

UNCOVER YOUR *Testimony*



**AND CREATE A PURPOSEFUL &
PROFITABLE COURSE
WORKSHEET**



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WORKSHEET: DEFINING YOUR COURSE TOPIC AND AUDIENCE THROUGH YOUR TESTIMONY

This worksheet will guide you through the process of turning your testimony into a clear course topic and identifying the audience you are called to serve.

The goal is to combine what God delivered you from with who you feel called to serve and how you can help them, to create a purposeful and impactful course.

1. Identify Your Testimony's Core Message

Your testimony is powerful because it reflects personal growth and transformation. To create a course from it, first identify the central theme that resonates with your audience.

- What significant challenge or turning point have you experienced?
- What key lesson or insight did you gain from that experience?

Example: If you overcame financial struggles, your core message could be "From Debt to Financial Freedom: How to Manage Finances with God's Wisdom."



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Step 2: Identify Who You Want to Serve

Who do you feel called to help? Think about the people who are facing a similar challenge to the one you overcame. What group of people or specific type of person do you feel led to serve with your testimony? Be as specific as possible.

Example: "I want to serve 20-30 year old Christian women who are struggling with anxiety and looking for faith-based tools to help them find peace."

Write your response here:



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Step 3: Determine How You Will Help Them

How can your testimony and experiences help others?
List the practical steps, spiritual insights, or lessons that you learned during your journey. These will form the core of what you will teach or offer in your course.

Example: "I will teach women how to use daily prayer, meditation on Scripture, and journaling to manage their anxiety and trust in God's peace."

Write your response here:



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Step 4: Create Your Course Topic Formula

Course Topic Formula
Now, combine the three elements:

- What God delivered you from +
- Who you want to serve +
- How you will help them

This will give you a clear course topic. Here's the formula to follow:

"I help [who you want to serve] who are struggling with [what God delivered you from] by [how you will help them]."

Example: "I help Christian women who are struggling with anxiety by teaching them how to use prayer, Scripture, and journaling to experience God's peace."

Write your course topic here:



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Step 5: Define Your Audience's Pain Points and Goals

What pain points is your audience experiencing? Think about what your target audience is going through right now. What are their struggles, fears, or frustrations that your course will address?

Example: "They are feeling overwhelmed, disconnected from God, and unsure how to deal with their anxious thoughts."
Write your audience's pain points here:



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What are the goals your audience wants to achieve?

Now, consider what transformation or outcome your audience is seeking. What does your audience want to experience or accomplish through your course?

Example: "They want to find peace, feel closer to God, and have practical tools to manage their anxiety on a daily basis."

Write your audience’s goals here:



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Step 6: Clarify Your Course Focus

What key lessons will your course teach? Identify the core lessons or teachings your course will focus on based on what you learned through your testimony. Write down 3-5 key lessons you want your audience to learn from your course.

Example:

"How to pray in times of anxiety and stress."

"The power of meditating on God's Word for mental peace."

"Using journaling as a tool for emotional and spiritual healing."

Write your course lessons here:



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Step 7: Write Your Course Purpose Statement

Craft a short statement that describes the purpose of your course and what students will achieve by taking it. This statement will guide you as you create content for the course and help you stay focused on the outcome.

Example:

"This course will help Christian women struggling with anxiety discover peace and hope through prayer, Scripture meditation, and journaling, leading to a closer relationship with God and a calmer mind."

Write your course purpose statement here:

Bonus Exercise: Pray over the audience and course you are developing. Ask God for wisdom, clarity, and His guidance as you move forward.