

How to Build an Online Course

Webinar 1 – The Content

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Websites

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Read 1000 True Fans

- ❖ **1000 True Fans** - <http://kk.org/thetechnium/1000-true-fans/> - Although this post was written in 2008, it still holds true, maybe even more true, in today's crowded Internet and business marketplace.

Today's Overview

- ❖ Finding your Topic
- ❖ What is the Goal for the Students to achieve
- ❖ Defining Why
- ❖ Brain Dump
- ❖ Resources for Organization
- ❖ Break it Down
- ❖ Initial Course Layout
- ❖ Start Content Creation
- ❖ Watch Your Language
- ❖ Moving Forward...

Finding Your Topic

- ❖ Current business topics
- ❖ What do people ask you about
- ❖ What needs do you see in your industry that aren't being met

Case Study

- ❖ How to Build a Website in 8 Hours or Less

Testing Your Topic

- ❖ Survey the audience
- ❖ Market
- ❖ Pre-sell

Kick Doubt in the Behind



What is the Goal for the Students to Accomplish?

- ❖ This is your goal. Everything in the class should move toward this goal.

Case Study

- ❖ At the end of this course, students will have completed their WordPress website.

What is their Why?

- ❖ Different than Goal
- ❖ Why do they want it?

Case Study

- ❖ Build an online business, niche website, or create a website to share their story

Brain Dump and Initial Sort

- ❖ Get everything on paper
- ❖ Start to Sort the Brain Dump results asking – Does this fit the Goal?

Optimal Learning Layout

- ❖ Focus on 8-10 modules.
- ❖ If you can teach it in 4 – Do it!!
- ❖ Too many modules results in overwhelm.

Organization Tools

- ❖ Mindup [https://www.mindmup.com/
#m:g10B_DPb9bdE1SlaklqTFNycjRZY0U](https://www.mindmup.com/#m:g10B_DPb9bdE1SlaklqTFNycjRZY0U)
- ❖ Todo.ly
- ❖ Evernote
- ❖ Trello

How to Create a Great Course

- ❖ It's About Variety
- ❖ Visual
- ❖ Audio
- ❖ Text
- ❖ Just Do It!

Case Study

- ❖ Video, images, text (manual – steps), homework

Identify Course Elements

❖ Video

❖ Audio – separate from video?

❖ Text

Case Study

Module 1 for WP, I have video and text of how to Install, Set the Permalinks, and Discourage Search engines.

❖ Quizzes

❖ Surveys

Divided into three lessons.

❖ Homework

Survey about what they hope to get from course
Homework is that they install WordPress and then share on Forum that they did it

❖ Engagement

Engagement, I have an Achievement for them and usually send a quick personal note

Break it Down

- ❖ One of the biggest keys to creating great courseware – this has nothing to do with technology – it's the actual laying out of the course and that's breaking it down

Case Study

- ❖ If I'm teaching you how to build a WordPress website and I start with okay, so login to WordPress and do x, y, and z and you're thinking – where is WordPress, how do I get there – I've jumped ahead of you

Start Content Creation

- ❖ Video
- ❖ Audio
- ❖ Text
- ❖ Visuals

Watch Your Language

- ❖ <https://readability-score.com/>
- ❖ <https://contently.com/strategist/2015/01/28/this-surprising-reading-level-analysis-will-change-the-way-you-write/>

Homework

- ❖ Read 1000 True Fans
- ❖ Find your topic
- ❖ Set your Goal and Student Why
- ❖ Create your brain dump
- ❖ Organize as much as possible

What's Next?

Creating Great Course Content

- ❖ Live and automated sessions designed to help you create the best course content possible
- ❖ 3 Live Sessions that cover topics like:
 - ◆ How to Build Great Documentation
 - ◆ Breaking down information into perfect modules and lessons.
 - ◆ How to build a proper quiz
 - ◆ Tools for creating video, audio, and documentation
 - ◆ Q and A from this week's homework
- ❖ Plus Much More...

Big Bonus!

- ❖ Check out the video introducing the new program on Friday March 11, 2016 for bonus information.