



THE BIG BOOK OF IDEAS

for

**COURSE
CREATION**

*101 Tips, Insights, Ideas, Suggestions, Methods,
Hacks, Templates, Shortcuts, Resources and Lists*



You MAY Give Away This Document To Other People As Long As You Do Not Alter Or Misrepresent It.

© 2021 Copyright Benchmark Publishing, LLC

ALL RIGHTS RESERVED. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage or retrieval system, without permission in writing from the publisher.

DISCLAIMER AND/OR LEGAL NOTICES: This publication is designed to provide accurate and authoritative information in regard to the subject matter covered. It is sold with the understanding that the publisher is not engaged in rendering legal, accounting or other professional services. If legal advice or other professional assistance is required, the services of a competent professional person should be sought. - From a Declaration of Principles jointly adopted by a Committee of the American Bar Association and a Committee of Publishers and Associations. No responsibility or liability is assumed by the Publisher for any injury, damage or financial loss sustained to persons or property from the use of this information, personal or otherwise, either directly or indirectly. While every effort has been made to ensure reliability and accuracy of the information within, all liability, negligence or otherwise, from any use, misuse or abuse of the operation of any methods, strategies, instructions or ideas contained in the material herein, is the sole responsibility of the reader. Any copyrights not held by publisher are owned by their respective authors. All information is generalized, presented for informational purposes only and presented "as is" without warranty or guarantee of any kind. All trademarks and brands referred to in this book are for illustrative purposes only, are the property of their respective owners and not affiliated with this publication in any way. Any trademarks are being used without permission, and the publication of the trademark is not authorized by, associated with or sponsored by the trademark owner.

Introduction

Your Go-To Guidebook for Creating Digital Courses to Sell Online

Do you sell online courses... or would you like to? Then you're in for a treat.

And that's because you're about to discover 101 tips, insights, ideas, suggestions, methods, hacks, templates, shortcuts, resources and lists that will help you create amazing courses that your audience will love.

Why will they love your courses?

*Because you're going to learn the best practices for creating courses that **truly help your audience**.*

You'll learn these tips across the three stages of creating a course:

- Stage 1: Decisions. Here you'll get key insights for planning out your course so it sells.
- Stage 2: Developments. Here you'll get key insights for preparing your course so it satisfies.
- Stage 3: Details. Here you'll get key insights for polishing your course so it shines.

So without further ado, let's jump in...

**In This Free Excerpt
The First 20 Tips Are Included**

Stage One

Decisions: Key Insights For Planning Out Your Course So It Sells.

One of the keys to creating a great course is to spend ample time planning it. Below you'll find some of the key decisions you need to make along with tips for navigating the planning stage successfully...

1. Determine Who You're Targeting

Have you selected a niche market (aka "target audience") yet? If not, then you need to look for a market with these characteristics:

- Profitable. Not only should your market be big enough to be profitable for you, but it also needs to be a market that is willing, able and eager to spend money to get the results they want.
- Evergreen. Don't jump on fad markets. Stick to markets that will be around for the long term. You want to build a business that has both a steady supply of new customers as well as returning ones.
- Easily reachable. In other words, you should be able to reach the market online using both free and paid advertising.

How do you determine if a market is profitable? Run a search for your niche keywords (such as "dog training") both in Google and marketplaces such as Amazon.com, and look for plenty of products being sold and plenty of marketers (competition) doing the selling.

Next...

2. Find Out What People Want

Once you have a niche, then you need to pick a topic for your course. Here again you'll do market research in order to determine what people in your niche want. Here are two ways to figure this out:

1. Survey your audience. Don't use this method in isolation, as what people SAY they want can be different than their behavior (i.e., what they actually buy).
2. Find out what people are already buying in your market. Then seek to create something that's better than the current offerings.

Which brings us to the next tip...

3. Four Ways to Find Out What Your Market is Buying

A good way to find out what people want is to determine what they're already buying. Here's how:

- Search marketplaces. This includes Amazon.com, ClickBank.com, and JVZoo.com. Look at the bestselling courses and other info-products in your niche.
- Search Google for your keywords. You can also search for the word "course" alongside your keywords (e.g., dog training course). See what your top competitors are selling.
- Browse the Google sponsored listings when you do the above search. If a marketer invests money to advertise a course (or other information product), that's a sign the course is selling.
- Check Udemy for your keywords. This site only sells courses, so it will give you a good feel for your market.

In all cases, check out bestselling courses as well as those with a lot of competition (e.g., several courses on the same topic). These both indicate a profitable market.

4. Profiling Your Target Market

In order to create a great course for your market, you need to understand who you're selling to. That's why you'll want to learn as much as you can about this market. Check out these tips:

- Listen to them online. Read the forum, group and blog discussions in this niche. Be sure to read product reviews too on Amazon.com and elsewhere to get a feel for the market.
- Join the market. Do what they do. For example, if you're selling to bodybuilders, then go to a bodybuilding gym three times per week.
- Survey them. Learn about their demographic information (age, gender, location, etc.) as well as what they want, their challenges in the market, and what they'd like to see in a course.
- Research them. Search Google for your niche market alongside the word "demographics" (e.g., dog owner demographics). Be sure to do this research using reputable sources, such as Pew research or research conducted through accredited universities.

Next...

5. Two Ways to Test Your Ideas Fast

You have an idea for a course – but will it fly? Use these two methods to find out:

1. Create a "lite" course. This could be 5-10 lessons or even a small report. If people purchase this course, then it's likely they'll purchase a comprehensive course on the same topic.
2. Do a "lite" promotion for a competitor. Find a course similar to the one you intend to create, and do a small promotion as an affiliate. This will earn you some quick commissions while allowing you to gauge interest.

Now the next decision...

6. Decide the Best Format

Once you have a niche and topic for your course, then you need to decide how you'll deliver the information. Your main options include:

- Text-based course delivered all at once.
- Multipart ecourse delivered over time by email or other means.
- Video-based course delivered all at once.
- Multipart video course delivered over time.
- Audio course delivered all at once.
- Multipart audio course delivered over time.

Note: in most cases, you'll want to choose either the video course or the text-based course. You can offer the audio version as a bonus, but you probably don't want to offer JUST audio.

Decide on format based on the content of the course. If the viewers need to hear something (like a foreign language), then choose video. If they need to see you demonstrate something (like how to change a tire), then choose video there too.

Next...

7. Plan Your Extras

As you begin the initial planning for your course, you'll want to start thinking about what types of bonuses or accessories to include with your course.

For example, if you have a debt-management course, then you might include budgeting worksheets.

Another example: if you're selling a dieting course, then you might offer a meal-planning app as a bonus.

In short, your planning should include what sort of tools, resources and extra information you can offer to help your customers implement the information in the course.

8. Do Your Research

In order to create your outline as well as the actual course itself, you'll want to research the topic so that you don't miss sharing any important pieces of information. This is applicable even if you know the information.

For example, if you're teaching people how to do Facebook marketing, then run those search words in Google to find out what sort of information others are sharing on this topic. Be sure you only pay attention to information from experts in your niche, scholarly sources, and other reputable sources.

9. Read Your Prospect's Reviews

One way to get a feel as to what your prospects really want is to read their reviews on similar products on sites like Amazon.com. Note these two things:

1. Customers will tell you what they like about products. These are product strengths, and you'll want to have similar strengths in your own products.
2. Customers will tell you what they don't like about products. These are product flaws/weaknesses, and your goal is to improve upon them.

End result: your product will be similar to what's selling well, but your product will be better than everything else out there.

10. Survey Your Audience

So, what all should you include in your course? Here's an idea: ask your audience. You can ask informally on Facebook, your blog or via your newsletter. Or you can distribute a survey (using SurveyMonkey.com) to find out what features and topics your audience really wants in a course.

This is a great way to plan out your "talking points."

11. Three Ways to Organize Your Outline

Once you've done your research to figure out what to include in your course, then you need to create your outline. How you organize it depends on what you're teaching. Here are three ideas:

- Chronologically (step 1, step 2, etc.). Good for how-to information.
- Beginner to advanced. Here the information doesn't necessarily need to be applied in a certain order, but some of the information is easier to understand than other parts.
- Fast results to those that take longer. For example, placing a paid ad on Facebook can yield fast results (traffic can flow in a matter of an hour or so), while optimizing a site for a search engine takes longer.

Which brings us to the next point...

12. An Example Outline Template

Many course creators share step-by-step information. Here's an example of what the outline may look like:

A. Introduction – tell your audience what they'll learn and build anticipation for the benefits they'll receive.

B. Step 1

Explanation of this step.

Tips and examples.

Take action tools or assignment.

C. Step 2

Explanation of this step.

Tips and examples.

Take action tools or assignment.

D. Step 3

Explanation of this step.

Tips and examples.

Take action tools or assignment.

E. (Additional steps as necessary.)

F. Conclusion

Review of what audience learned.

Call to action.

13. Determine Modules

If all of your steps are about the same size (in terms of the time it takes to explain them), then you can simply break your course up with each step being a separate module.

However, if some steps take longer to explain, then you may want to break up these steps into multiple smaller steps. That way, each lesson or module for the steps is shorter, easier to consume, and easier to implement (because the user isn't overwhelmed).

14. Planning Delivery

Another issue you need to consider is whether you intend to deliver the course all at once or break it up and deliver it via email (or a membership site "drip") over time.

Delivering it all at once provides instant gratification, and lets users go at their own pace. This can boost customer satisfaction (depending on the topic).

Delivering it over time via email means you get a chance to promote something via email that your students are sure to see. In addition, users won't get as overwhelmed if a complex process is delivered over time, or if there is a LOT of information to share.

Next...

15. Decide: DIY or Outsource?

Ask yourself these questions to help you decide whether to create your course yourself or outsource it:

- Do you have the skills to create it yourself? Would a freelancer be able to do a better job?
- Do you have the time to create it yourself? What could you be doing instead of creating the course?
- How much would it "cost" you to do it yourself? (Multiply the number of hours it would take you to do it by your per-hour worth. E.G, if your time is worth \$100 an hour, and a course would take you 40 hours, then it costs you \$4000 to do it yourself.)
- Can a freelancer do it at less cost than your above calculation?
- Do you have the cash on hand to outsource it? If not, how could you raise the money to outsource it?

TIP: I don't recommend claiming authorship to content you have outsourced to a freelancer. Instead, publish the content under a company name, unattributed or with a "Presented by: Your Name" note, all of which demonstrate that you are the authorized user of the content without deceptively stating that you actually wrote it yourself when you didn't.

Next...

16. Three Tips for Finding a Great Freelancer

If you decide to outsource, then you'll want to check out these three tips for finding and hiring a great freelancer:

- Look in multiple places. Search Google, ask friends for recommendations, and post projects on freelancing sites such as upwork.com.
- Do your due diligence. Research each potential freelancer thoroughly by searching for their name in Google, checking their references, reviewing their portfolio, and browsing their feedback ratings on freelancing sites.
- Test freelancers. Hire multiple freelancers for small projects and then see who provides the best quality work and service.

Planning on doing it yourself? Check out this next tip...

17. Three Tips for DIY Course Creation

Create a better course by following these three do-it-yourself tips:

- Create a thorough outline first. If the outline is detailed, then writing the course will be a breeze.
- Write first, edit later. This tends to create a better end product, plus it also helps you avoid getting "stuck" on certain parts.
- Cut out distractions. Ask household members not to interrupt you when you're working, and use an app like GetColdTurkey.com if you need to eliminate online distractions.

Here's another good tip...

18. Define Your Course Goals

Don't even think about writing a single word of your course until you define your course goals and outcomes. Specifically:

- What do you want your readers to LEARN in each lesson?
- What do you want your readers to DO in each lesson?

Now the next step...

Stage Two

Developments: Key Insights For Preparing Your Course So It Satisfies.

Now it's time to start developing your course. Check out these ideas...

19. Develop an Appealing Title

Many of your prospects are going to form their initial impression of your course and even decide whether they want to buy it based on the title. That's why you'll want to spend time brainstorming titles. Follow these tips:

- Use a benefit-driven title. In other words, tell people what they're going to learn or achieve. E.G., "How to Have an Amazing First Year of Homeschooling" or "How to Start an Organic Garden (Even if You Don't Have a Green Thumb)."
- Offer a quicker, easier or better solution (where applicable). E.G., "Walk More, Weigh Less: The Guide To Walking Off The Pounds" or "Marathon Training For Busy People."

Next...

20. Choosing a Video Style

If you're creating a video course, then choose a video style that will help you convey the information in the best way possible. Your main options include:

- Talking head video, where you (or someone else) look directly at the camera and share the information.
- Slide-presentation video with text and graphics, which may or may not include voice-over narration.

- Demo video, which is where you show viewers how to do something.
- Animated video, which is where you can show demos or illustrate the video using animated figures. (This requires more skill than the above options, but it can be entertaining if done right.)

For example, if your video teaches people how to eat well to lose weight, then a talking head video or slide-presentation would work well. If your video shows people how to perform an exercise, then a demo video or animated video would be better options.

END OF EXCERPT

[Click Here For The Full Guide](#)