

Anytime, Anywhere Courses

Create Micro-Learning That Works for Busy People,
Keeps Them Coming Back, and Helps Learning Stick



Student Course Book

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Introduction

Your audience is hungry for results, but they don't have hours to sit through long lessons. They're busy, constantly on the move, and desperately trying to squeeze learning into the tiny gaps during their day. Traditional course formats often feel too heavy, too long, or too overwhelming for them to finish. And if you've ever created a brilliant course that learners started but didn't complete, you're not alone.

As a course creator, you're under pressure to deliver high value, but that doesn't have to mean piling on more content. What your learners really need are **small, specific wins** they can put into practice right away. And that's where **micro-learning** comes in.

Micro-learning breaks your knowledge into short, bite-sized lessons that people can complete in short amounts of time. And when those lessons are also mobile-friendly, your course becomes easy to access anytime, anywhere – whether that's on a phone, while commuting, or during a coffee break.

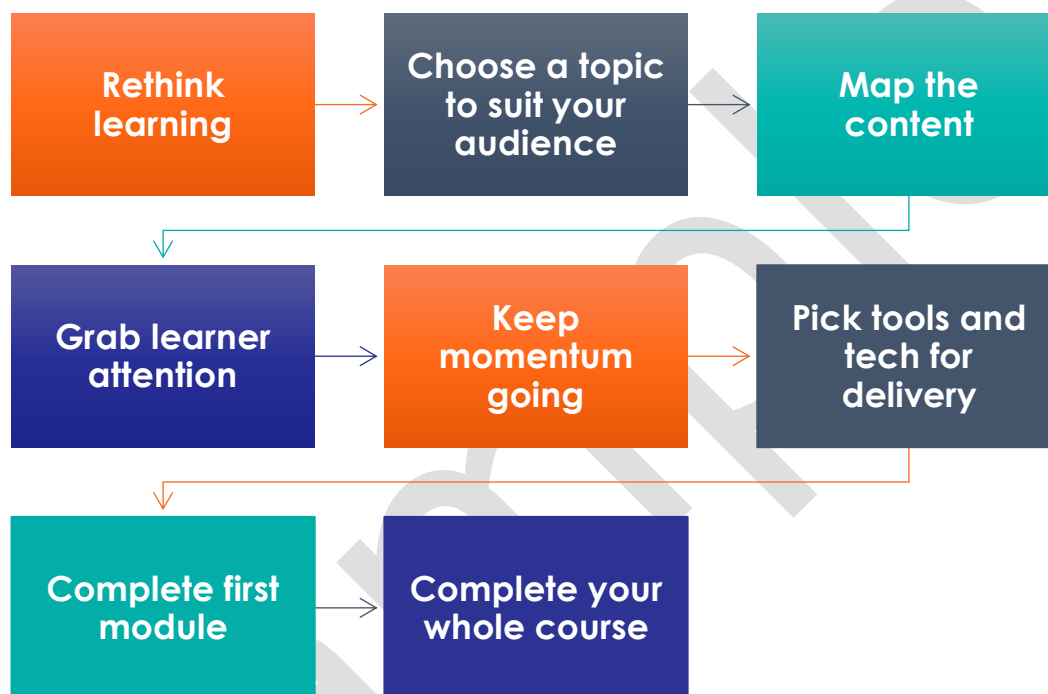
When you design with this approach, you'll:

- Make it easier for students to finish your course
- Help them remember and apply what they've learned
- Reach more people by fitting into their daily lives
- Save yourself time creating shorter, laser-focused lessons that deliver results

This course gives you a practical framework to design and deliver your own micro-learning course - or redesign an existing one - step by step. You'll learn how to choose the right topic, map out focused lessons, keep learners motivated, and use the right tools to deliver your content on the go.

By the end, you'll have a fully designed micro-course ready to launch, plus a repeatable system you can use again and again.

Here is your roadmap through the course:



- Rethink learning
- Choose a topic to suit your audience
- Map the content
- Grab learner attention
- Keep momentum going
- Pick tools and tech for delivery

- Complete first module
- Complete your whole course

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

- Understand how modern learning habits make micro-learning more effective than traditional formats
- Choose a course topic that fits your audience's needs and validate it before you build
- Break down your content into short, outcome-driven lessons that are quick to create and easy to complete
- Design lessons that grab attention fast and keep learners motivated through quick wins and visible progress
- Deliver your course using tools and formats that work smoothly on mobile devices
- Build and launch your first micro-learning module and use feedback to refine it for success.

This course is broken down into five major modules and individual lessons to take you step-by-step through the creation of a bite-sized micro-learning course for your students to complete anytime, anywhere.

Important: This course is designed to help you create your first micro-learning course, but if you already have a course you want to redesign, follow the same steps and principles. However, if you're redesigning an existing course, check that all the elements are suitable for a micro-learning format. If they aren't, you might want to separate those parts to deliver in a more traditional live format or eliminate the sections.

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 - Rethink Learning

In this first module, you'll discover the role micro-learning plays for today's audiences and give your traditional course creation methods a shake-up. You'll set your course objectives to identify the business benefits you aim to achieve from introducing mobile-friendly micro-courses.

Why Micro-Learning Matters Today

People aren't sitting down for long study sessions anymore. They're squeezing learning into pockets of time when waiting in line, taking a walk, or grabbing a coffee. That shift means your course needs to meet them where they are.

Micro-learning stands out because it's built for modern learning habits, such as these:

Quick, helpful information to apply right away

Lessons that feel manageable and rewarding

Available on mobile devices

Engaging visual and auditory stimulation

- Learners expect quick, helpful information they can apply right away.
- They prefer lessons that feel manageable and rewarding, not long lessons to work through later.

- They often rely on mobile devices for their learning rather than desktops or laptops.
- They're engaged by visual and auditory stimulation.

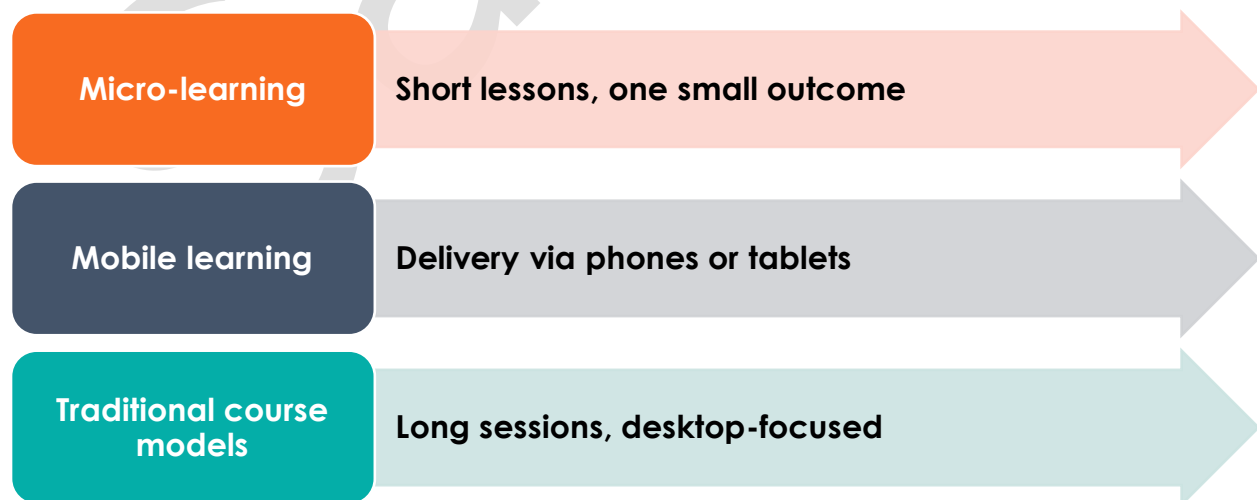
When you address these preferences, you'll be able to reach a far bigger audience than you could before. This means you'll be able to serve more customers who can benefit from your knowledge.

And you'll be able to create more in less time, as micro-learning courses are shorter than the courses you're already used to making.

Micro-Learning vs. Mobile Learning vs. Traditional Course Models

You'll have heard of these three learning formats. These terms are often used together, but they serve different functions.

Understanding how they fit together helps you design content that meets current learning trends.



ATTENTION:

This is only an excerpt from our full course **Anytime, Anywhere Courses**. The full, customizable course contains 7 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.