

<b>MISSION</b> The course's purpose and reason for being	<b>VISION</b> The courses's long term business goals	
<b>BRAND</b>  A promise the course makes to its learners  What you believe What you say What you do How you appear What you make   What components of your course make it unique and different?  What are your beliefs, values and culture?  How do you want the outside world to perceive you?	<b>TARGET AUDIENCE</b>  The learners that the course serves  Market Size Demographics General Mindset Category specific mindset Replacement courses   Which people need convincing to purchase your course?  Where does your product fit into their lives?  Which needs and emotions does it satisfy?	<b>MARKET NICHE</b>  The course's position in the market relative to competition  2x2 Matrix Venn Diagram Mind Map Wheel + Spoke Model   Which white space have you identified in the market?  How does your course stand out from the competitors?  Is your course material truly novel? If not, is it 10X better than replacement courses
<b>KEY MESSAGE</b> The one idea the course conveys to its audience  <p style="text-align: center;">           What's the one thing you would tell people about your course?            What would convince people to change their existing behavior?         </p>		

\*Course Fundamentals Canvas is an adaptation of Ash Maurya's Lean Canvas