

The 3 Course Blueprints

Great courses are built on the right structure. These three blueprints (plus a bonus fourth) increase student engagement and course completion by matching your course design to how your students actually learn.

01 The Behavior Change Course

Help students install new habits or remove old ones on the way to a transformation.

GREAT FOR

- Fitness and weight loss
- Morning routines and productivity
- Mindset and habit formation

ENGAGEMENT KEYS

- Open with a fast-start lesson while motivation is at its peak
- Open a loop in each lesson and close it in the next to build momentum
- Deliver small early wins so students escape habit gravity

02 The Learn a Process Course

Walk students step by step from zero to a clearly defined outcome.

GREAT FOR

- Building an email list
- Launching a website or podcast
- Optimizing videos for search

ENGAGEMENT KEYS

- Sequence lessons so each step builds on the last
- Make the end result crystal clear from lesson one
- Mark milestones so progress stays visible and motivating

03 The Resource Course

Organize a deep reference library your students return to again and again.

GREAT FOR

- Technical topics like coding
- Fast-moving fields like advertising
- Template and tool libraries

ENGAGEMENT KEYS

- Invest in onboarding so students can navigate with ease
- Keep content current as your topic evolves
- Heads up: this is the trickiest blueprint for first-time creators

04 The Hybrid BONUS

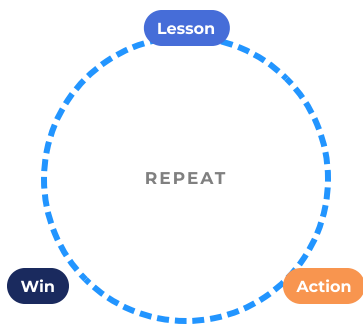
Combine all three blueprints into one comprehensive training.

HOW IT WORKS

- Students often need to change their behavior first, then learn a process, then master a reference library
- Blend the blueprints into one course, or build a course that serves each stage of the journey

Which Blueprint Fits Your Course?

01 Behavior Change



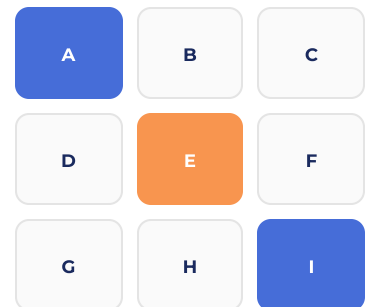
Choose this when your students need to **build new habits** to reach their transformation.

02 Learn a Process



Choose this when your students need to **follow steps** to one clearly defined result.

03 Resource Course



Choose this when your students need a **reference library** they return to over time.

1 Pick Your Blueprint
Match your topic and your students to the structure above.



2 Plan Your Course
Take the free five-day Course Plan Challenge to build your outline and strategy.



3 Build It With LifterLMS
Create, launch, and sell your course on the platform built for education entrepreneurs.

01
Behavior
Change



02
Learn a
Process



03
Resource
Course



Bonus: The Hybrid

Change the behavior first. Then learn the process. Then master the library. Combine all three blueprints for a comprehensive training that carries your students through the whole journey.