

THE 10 STEP BLUEPRINT BEHIND EVERY SUCCESSFUL ONLINE COURSE



01

TOPIC SELECTION

Start by selecting the topic you want to create your first online course around.

It should be a topic that:

- You are passionate about
- You have experience with
- You are talented with
- You are familiar with
- You enjoy talking about

02

TOPIC VALIDATION

Even though you are passionate about a topic, you need to know if it will sell.

Evaluate your topic by:

- Checking for existing courses or books written about your topic.
- Checking for Facebook groups or online forums dedicated to your topic.
- Checking to see if people are paying for Google or Facebook ads for products related to your topic?
- Checking with friends, family, colleagues, or anyone in the industry to see if they would pay for a course about your topic?

03

LEARNING OBJECTIVES

Before you begin creating your course curriculum, think about what outcomes you desire for your students.

Ask yourself:

- What skills will my students walk away with?
- What knowledge will they possess when they complete the course?
- What feelings or motivations will they gain by learning about your topic?
- What specific objectives will I teach that will empower my students?

04

CURATE RESOURCES

The first step of actually creating your course is to gather all of the resources and materials you will need to create course content.

Tips for finding resources:

- Internet
- Books
- Publications
- Courses
- Documentaries
- Podcasts
- Experts

05

CREATE AN OUTLINE

In this step, you will want to create an outline for your course. You can begin by breaking up your course into achievable milestones. Perhaps each milestone will equate to a particular learning objective.

Tools for organizing your outline:

- [Trello](#)
- [MindMeister](#)
- [Evernote](#)

06

PICK A DELIVERY TYPE

There are several ways to deliver your online course. Whether you pick video, audio, text or any other format, be sure to consider what will be the most effective for your students to keep them engaged and motivated to move through and complete your course. Remember that there are different learning styles and everyone has a particular method they prefer, so you may consider delivering your course in multiple formats. With AI and today's technology, it's not difficult to have a video or audio file transcribed.

07

LESSON CREATION

This will be the most time-consuming and detailed part of the course creation process. Take your time as you work through your course outline and apply the resources you've curated for the course. Be sure to consider the length of each lesson and the objective of each lesson. Do not overwhelm your student with too much information in a single lesson. After you launch your course, you may get feedback from your students and you can always adjust your content to improve the engagement your students have with your course.

08

BUILD YOUR COURSE

Now it's time to pick a course delivery platform so you can create your online course. There are many Learning Management Systems available, however, one stands out among the rest. [WP Courseware is an L.M.S. plugin](#) for WordPress.

WordPress powers $\frac{1}{3}$ of the internet's websites and has a huge community of users and developers making it the best website platform available to date.

By adding the WP Courseware plugin to WordPress you will take advantage of one of the most powerful learning management system platforms to date.

09

SET YOUR PRICE

Now that you are ready to launch your course, it's time to determine your initial price point for your course. Don't overthink this step, but keep in mind that it's always easier to raise the price of the course than to lower the price of the course.

Things to consider as you determine your price:

- How are similar offerings priced?
- What is the value of the knowledge delivered?
- What are average income levels for people interested in this topic?
- What kind of demand does your topic draw?
- How unique is your offering?



10

LAUNCH STRATEGY

There are many strategies that can be followed when launching your online course, however, here are just a few things to consider.

- Will you offer a promotional price upon launch?
- Will you use paid advertising?
- Do you have an email list to market to?
- How will you use social media?
- Will you reach out to influencers, movers and shakers?
- Will you have an affiliate program?

GET STARTED TODAY!

As a special thank you for downloading this ebook, we want to gift you with a special discount to make a purchase of one of our products. Simply use the discount code at checkout to receive a 30% discount. We wish you the best in your online course journey!

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