

COURSE CREATORS

Micro-Course Starter Kit



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Micro-Course Starter Kit

Create a tiny micro-course + start selling it on Instagram (even if you're brand new)

By Raquel Wilhoite

Start Here

What you'll finish (in 30–60 minutes)

By the end of this Starter Kit, you will have:

- A micro-course topic people will actually buy
- A clear “promise sentence” (what changes for your buyer)
- A simple 5-lesson micro-course map
- A basic Instagram setup that drives DMs
- Copy/paste DM scripts to start sales conversations
- A 7-day plan to get your first sale

The rule that makes this work

A micro-course is:

One person
One problem
One clear win
One simple path

If you try to teach everything... you'll sell nothing.

Part 1 – Micro-Course Topic Finder (10 minutes)

Step 1: Pick your “one person”

Choose ONE:

- Beginners who want to start a side hustle
- New creators (0–1,000 followers)
- Busy 9–5 workers (limited time)
- Moms with 1–2 hours/day
- Service providers who want to productize
- Other: _____

Step 2: Pick ONE problem they complain about

Write 3 common problems your “one person” has:

Now pick the most painful one:

The one problem: _____

Step 3: Pick ONE fast win result

Finish this sentence:

After my micro-course, they will be able to:

Make it tighter by adding a time or “without”:

- in _____ minutes / _____ days
- without _____ (overwhelm / fancy tools / a big audience / tech stress)

Tighter version: _____

Step 4: Your promise sentence (copy/paste)

I help [WHO] get [RESULT] without [PAIN].

I help _____ get _____ without _____.

Step 5: Name your micro-course (simple + clear)

Pick one template and fill it in:

- “How to _____ in 7 Days”
- “The Beginner’s Guide to _____”
- “The _____ Blueprint”
- “The _____ Shortcut”

My micro-course title: _____

Part 2 — Topic Menu (if you’re stuck)

Instagram micro-course ideas (clear wins)

Pick ONE:

- “Fix your Instagram bio to get more DMs (15 minutes)”
- “Story selling: a 5-frame script that sells daily”
- “Write 30 Reel hooks for your niche (in 30 minutes)”
- “DM script to sell your first offer (without being salesy)”
- “Set up your 3 pinned posts to turn followers into buyers”

Canva micro-course ideas (clear wins)

Pick ONE:

- “Create 10 carousel templates in Canva (fast)”
- “Build a beginner brand kit in Canva (30 minutes)”
- “Create a lead magnet in Canva (20 minutes)”
- “Design a 5-page workbook in Canva (today)”
- “Make Reel covers + highlight covers that look pro (quick)”

The default example (use this if you can't decide)

Canva Carousel Crash Course (for Instagram)

Promise: Create 10 scroll-stopping carousels in Canva that grow your account and drive DMs.

Part 3 – The 5-Lesson Micro-Course Map (fill in)

Keep it simple: 5 lessons max

Lesson 1 – The Quick Win

Goal: Give them a fast win in under 15 minutes.

Quick win: _____

Lesson 2 – The Simple Method

Goal: Teach a tiny framework they can repeat.

My 3-step method is:

Lesson 3 – Do It With Me

Goal: Walk them through a real example.

Example I'll show: _____

Lesson 4 – Fix the Mistakes

Goal: Help them avoid the common mess-ups.

Top 3 mistakes:

Lesson 5 – The 7-Day Action Plan

Goal: Tell them exactly what to do next.

Their next 7 days:

- Day 1: _____
- Day 2: _____
- Day 3: _____
- Day 4: _____
- Day 5: _____
- Day 6: _____
- Day 7: _____

Part 4 – Example Course Map (Instagram + Canva)

Example: Canva Carousel Crash Course (for Instagram)

Use this as a plug-and-play example:

- Lesson 1: Build your first carousel using my 5-slide layout
- Lesson 2: The carousel formula (Hook → Problem → Steps → Proof → CTA)
- Lesson 3: Build 3 templates in Canva (do it with me)
- Lesson 4: Fix the mistakes (spacing, fonts, clutter, weak hooks, no CTA)
- Lesson 5: 7-day posting plan (post 3 carousels + daily Stories + DM CTA)

Part 5 – Instagram Setup Checklist (Bio + Pinned Posts)

Your bio (copy/paste)

Line 1: I help [WHO] [RESULT]

Line 2: DM **MICRO** for the free Starter Kit ↓

Example:

I help beginners create & sell their first micro-course on Instagram (even with 0 followers).

DM **MICRO** for the free Starter Kit ↓

Your pinned posts (3)

Pinned #1: Start Here

- Who you help
- What result you help them get
- CTA: DM **MICRO**

Pinned #2: Your method

- 3–5 simple steps
- “If you can follow steps, you can do this.”
- CTA: DM **MICRO**

Pinned #3: Your offer (later)

- “I have a \$27 7-day Kickstart”
- What they get
- CTA: DM KICKSTART / link in bio

Highlights (optional)

- Start Here
- Proof
- Micro
- Free Kit

Part 6 – Canva Asset Checklist (minimal + fast)

Only build what you need to sell

Use Canva to create:

- A 3–5 page workbook (simple fill-in pages)
- A 1-page lead magnet PDF
- 1 “Start Here” carousel template
- 1 “Offer” carousel template
- 1 Story selling template (5 frames)

That's it. Ship fast.

Part 7 – DM Scripts (copy/paste)

Script A: Deliver the freebie

Them: “MICRO”

You: “You got it Quick question so I send the right thing: what do you want your micro-course to help someone do?”

(They answer)

You: “Perfect. Here’s the Starter Kit. Want me to walk you through building + selling it step-by-step in 7 days for \$27?”

Script B: Qualify (2 questions)

1. “Who is this for?”
2. “What’s stopping you right now: picking a topic, building it, or selling it?”

Script C: Close (simple)

“I can help you build + start selling this in 7 days using Reels + Stories + DMs. Want the \$27 link?”

Script D: Follow-up (the one most people forget)

“Quick check-in – do you want help building your micro-course this week, or are you parking it for later?”

Objection replies

“I don’t have followers.”

No problem. Reels = reach. Stories = trust. DMs = sales.

“I don’t know what to teach.”

Perfect. We turn what you already know into one clear win.

“I need to think.”

Totally. What part feels unsure: topic, time, or selling?

Part 8 – 7-Day First Sale Plan (simple)

Daily goal

- 1 post/day
- Stories every day
- DMs every day

Day 1

Post: Micro-courses are the easiest first online business

CTA: DM MICRO

Day 2

Post: 3 micro-course topic ideas you can steal

CTA: DM MICRO

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Day 3

Post: Stop trying to build a big course first

CTA: DM MICRO

Day 4

Post: Build your 5-lesson map on camera

CTA: DM MICRO

Day 5

Post: What to charge for your first micro-course

CTA: DM MICRO

Day 6

Post: My DM script that turns viewers into buyers

CTA: DM MICRO

Day 7

Post: Want help building yours in 7 days?

CTA: DM KICKSTART

End



Micro-Course Starter Kit (Instagram +...)

Unlock your potential with the Micro-Course Starter Kit (Instagram + Canva Edition) by Raquel Wilhoite, a step-by-step guide designed for beginners eager to launch their first micro-course. In just 30–60 minutes, you'll identify a profitable topic, map out a 5-lesson course, and set up your Instagram to drive sales. With ready-to-use scripts and a 7-day action plan, you'll transform your knowledge into income with ease.