# Answers that guide instructional design decisions

Get clear about these issues and your instructional design decisions will be based on satisfying your client’s needs (that leads to engagement, delight, change, and loyalty). Think useful rather than knowledgeable. I don’t use this table myself. I’m a picture person. Non-linear. You can adapt it into a mind map or structure that works for you. I suggest you’re going to need a LOT more room than this table provides. Get writing ☺. Remember, this may lead to identifying a whole product funnel. One product rarely covers all of your gifts. Happy days.

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| Who is your ideal client | Need/problem/desire | Future state  (a master ……)  More of… less of.. | Barriers/blocks/misunderstandings/  key learning points | Solutions/actions/activities |
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