



MAP OUT **YOUR ONLINE COURSE** IN 30 MINUTES OR LESS!



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Thanks for downloading this guide! Whether you're already a coach or someone who wants to turn their expertise into a marketable product online, this guide will help you map out your future online course in 30 minutes or less!

Who am I?



My name is Aurelius Tjin from "down under" in Australia as many call it! Apart from my passion for teaching and inspiring entrepreneurs and creators how to build and scale a digital business, you'll find me spending time with my wife and daughter, kayak fishing, making lattes, calisthenics, and reading books.

For over 15 years, I've been following my passion for online entrepreneurship starting all kinds of businesses from apps, website templates, blogging, digital marketing services, ebooks, online courses, to buying and reselling physical products in my eBay days.

Now I want to share the steps and processes with you so you can start creating and selling digital products of your own.

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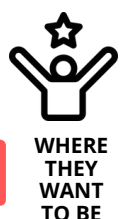
Introduction

It's easy for your potential students to visualise what their ideal life looks like. But actually getting there? Not so simple. That's because big goals can be overwhelming. And without proper direction - procrastination, distraction and anxiety can steamroll their motivation. Your students can end up spinning their wheels for months (or even years). Enter The Bridge Method.

WHAT IS THE BRIDGE METHOD?

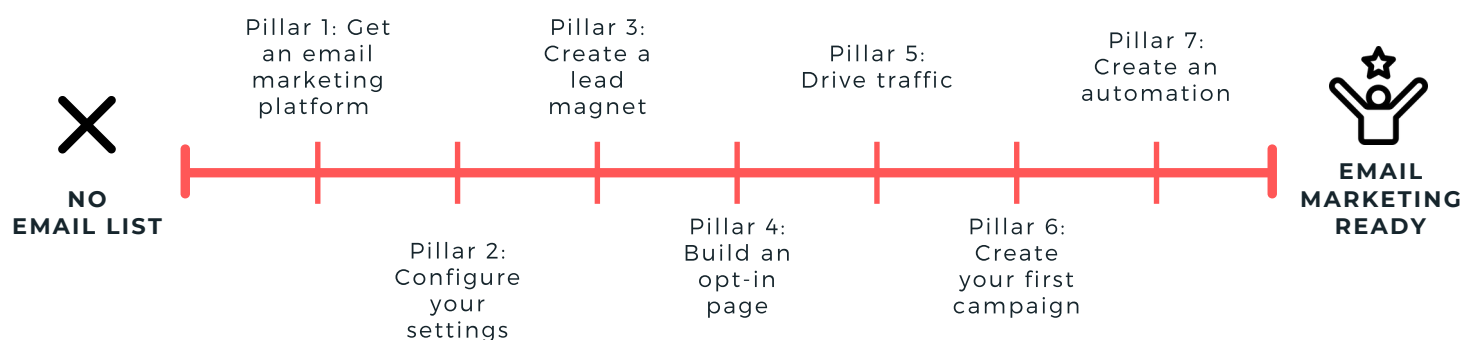
The Bridge Method is a system I coined to help break down your potential course into simple, actionable steps. Rather than trying to transform your student's life all at once (and losing their mind) - The Bridge Method lays out a logical roadmap between where they are and where they want to be.

Right now, your student is standing at one end of the bridge. Their dream life or goal awaits on the other side. To get there they will need to complete a linear series of steps called pillars.



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Pillars are smaller, more manageable goals that form the building blocks of the bridge you'll be creating. They support the journey towards your students' ultimate goal across the water.



The method works because it lets you, as the course creator, turn large abstract ideas such as 'Build an audience with email marketing' into a series of mini-milestones like 'Get an email marketing platform', 'Create a lead magnet', 'Drive traffic' and 'Creating an automation'.

Sub-dividing your big goals into attainable pillars like this lays out exactly what modules need to be in your online course.

More importantly, the Bridge Method provides the plan, inspires the belief and empowers your students to take massive, effective action. Their goal lies just across the water.

THE BRIDGE METHOD

HOW TO USE IT

1. Print the pages following this page or take out a couple of sheets of paper and a pen if you choose to do it the old fashioned way. Alternatively, if you prefer to do it digitally, you can download a free Canva template [here](#).
2. On the page entitled MY BRIDGE, give your bridge a name. This is the result you student will achieve once completed. It could also be the name of your course.
3. Next, write where your student is at before your course as well as where they want to be (the result).
4. Next, draw a short vertical line as well as a short description. Each line represents a pillar, step, or milestone your student must take before moving to the next. Repeat for any remaining pillars.
4. (Optional) This next step is optional but highly recommended if you want to plan your course out thoroughly. Once you have completed your Bridge, it's time to break down each pillar and expand on it. You will see another page with "PILLAR __ : _____". Fill in the blank with the pillar described from your Bridge. Just like you did with the your Bridge, add pillars for each step. Repeat for each pillar.

THE BRIDGE METHOD

VIDEO INSTRUCTIONS

For video instructions on how to outline your online course, refer the the video link below.



[CLICK HERE TO WATCH](#)

MY BRIDGE:



WHERE
THEY ARE



WHERE
THEY
WANT
TO BE

PILLAR — : _____



WHERE
THEY ARE



WHERE
THEY
WANT
TO BE

MORE RESOURCES



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