How To Create a Certificate Program

Boost Your Course Value by Officially Recognizing Your Student's Achievements

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Student Course Book

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Introduction

Providing a certificate for successful completion of a training program both motivates students and gives them a sense of accomplishment. That proof of achievement can also help them compete more effectively in the job market. That's why your potential students will often look for courses and programs that provide a certificate at the end.

Offering a certificate program also makes sense for your business, since it can increase your enrollment numbers and sales. It sets you apart from other courses offering similar content with no certificate, giving you an edge in your market. Furthermore, you can charge a higher price for a certificate program which, as a result, will boost your revenue.
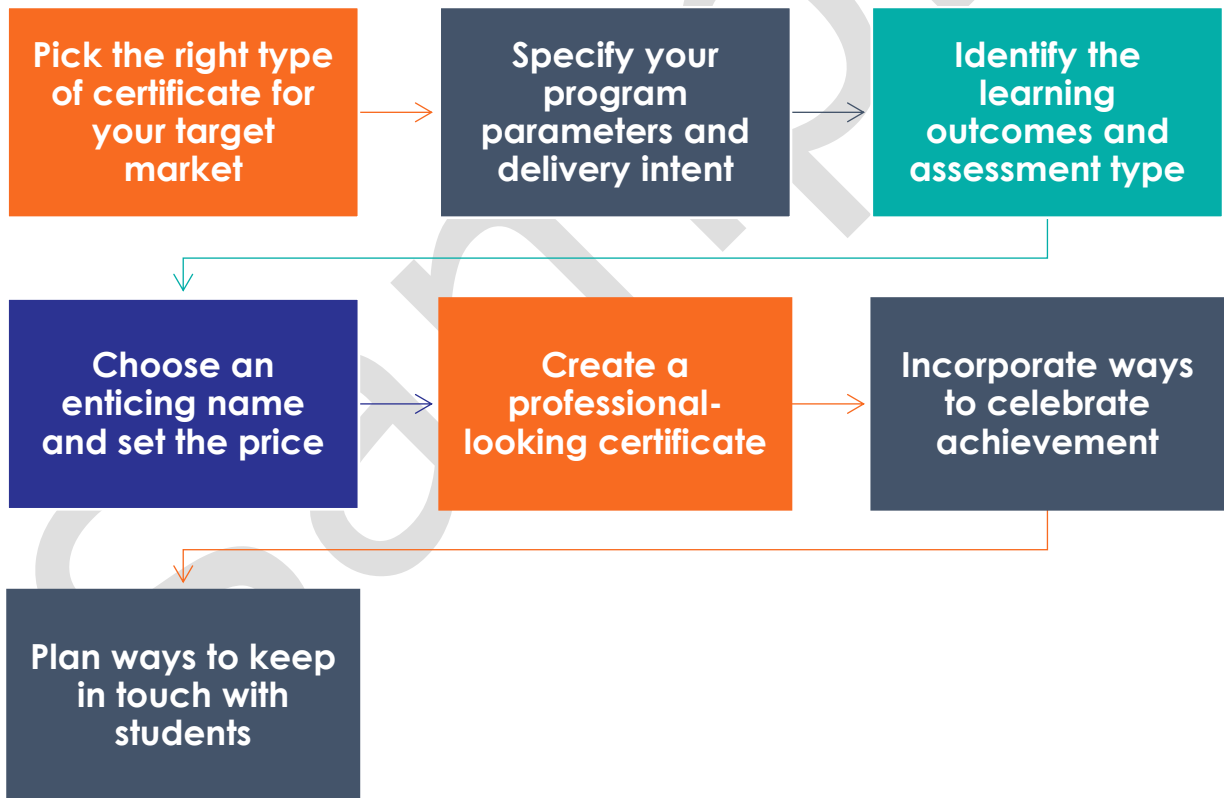
So, how can you get started creating a certificate program? Don't assume it's as simple as providing a Certificate of Completion at the end of your online courses or workshops. This is not a measure of performance.

Reliable, trustworthy brands don't just provide a piece of paper and say, "You're certified." They go further to provide meaningful value for students by linking the certificate to a level of attainment. Your students can show they've reached a certain standard before being awarded the Certificate of Achievement. They will have completed quizzes and other assessment methods as proof. This boosts your credibility as a brand and your expert status in the marketplace. It makes the certificate truly meaningful.

In this course, you'll often see 'certificate program' and 'certification program' used interchangeably. For the purposes of this course, both terms refer to a program in which YOU are the one setting the standards for successful completion of the course. There is no third-party organization involved. Getting approval from a third party is a different and much more complicated process that we will refer to as an 'accreditation'.

Instead, you'll be following a step-by-step method to turn an existing course into one that promises a wide range of benefits to students through a meaningful certificate they receive at the end. You'll learn how to add assessment methods to your topic to increase the value both to your students and to you. By the end of the course, you'll have everything in place to launch your first certificate program and start bringing in more revenue.

Here is your roadmap through the course:

Pick the right type of certificate for your target market	**Specify your program parameters and delivery intent**	**Identify the learning outcomes and assessment type**
Choose an enticing name and set the price	**Create a professional-looking certificate**	**Incorporate ways to celebrate achievement**
Plan ways to keep in touch with students		

Learning Objectives:

By the time you complete this course, you'll be able to:

➢ Evaluate the advantages of creating a certificate program that ensures a return on investment both for you and your students

➢ Pick the type of certificate appropriate to your target market so that you can offer the program your students are looking for

➢ Specify your program parameters and delivery intent so that students follow a logical, coherent curriculum that will help them reach their objectives

➢ Identify the learning outcomes students need to attain and how they'll be assessed so that the certificate is valuable and reflects a high standard of achievement

➢ Choose an enticing name and set the price for your chosen program so that you're ready to start marketing

➢ Create a professional-looking certificate that can be personalized so that you're ready to award certificates to your first successful students

➢ Incorporate ways to celebrate achievement into your program so that graduates can fully appreciate and share what they've accomplished

➢ Plan practical ways to keep in touch with students so that you can deepen your customer relationship with them, gain feedback and make more sales

➢ Consolidate and implement your learning and plan future action steps so you can achieve the goals you set for this course.

This course is broken down into three major modules and individual lessons to take you step-by-step through the process of creating a certificate program that meets the needs of your target audience.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Action Steps:

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

Module 1 – Advantages of Certificate Programs

Learning Objective:

Evaluate the advantages of adding a certificate program to your business that ensures a return on investment both for you and your students

Certificate programs are a win-win for you and your students. Among other benefits, they give your students a way to showcase their success and skills, and they provide your business with more revenue.

In this first module, you'll look at the benefits of certification programs to both your students and your own business, so you can ensure successful outcomes for all.

Certificate Benefits for Students/Customers

When students complete a program, they have a sense of accomplishment which can be personally important, especially for those who have few or no formal qualifications.

Some students need the certificate. It isn't just that having a certificate helps raise a student's self-esteem. There could be practical reasons why gaining a certificate is helpful to them, such as:

ATTENTION:

This is only an excerpt from our full course **How To Create a Certificate Program.** The full, customizable course contains 3 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.