success Vision to your **WoDiLab Milestone Tracking Document**
2. Tag your mentor

You earn:
• 1 XP – watching the lesson
• 2 XP – completing the worksheet
• 2 XP – submitting your milestone

Total: 5 XP

An outcome explains.

A moment makes it visible.

An emotion makes it meaningful.

When success feels real,
belief increases.

And belief drives action.