



Finding the Perfect Course Topic

This is an extra resource to go along with the original article:

[*A Quick and Easy Guide to Launching a Profitable Course*](#)

- Decide on your audience and what pain point you can solve. You're not creating a course to help everyone— only a few.
- Ask your website visitors. Use simple surveys to find out what your audience is interested in learning.
- Send out an email to your list subscribers. Ask them to reply with the type of content that they're willing to pay for.
- Isolate your most popular blog posts. These can help you figure out what content resonates with your current audience.
- Consider creating a course around your most frequently asked questions.
- Check out course marketplaces like Udemy to find out the most popular courses in your niche.
- Use Amazon for research. Find best selling books in your niche and read reviews that indicate what problems your potential audience needs solutions for.