How to Create an Online Course

Design, develop, and run your own profitable

& engaging online training program

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Course Book

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Introduction: The Benefits of Creating an Online Course

"The global market for e-learning is projected to exceed US$241 billion by 2022, driven by the rapid development of internet infrastructure, increased global connectivity, and technology advances…"

- Global Industry Analysts, Inc. October 2016

The benefits of online courses are extraordinary, both for your business and for your clients. Online courses have revolutionized learning, and with all the amazing and affordable tools and technology available to us today, there's never been an easier and better time to create your own online training program.
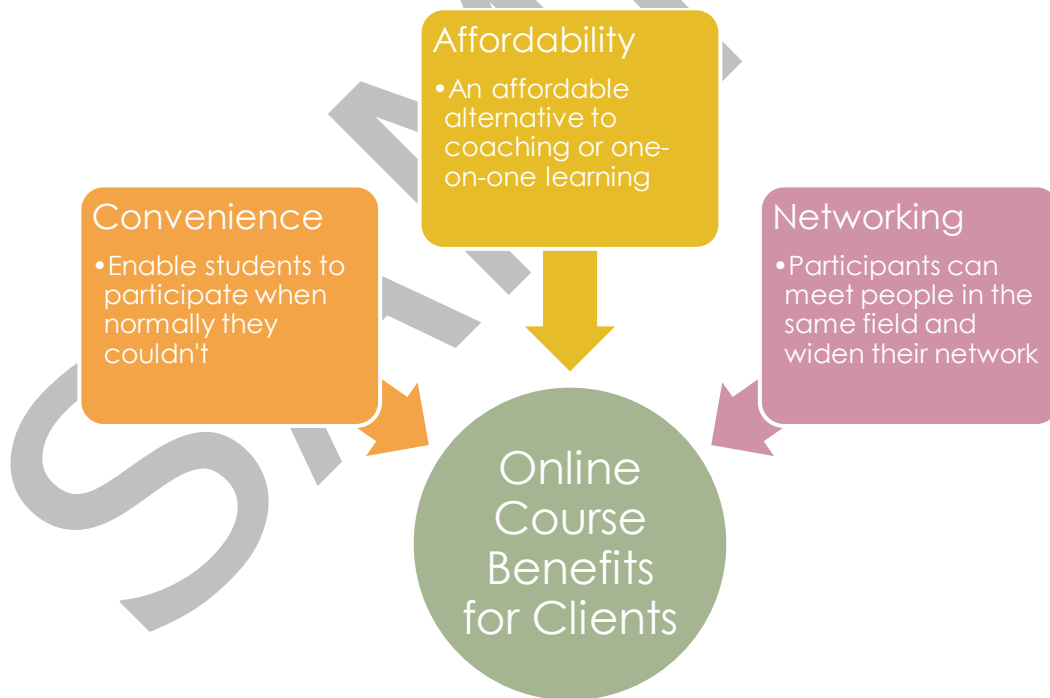
The Benefits of Online Courses for Your Clients

Convenience. Online learning reaches more people and enables them to participate in courses when in normal circumstances they wouldn't be able to. For example, because work or family commitments keep them at home. They can study and learn new skills at their own pace and at convenient times that fit in with busy schedules and lives.

OnHoline course content can be readily accessed, enabling students to repeat material or tests as many times as necessary to fully understand the course lessons.

Affordability. Online courses are an affordable alternative to coaching or one-on-one learning. Students can access the knowledge and experience of experts such as yourself at lower-priced or more affordable options than one-on-one work. And if your schedule prevents you from taking on additional one-on-one clients, your clients can still access you and your knowledge via your online course.

Networking. Course participants can meet people in the same field or circumstances, and widen their network. They can learn from other people's experience or knowledge, even if they never actually meet in person.

Affordability
- An affordable alternative to coaching or one-on-one learning

Convenience
- Enable students to participate when normally they couldn't

Networking
- Participants can meet people in the same field and widen their network

Online Course Benefits for Clients

The Benefits of Online Courses for You

Creating online courses offers you several key benefits:

Reach a Wider Audience. In addition to helping more of your current clients or employees learn new skills, an online course will enable you to reach a far wider audience of potential new customers with your knowledge, experience and teaching content, but without working twice as hard. This is especially important if you have reached a plateau with the number of clients you can reach.

If you're currently teaching a subject face-to-face, you can convert your knowledge and experience to an online course that reaches a potentially global audience. You can also adapt your one-on-one coaching content to an online course format.

Flexibility. Online courses offer great flexibility; your online course can stand alone, or be a valuable complement or supplement to your other teaching or coaching.
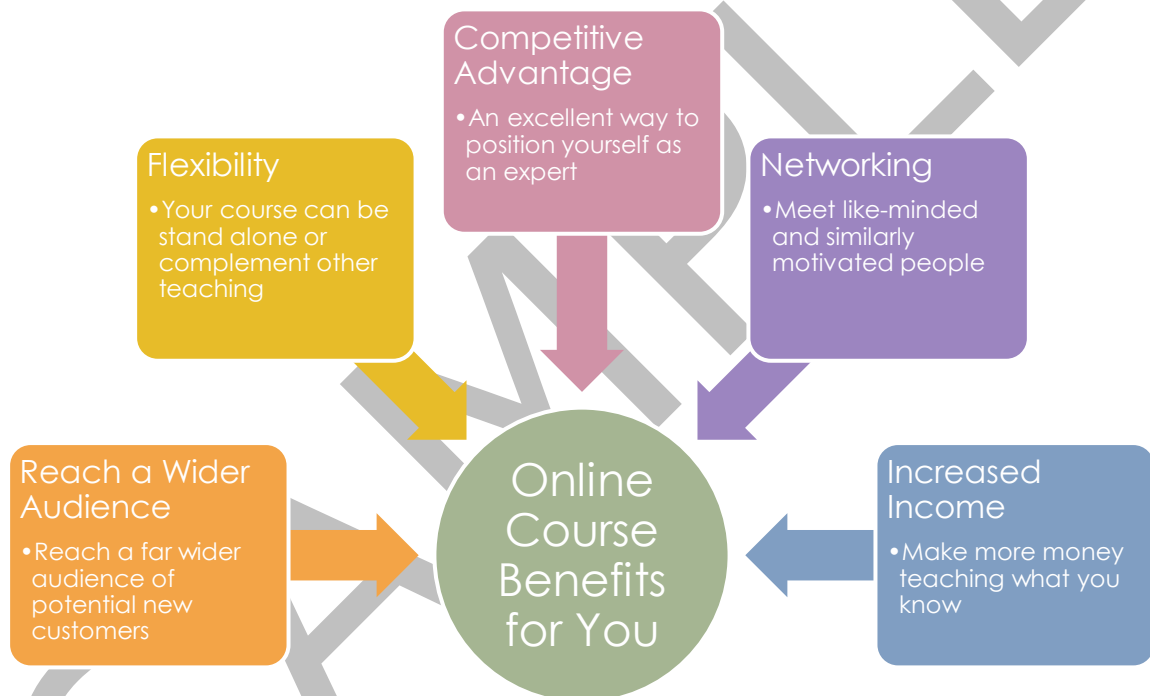
Competitive Advantage. Having your own online courses gives you a competitive advantage. They are an excellent way to position yourself as an expert and help you get well known for your topic

Networking. If you take an active role in the delivery of your course, it can be a good opportunity for networking as you will meet like-minded and similarly motivated people.

Increased Income. Online courses are an excellent way to reach more people and make more money teaching what you know.

They are also a valuable source of semi-passive income: once you've done the work for the topic, you don't have to do a great deal of extra work to make money from it. And, if you currently provide your services on a one-to-one basis, this less time-consuming income can free you up to be more selective about who you work with.

An online course is a terrific upsell opportunity. Through your course, your students will learn about other products and services you offer.

Competitive Advantage
• An excellent way to position yourself as an expert

Flexibility
• Your course can be stand alone or complement other teaching

Networking
• Meet like-minded and similarly motivated people

Online Course Benefits for You

Reach a Wider Audience
• Reach a far wider audience of potential new customers

Increased Income
• Make more money teaching what you know

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

➢ Research your market and identify a need, so you can pick the course topics that your target customers want to learn about most
➢ Create a clear and logical structure for your course with course goals,

high priority modules, key steps, and key content

➢ Write results-focused learning objectives and learning activities that ensure your students will take action and implement what you're teaching

➢ Build engagement, interaction, and accountability into your course

➢ Select the best media formats for your course, so that you can create your content quickly AND give your students the most effective learning experience

➢ Identify and create the distinct types of content and resources you need for your course, including course book, worksheets, media scripts, text, video, and audio

➢ Set an appropriate price for your course and a system for accepting payments

➢ Choose your course delivery platform, and schedule your course for delivery

➢ Run an engaging, results-focused online course that leads to happy, successful students who sing your praises

➢ Measure your results and gather feedback from your students, so that you can continue to develop and improve your course

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Learning Activity

1. Why do you think your clients need you to create an online course?
2. What are the key benefits your course will bring to you and your business?

Choose Your Course Topic

It's very tempting to create a course that teaches what *you* want to teach, and then try and market that course to your audience. You have a topic that you're excited about and you want to tell others all about it.

But the point of your online course is to enroll as many students as possible and make the biggest impact possible: you want to create a course that will sell. To do that you must choose a topic that is primarily focused on solving a very specific problem or need, and which also incorporates the expertise and skills you already have.
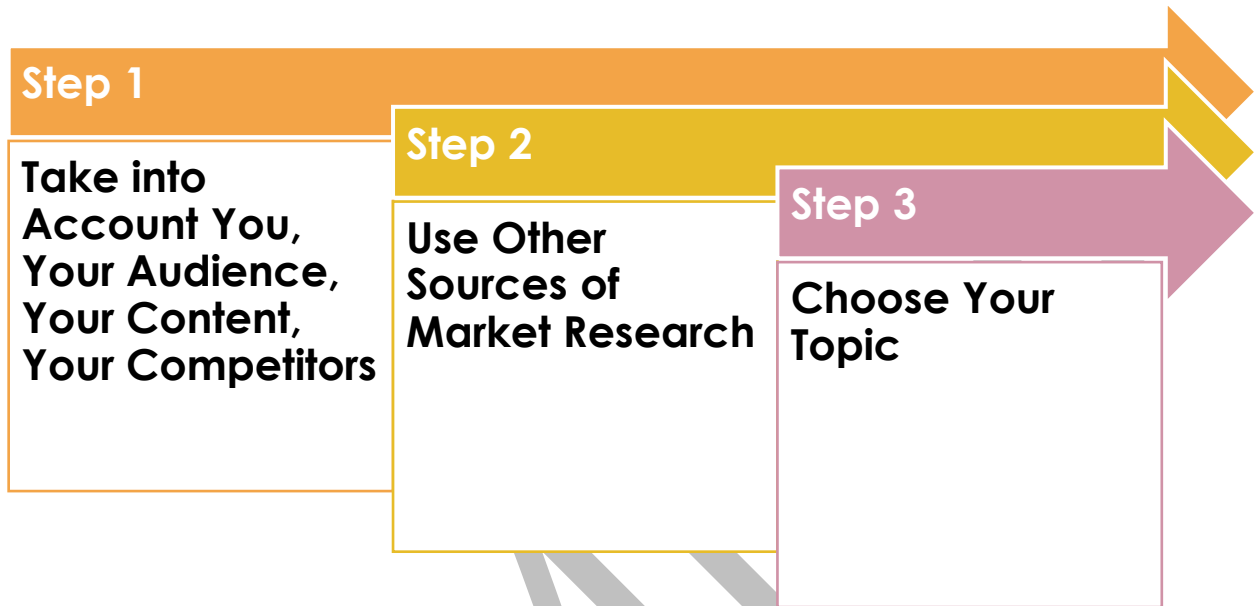
You must research your market and identify your audience's needs and the struggles they're facing first, and *then* take into account how your knowledge and expertise fits in with your findings. Once you have all that information, you can use it to choose the topic of your course.

It's not a quick process and it will involve some work. Nevertheless, don't miss out on this essential task in your process. It's a key step on the road to creating a course that's going to be valuable for your clients, and therefore as profitable as possible for you.

Online courses can be in any field, such as business, personal development, marketing, lifestyle, design, health, and fitness. They can cover almost any topic you can imagine: from pet care to language learning, social media marketing to natural makeup tips, and mindfulness to neuroscience.

But the key to remember is that courses can be on any subject that's *teachable.* In other words, they can be broken down into a step-by-step

process that the client can follow, make progress on, and achieve the results they need.

Step 1

Take into Account You, Your Audience, Your Content, Your Competitors

Step 2

Use Other Sources of Market Research

Step 3

Choose Your Topic

ATTENTION:

This is only an excerpt from our full course, **How to Create an Online Course**

The full, customizable course contains 8 modules including an Introduction and Conclusion with Action Planning.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Workbook, graphics, tweets, and other resources.

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