



How to Test Your Course Idea Before You Create It

WITH SUZI WHITFORD

ABOUT SUZI

Suzi Whitford is a former Industrial Engineer turned work at home mom blogger. She has helped over 50,000 moms start and grow their blogs and many of her students are making \$2,000 - \$20,000 per month with their own blogs. Over the past five years, along with the help of her amazing husband, they have grown their family by three, paid off all of their debt before the age of 30, and retired from corporate jobs.

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[00:00:07.970] - Liz Stapleton, Host

Courses are a fantastic way to build income for your business, but they can also be a ton of work. So what if there was a way that you could test out your idea before you commit to creating a full course? Good news. There is.

[00:00:23.570] - Liz

Hey, guys. I'm Liz Stapleton, host of the Blogger Breakthrough Summit. This is the podcast where I share some of the tidbits and snippets from our Summit speakers on how you can better improve your blogging business so that you can spend less time blogging, more time living, and still earn more money.

[00:00:39.470] - Liz

So today I'm really excited to share some tips from Suzi Whitford, who is a six-figure blogger, that she explained during the 2020 Blogger Breakthrough Summit. I'm going to go ahead and get to it.

[00:00:51.950] - Suzi Whitford

What I would suggest before you dive into creating course is you start engaging with your audience. You learn what they need and how you can help them in that problem. And then I would suggest creating a small printable, like a small \$10 product or a small ebook under \$50.

[00:01:06.830] - Liz

Maybe test that area.

[00:01:09.350] - Suzi

Yeah. So create a small product first and see if they take it, see if they like it, see if they actually purchase. Like, kind of warm-up your audience to buying from you, to building that trust.

[00:01:22.490] - Suzi

And then once you see okay, they're purchasing the small product, they're purchasing a small ebook, then you can slowly start creating that course with videos and worksheets and a ton more material in it. But before you invest two months into creating a course, start with a smaller product.

[00:01:41.810] - Liz

All right, guys. Hopefully this episode has given you some ideas on how you can pretest your course idea and warm up your audience. Be sure to join me next time as we learn what you need to do to be ready to onboard a virtual assistant. I'll catch you then.