



# Define your audience and objectives

After you've decided what to teach, you'll need to decide who exactly you're creating your course for. You'll need to determine the motivations of your future students, and what outcomes you want to give them. This article will guide you through that process.

## Don't teach for "everyone"

Courses created for a specific audience have a higher enrollment rate and get more positive reviews. You're more likely to have success on Udemy if you have a course with a specific student in mind. It's better to fit one specific target demographic well, than trying to address too broad a category of students.

Here are two examples of how you can define your target students well:

My target students are beginners in music theory who don't have a piano but who can read music.

My target students range from complete beginners interested in digital marketing to intermediate level students, who have worked or are currently working for a business that has difficulty retaining users and bringing users back to its platform.

If you're having trouble defining your audience, try deciding who your course is not for. For example, your course is not for someone who's just interested in your topic, but who wants it at a different level or in a different teaching style.

## Understand what's driving your students

To get clarity about your future students, ask yourself these questions about their motivations and needs:

- What's driving your students to find and take your course?
- What problems are they facing that your course can solve?
- What projects or tasks do your students hope to accomplish after taking your course?

Quite simply, you can ask yourself: from the point-of-view of my students, why should my course exist?

## Define your students' learning objectives

Getting a clear idea of what your students want from your course will help you understand the bigger picture of where your course fits into your target students' life. Maybe your students are trying to get a job, or maybe they are just looking for a better way to get a project done. Maybe they're taking your course to supplement onsite classes that are moving too fast. Being clear about what your students may want to move toward can help you find your niche.

Your course objectives should be realistic and measurable, meaning students should be able to demonstrate their skill at the end of your course. When describing your course objectives, use strong action verbs like *build*, *write*, *create*, *distinguish*, and so on. Follow this formula when writing your course objectives: "At the end of my course, students will be able to..."

Here is an example of a well-written course objective for a photo editing course:

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At the end of my course, students will be able to edit the lighting in their photographs using Photoshop CC 2018 version 19.1.

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