

CREATORA 4: Discovering Your Course Theme

Every great eCourse in the Universe has a consistent theme that plays out in all of its videos, audios, written content, imagery and the essence or personality from which everything is shared.

What is your eCourse's theme or vibe (AKA personality)?

This one of the funnest exercises in the whole eCourse Creation Vision Quest because this is where you get to let loose and let your creativity soar.

The only way you can do this wrong is to create an idea that doesn't inspire you.

So let's see what inspires you...

Fill out the questions below and discover your theme!

1. **How would you describe your eCourse's personality?**
2. **What is the symbology or the metaphors you use in your eCourse?**
3. **Describe the culture you intend to build around your eCourse? *What are the people like?***
4. **How would you describe the visual representation for your eCourse (*videos, website, pictures, etc*)?**

Call to Action:

1. Write down some potential theme ideas that resonate with you and your eCourse idea. (1-3 ideas)
2. Share your ideas at the Campfire and ask for feedback.

3. Support others by offering feedback on their course and theme ideas.
4. Have fun and let your creativity soar!

Campfire Example:

1. This is my course idea
2. This is my theme idea.

“Find your uniqueness and express the ~~it~~ out of it!”

Remember, knowing who your audience is, is important for choosing your theme. If your audience is a wild bunch, then you can (and better be) wild too.

If they're not, then you can still be creative when expressing your theme.

Can't wait to hear your ideas!

Bradley & Andy
eCourse Adventure Guides