

WyzCore Academy

Free | Clarity Gate | WyzCore Academy

The 20-Point Course Design Checklist

An editable self-audit for Filipino course creators.

A course that actually sells and actually gets finished, hindi lang basta na-upload.

Name mo / Course title:

wyzcore.com

Para kanino ba ito?

For anyone with real expertise who has not shipped a paid course yet. Coach, creator, freelancer, teacher, business owner, trainer, or OFW.

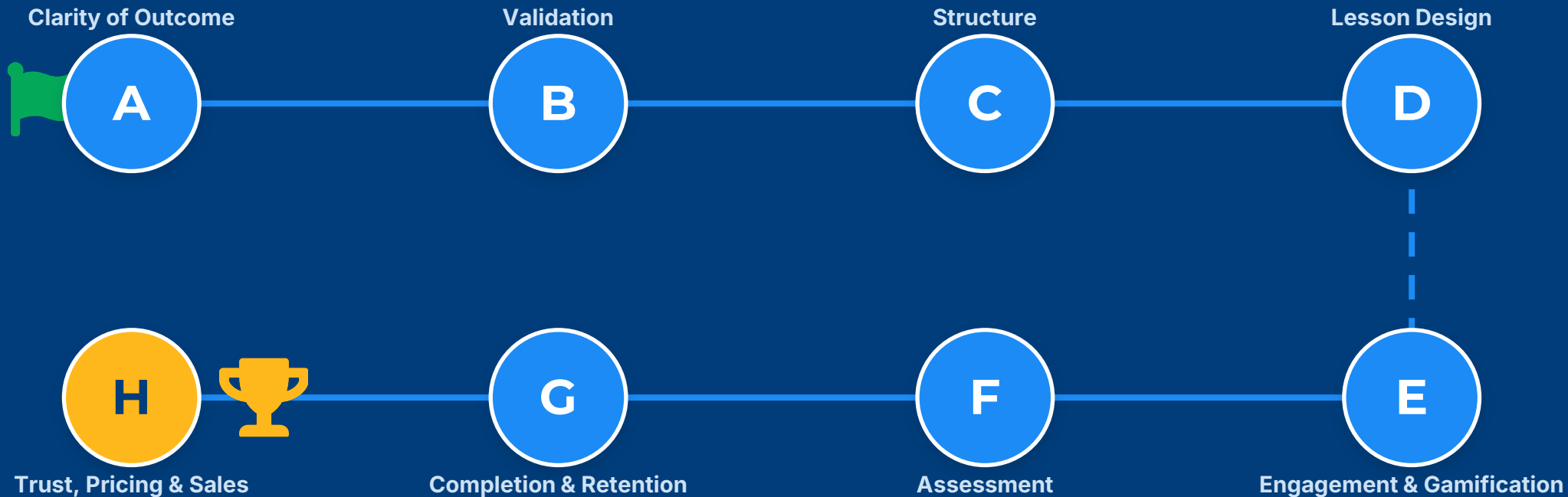
Iisa ang takot natin: baka hindi ito sapat. This checklist answers that.

☐  Coach	☐  Creator	☐  Freelancer	☐  Teacher
☐  Business owner	☐  Trainer	☐  OFW	☐  Iba pa

Alin ka? Tick the box that fits, o isulat sa Iba pa.

Eto ang mapa mo: the 8 checkpoint zones

Bago tayo magsimula, eto ang buong laro. 20 checkpoints, 8 zones. By the end, alam mo na kung handa ka nang mag-launch.



Tick each box as you go. Bilangin mo sa dulo.

Paano gamitin ito

1

Sagutin honestly, hindi aspirational.

Answer for the course you have now, not the dream version.

2

Tick every box you can truly say yes to.

Each checkbox is editable. Be honest with yourself.

3

Sa dulo, bilangin mo.

Count your ticks out of 20 on the scorecard slide.

4

Ayusin ang mga gaps.

Pick your weakest checkpoints and fix those first.



Use AI to help

"Act as my course Clarity Coach. Ask me five questions, one at a time, to define who my course is for and the single result it delivers. Then write my answer as one clear sentence."

Paste this into any AI you already use, or the free WyzAI Assistant. Find it at wyzcore.com.

Need mo ng tulong para malinawan? Gamitin ang prompt sa taas.



ZONE A

Zone A. Clarity of Outcome

The why-buy. Buyers do not pay for topics, they pay for a change. (Points 1 to 3)

Clarity of Outcome



☐ **1 One clear transformation**

Why: Buyers pay for change, not topics.

Good looks like: One sentence a stranger gets in one read.

☐ **2 Before-to-after, not a topic list**

Why: A syllabus is not an offer.

Good looks like: A concrete before and after in your learner's words.

☐ **3 Defined target learner**

Why: A course for everyone sells to no one.

Good looks like: A one-line ideal learner profile, level and pain named.

By the end of my course, my learner will be able to: _____

Need mo ng tulong para malinawan? Gamitin ang prompt sa taas.

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B

ZONE B

Zone B. Validation Before Building

Para hindi ka mag-launch to crickets. Prove people want it before you build it. (Points 4 to 5)

Validation Before Building



4

Demand checked or pre-sold

Why: The cure for launching to silence.

Good looks like: Real yeses, a waitlist, or pre-orders, not just likes.



5

Researched the gap

Why: Your edge is the unmet need.

Good looks like: Three specific complaints your course answers.

3 complaints about existing options na sasagutin ng course ko:

Hindi mo kailangan maging pinaka-magaling. Kailangan mo lang maging malinaw.



Use AI to help

"Act as my market researcher. Ask me three questions about my topic, then list five complaints real learners have about existing courses so I can build to fill that gap."

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ZONE C

Zone C. Structure and Architecture

The path, logical and not overwhelming. (Points 6 to 8)

Structure and Architecture



6

3 to 7 modules, not 20

Why: Overwhelm kills completion.

Good looks like: A count you can hold in your head.



7

Logical build order

Why: Skip a rung and the learner falls off.

Good looks like: You can explain why module 2 follows module 1.



8

Maps to one sub-outcome

Why: Small wins compound.

Good looks like: Each title could end with so now you can ____.

My module skeleton (Module 1 / 2 / 3, add up to 7):

Magulo pa ang structure? Gamitin ang prompt sa taas para ayusin ang spine.



Use AI to help

"Act as my course architect. I will describe my course outcome. Ask me clarifying questions, then propose 3 to 7 modules in a logical build order, each with one sub-outcome."

Paste this into any AI you already use, or the free WyzAI Assistant. Find it at wyzcore.com.



ZONE D

Zone D. Lesson Design

Lessons that teach, hindi info dump. (Points 9 to 11)

Lesson Design



9

Short lessons, 5 to 10 minutes

Why: Short lifts completion.

Good looks like: One idea per lesson, mostly 5 to 10 minutes.



10

Frameworks and practice

Why: People finish what changes what they can do.

Good looks like: A now you try moment in every lesson.



11

Consistent template

Why: Familiar feels easy, easy feels bingeable.

Good looks like: The same lesson shape every time, clear titles.

Average lesson length ko (under 10 min / 10 to 20 min / mas mahaba, ayusin):

Mahaba pa ang lessons mo? Gamitin ang prompt para paikliin.



Use AI to help

"Act as my instructional designer. Take one lesson topic I give you and reshape it into a 5 to 10 minute lesson with one idea, a short teach, and a now you try task."

Paste this into any AI you already use, or the free WyzAI Assistant. Find it at wyzcore.com.



ZONE E

Zone E. Engagement and Gamification

Learners who act, not just watch. This is a WyzCore edge. (Points 12 to 14)

Engagement and Gamification



12

An active task per module

Why: Doing beats absorbing.

Good looks like: A concrete deliverable per module.



13

A gamification layer

Why: Almost no other checklist has this.

Good looks like: One visible mechanic: XP, badges, levels, streaks.



14

A community touchpoint

Why: The strongest lever on completion.

Good looks like: A group, cohort thread, or live moment.

Game layer ko (XP / Badges / Levels / Streaks / Quests and gates):

Gusto mong gawing addicting ang course mo? Gamitin ang prompt sa taas.



Use AI to help

"Act as my gamification coach. Based on my course outcome, suggest one simple game layer (XP, badges, levels, streaks, or quests) and one active task per module that I can actually run."

Paste this into any AI you already use, or the free WyzAI Assistant. Find it at wyzcore.com.



ZONE F

Zone F. Assessment and Feedback

Learners who know they got it. (Points 15 to 16)

Assessment and Feedback



15

Knowledge check or project per outcome

Why: Proof of progress keeps learners going.

Good looks like: Every major outcome has a test or applied task.



16

Clear success criteria

Why: Ambiguity breeds drop-off.

Good looks like: A simple you nailed it when ___ per task.

Para sa main outcome ko, alam ng learner na tama na siya kapag:

Hindi sigurado kung natuto ang learner? Gamitin ang prompt sa taas.



Use AI to help

"Act as my assessment designer. For the outcome I give you, write one knowledge check or mini project plus a clear you nailed it when statement learners can self-check against."

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ZONE G

Zone G. Completion and Retention

The part that gets your course finished. (Points 17 to 19)

Completion and Retention



17 Welcome that sets expectations

Why: The first five minutes decide if they stay.

Good looks like: A short welcome with the win and the first step.



18 Paced release plus progress tracking

Why: Visible progress is completion engineering.

Good looks like: A progress bar plus a celebrated milestone.



19 Instructor check-in cadence

Why: Light, regular presence lifts completion.

Good looks like: A set rhythm: weekly prompt, Q&A, or office hour.

Check-in cadence ko (Weekly / Every 2 weeks / Wala pa, ayusin):

Ayaw mong ma-abandon ang course mo? Gamitin ang prompt sa taas.



Use AI to help

"Act as my retention coach. Draft a short welcome message that sets expectations, then suggest two milestone wins and a realistic instructor check-in cadence for my course."

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ZONE H

Zone H. Trust, Pricing, and Sales

Sulit, honest, at handang tumanggap ng bayad. No budol. (Point 20, the big one)

Checkpoint 20. Trust, Pricing, and Sales



20a

Sulit, confident pricing

Why: Answers the very Filipino okay, pero magkano ba.

Good: A price you can defend.



20b

Honest proof, no budol

Why: This separates you from the guru crowd.

Good: Real proof shown plainly, zero guaranteed results.



20c

Outline reused as sales copy

Why: A clear outline sells itself.

Good: A buyer could read your outline as a sales page.



20d

Local checkout enabled

Why: Removes the last friction before payment.

Good: Stripe, Xendit (card, bank, e-wallets like GCash and Maya, QR PH), PayPal, and Coins.

Sulit price ko: PHP _____. Bakit sulit:



Use AI to help

"Act as my pricing and trust coach. Ask me about my offer and proof, then help me write a sulit price I can defend plus one honest proof line, no budol, no guaranteed results."

Paste this into any AI you already use, or the free WyzAI Assistant.
Find it at wyzcore.com.

Ano ang score mo?

Bilangin mo lahat ng na-tick mo, out of 20. This is not a grade. It is a map ng susunod mong gagawin.

MY SCORE

____ / 20

16 to 20 Handa ka nang mag-launch.

11 to 15 Malapit na, ayusin ang gaps.

6 to 10 Solid na simula, may build pa.

0 to 5 Clarity muna. Iyan ang unang unlock.

Top 3 gaps ko na aayusin: 1. _____ 2. _____ 3. _____

Walang shaming sa mababang score. Map lang ito ng susunod mong hakbang.

Nakita mo na ang gaps mo.

Ito ang susunod na hakbang.

Clarity is the first unlock on the WyzCore adventure. Ngayong alam mo na kung saan ang mga gaps, the guided next step is the free Clarity path: the Course Clarity Framework (free version). For walkthroughs and live examples, subscribe to get updates once the Course Clarity Framework is ready para mabilis mong maayos ang clarity ng course mo.

Go to wyzcore.com

See what is live and the current price at wyzcore.com.

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Hindi mo kailangan maging pinaka-magaling.

Kailangan mo lang maging malinaw.

WyzCore Academy. We build alongside you, not above you.

wyzcore.com

