11 BIG QUESTIONS TO THINK ABOUT BEFORE CREATING YOUR COURSE

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A roadmap to take you through the 11 steps of creating an online course! In each step, I'll pose questions you should answer before you get started.

1

Market research

- Do you know who your ideal course participant is?
- Do you know where they hang out on social media?
- Have you sent out a market research survey on all social media platforms/target places where your target market is?

2

Content

- What pain point are you trying to solve?
- What is the transformation you are promising?

3

Delivery

- How many modules will you deliver?
- Will you time drop your modules and release so many each week or will all the content be available at once?
- Will you deliver recorded or live sessions or a mixture?
  - If live - will you deliver sessions via Zoom / Microsoft Teams / Google Hangouts / Facebook live? Do you need additional training on any of these tools?
  - If recorded - how will you make videos? Zoom/Loom/Camtasia/Vimeo
- Do you know what tools your audience are most comfortable using?

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4

What format will your course take?

- Will your course be self-guided or guided? Will you have both options?
  - if self-guided - can participants purchase and start at any time?
  - if guided will you have a different price point?
  - if guided - will you have set start dates throughout the year and set min./max. number of participants?
- Will you create a community for guided group where they can interact with each other? For example, Slack channel / Twist Channel / WhatsApp group / Facebook group / Mighty Networks circle?
- Should this group be temporary or permanent or have you thought about data privacy? Will everyone in the course be happy to let future/past members see their messages and contributions?

5

Communication during the course delivery

- Will you send participants information via email or through a communication channel like Slack / Twist / WhatsApp / share a Dropbox link?

6

Recording your material

- Do you need someone to professionally record videos for you (i.e. if you are demonstrating something like cooking/beekeeping/dressmaking) or can you make your own?
- If doing video type tutorials-are you happy recording on a tool such as Loom/Vimeo?

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7

Hosting your material

- Do you want a permanent platform where course subscribers can access material? For example, on MemberVault / Thinkific / Teachable / on your own website?

8

Marketing strategy

- Have you planned a marketing strategy and have your left yourself enough time to market your course? Need at least 6 weeks normally to market to a wide audience.

- Check out my blog —> 11 Ways to Promote Your Course for Free

- Have you factored in a budget for Facebook / Google / Instagram / YouTube ads?

- Have you already built up a community you can market your course to? Facebook Group for example.

9

Communication after the course

- Have you a way to capture text/ video testimonials from course subscribers afterwards?

- Have you a way to add them to your regular mailing list so you can market future courses and upsell other offers to them?

- Do you want to funnel them into some sort of group (Facebook group / membership portal / community circle) where they can mix with future and past course participants?

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10

Visibility

- Do you have one clear landing page you can direct potential course attendees to? For example, dedicated page on your existing website / separate website page / landing page connected to your email provider / click funnel page /?etc.

11

Payments

- How much is it costing you to create your course?
- What is the transformation worth to those who sign up?
- Will you offer different payment options i.e. 1 payment or 2 payments of xx?

- Can you take payments on your landing page/website page/course platform and is it directly linked to your accountancy package?

Want some help with your next online course or event? It's my speciality!

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