What kind of online course can I and should I create?

Design an impactful online course through storytelling and support your Writing career!

Why writers are natural teachers

-Writers are always learning and know what works.

-Writers are natural storytellers.

-Writers are good at sharing and connecting.

-Writers are used to wearing many hats.

Why should I create an online course?

The opportunity to share your passions and knowledge.

-Creating an evergreen source of (almost) passive income.

-A unique way to promote your author platform.

-Gain more marketable skills.

-Gain authority and open new doors.

Whether you're completely new to the idea of creating an online course, or it's a concept you've been toying with for a while now, you are sure to have a ton of **questions**. One of the major questions is definitely:

"What kind of online course can I and should I create?"

In order for you to see all the possibilities, I'm going to ask you some questions.
As you answer them, a plan should emerge!

1

What is my goal?

-Do I want to build my author platform?

-Do I want to be known for something?

-Do I have a passion or unique talent to share?

-Do I want to build my author platform?

If you choose a subject related to writing, or related to your book, you can easily dovetail your course into all of the promotion you're already doing, and vice versa. What do I mean by this? One writer I know specializes in historical fiction. He also studied sword fighting as part of his research and got really into it. He's creating a sword fighting essentials course that can be used by geeks, actors, and stunt-people to expand their repertoire. Having those credentials of being the go-to guy for all things sword fighting really helps his platform.

-Do I want to be known for something specific?

Maybe you really want to niche down and get known for something super unique, whether it relates directly to your writing or not. One creative I know is fascinated with creative archetypes and with how people's aura can be expressed through fiber arts. Incredibly specific, right? In her case, she can both teach people to read people's auras and learn more about creative archetypes while creating unique fiber arts, and she can sell her pieces.

-Do I have a passion or a unique talent I want to share?

We all have passions outside of just simply writing. Some of these passions even border on obsession! One of my writers is obsessed with travel- not surprising, as she is a flight attendant in her "other life." Her unique talent is packing super quickly and efficiently for any destination. It's an important skill for not only other flight attendants, but also people who dream of traveling light but never figured it out. Since this is a pretty narrow niche, her course can be offered for free as a way to advertise her books about travel.

2 What do I love? What am I good at?

-What am I known for? What am I good at?

-Do people ask me for help in something specific?

-What do people who gravitate towards me have in common with me? Who is my tribe?

-What am I known for? -What do people come to me for help in?

Sometimes it's hard to know what our "signature talent" is. An easy way to find out is to poll your friends. They'll tell you which talents impress them in you. Also, think back- has anyone ever said to you, "wow, you're really good at _____!" ? That's a great sign. Otherwise, is there something that people come to you for help with? Most of us can think of a few examples. In my case, people come to me for help with creative and writing issues, mindset, interior design, cooking, and photoshop.

-What do I have in common with people who gravitate towards me? Who is my tribe?

This is an important question. I don't just mean which interest do you share, though that is something you should keep in mind. I mean more mindset or lifestyle details such as, "we're super busy and ambitious," or "we want a good quality of life on a budget," or "we believe that a creative outlet is important," or "we're empty nesters." This will help you to determine the tone and content of your course.

-What do I think I'm good at, and what do people tell me I'm good at?

Again, there is a disconnect sometimes between what we think we're good at, and what others think we're good at. Sometimes that's because we don't share all of our talents with the world. Sometimes it's a sign.

3

What is the teaching style that will suit me and benefit my students?

-Video & Slideshow

-Audio & Written

-In person/coaching

-Video and slideshows?

Video is a super powerful tool. It lets your unique personality shine through, and learners react well to having an actual person in front of them. Make sure your material is well organized, though. You can't just chat at the camera and expect your course to be transformational. Each video needs to have a script and a payoff. Slides are great too for organizing material into easily grabbable and consumable units.

Our online course will show you how to create simple, effective slides and how to strategize your videos before you create them.

-Audio and written?

I'm developing a language course right now that has lots of audio elements. It's designed for women who work largely manual jobs, for example cleaning or assembly, and who don't have a ton of hours to watch video. This way, they learn on the go, and when they get home they can do a limited number of written exercises that add to the lesson. Of course, audio doesn't work for everything so don't just decide to do audio because video is uncomfortable for you! In our course on course creation, we tell you how to be 100% comfortable on camera.

-In person and coaching components?

In some cases, you can decide to price a course much cheaper or even free and then offer coaching for an extra fee. This can work for premium clients, but it doesn't spare you from developing quality, transformational content in the free course. You as course creator must also realize that this will require more time commitment from you.

4

Does it seem like my course idea would have high demand?
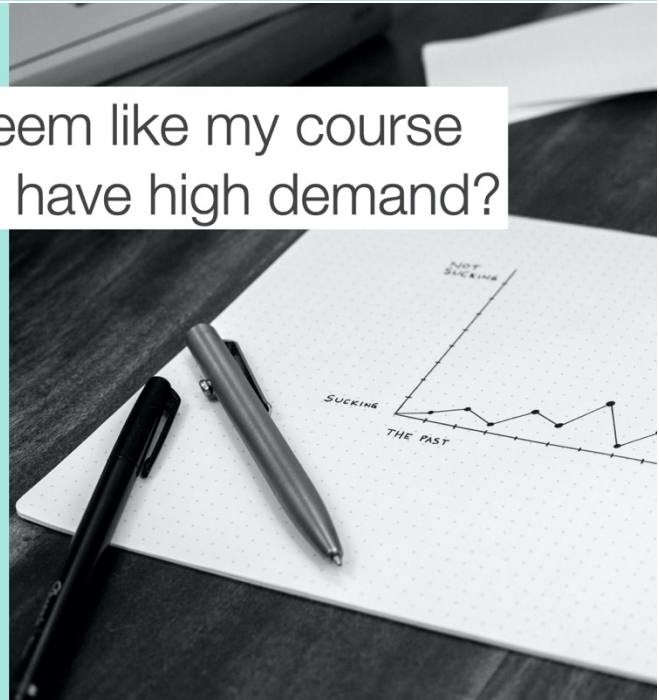
-Is the topic trending?

-Is there something I could easily drum up interest for?

**-Are there popular courses out there on the subject?
How can I make mine unique?**

Before you take the considerable time to develop your online course, you must make sure it has the potential to sell. Sure, any course can launch to crickets without the proper promotion, but if your course doesn't have an audience anywhere, it will never sell much despite all of your best efforts. The goal here is not to create ore work for yourself, it's to gain you an income stream so you can work less and write more!

-Is the topic trending? Are people talking about it? -Have you done a keyword search?

There are many ways to verify whether a topic is popular. If it's trending, be sure it is not a fleeting trend, of course. In the course, we will outline all of the best free tools for researching the popularity and potential of various topics.

-Is it something that you could easily drum up interest for?

If your course is in a newer or obscure subject that doesn't really exist, but that you think could be very helpful, have a conversation with a friend who is part of your target demographic, and pitch the idea. When I was developing this course, I found lots of courses about storytelling, lots of courses about course creation, but nothing that bridged those two subjects, storytelling to create a course for writers. However, I had the feeling that it would be really useful. I had a chat with a friend and mentioned it, and she said, "oh wow, this would be perfect for my husband, and for me, for that matter! When you launch the course, we'll be your first clients!" That's what you want to hear!

-Are there similar successful courses out there?

That can be a good thing, if there are a few good ones that seem successful, that's proof of concept. However, if the market saturated?

-Is there something unique about how you would teach such a course?

Our course will show you how to make sure your course is better than the other ones out there.

5 What are the technical considerations?

-Which equipment do I need?

-Which skills and knowledge do I need?

-Do I have the time and resources?

Technical considerations are the thing that scares off a lot of would-be course creators. Not to worry, by breaking it all down, you'll find that it's a lot simpler than you think.

-Do you have the required equipment?

In the course, we break it down into detail, but basically, if you have a decent computer and a smartphone, you can create a course. There are free apps and programs that can help you along the way, and we'll outline the best ones.

-Do you have the know-how?

Are there any skills that you need to develop? First of all, do you know everything you want to share about your chosen subject? If you have any holes in your knowledge, that's fine- just make sure you do your own learning before you start. This doesn't necessarily mean you are not cut out for teaching it- in fact, you'll know what it's like to be in your students' shoes.
In terms of learning the tech- how to record, format, upload, organize, all of that good stuff, our course has detailed instructions and checklists. If this all has you feeling hopeless, not to worry- you can hire someone to fill in the blanks. Just know that it might cost you! We'll help you to not get taken advantage of.

-Do you know which platform you would use?

One big question is where to host your course. In many cases, you can offer your course on several different platforms, but these require further skills and time. We'll go over the pros and cons of each platform. Also, you can choose to host the course on your own website. This requires a whole other level of technology, but if you already have a large mailing list, it can be worth it. Again, we'll go over the options and have a step-by-step guide. We'll tell you how to organize your course assets so it's easy to upload and repurpose them.

-Do you have the time?

If you've read up until here and thought to yourself, "Wow, this sounds like it's gonna take a ton of time that I don't have," listen, we'll be straight with you: course creation is definitely a time-intensive pursuit. If you've been doing a little research into course creation, you've no doubt seen the ads that promise a course in minutes or days. Honestly, no quality course can be created in minutes. Your students deserve better than that, and a crappy course does not make you look good, either. However, there are definitely proven ways to streamline the process and reduce the time and effort it takes to get a great course out there. We break it into manageable steps so that you can still live your life, do your work, and get your writing done while you create your course. And of course, the whole point of having an online course or two is to save yourself time in the long run: To create an evergreen or near-evergreen income stream that can give you more time and resources to write. If you're not willing to put in any time, though, or if you truly feel like you have no time to spare at all, it's probably time to re-evaluate. You actually might be better served by a course like **From Aspiring Writer to Successful Author**.

6

Which learning outcomes can you promise?

-What skills will they acquire?

-Which knowledge will they have?

-Which transformation will they have undergone?

Here's the **secret** of creating a really good online course that will garner positive reviews and be an asset to your author platform: You need to deliver. It's not enough to put a bunch of information out, wrapped up in a pretty package, and press the launch button. Your students need to know that you will solve a problem that they have and that they will be transformed. You need to deliver real value.

Make sure that your course achieves what it sets out to do.

Remember to strike a balance, too. Not so much information that it overwhelms, or if there is a lot of detailed info to learn, make sure it's organized. Make sure not to waste your students' time and money by delivering something too superficial either. They are there to take a deep dive into at least some angle of an issue. If you have less than an hour of video, total, you can't expect to be charging premium pricing. If you have hours and hours of video, however, you may have a problem keeping your students' attention.

7

How will you arrange and organize your course?

-What makes it in, what doesn't?

-How will I break the material down into modules and sections?

-Will I have worksheets and other materials and how will I format them?

What makes it in, what doesn't?

Clearly, not every single detail you have ever known about your subject needs to make it in. If your course is a how to course, think about easy wins. You're not going to teach all there is to know about guitar. You might choose to teach the key chords and how to use them to play a popular rock anthem and then improvise. Or you might teach how to do three ballet hairstyles for young girls.

How will I break the material down?

Organization is important. You'll start with an outline that breaks everything down into logical, manageable sections and modules containing specific lessons. We can show you how to do this.

Will I have worksheets and other materials? How will I format them?

This question scares off many would-be course creators. You're. Writer. You're a creative. You know how to format, and we'll give you tips, tricks, and tools on how to quickly and easily create effective course materials.

8 How will you price your course?

-Budget model with add-ons

-Premium course

-Free

Pricing matters, of course. But recently, when researching online courses and the gurus who teach people how to create them, I've been struck by this newish theory that pricing courses at a super-premium price point is the way to go. While this may be true if the courses are your only focus, and if you are putting a huge amount of production value and money into them, but if you are a writer trying to support your writing and your platform through a simple but effective course, price your course fairly.

Think of all of your options and how you can make them work for you. Free mini-courses can be used as a lead magnet for other offerings on your website such as larger courses, books, or coaching. You can also do a budget priced course with more expensive add-ons such as coaching. Keep in mind that in-person coaching, while very rewarding, can be time consuming.

9

How will you promote your course and how will it promote your writing platform?

-Automation, funnels and mailing list

-Content marketing/ Author platform

-Social media

-Advertising

Promotion? Yikes! Yes, promotion can be a pain point for many writers, most of whom have been fed the "build it and they will come" instant bestseller fantasy for their whole lives.

That fantasy is beautiful for sure. In an ideal world, wouldn't it be great if we could spend our time writing beautiful stories, and never having to do anything distasteful, such as promoting and selling?

In my book, Writer's Block is not why Writers Fail, and in my course, From Aspiring writer to successful author, I teach writers to actually come to enjoy the promotion part.

Promotion is often the part where you get to impact people and form lasting relationships. Also, as a challenge for most of us, it's an opportunity to grow past our comfort zone. The good news is also that, in promoting your course, you are learning new skills and reaching new people. This will enable you to gain a new audience for your writing.

In the course, I discuss the ins and outs of promotion, and touch on which methods are worth it, which aren't, and which promotional activities are not optional.

I'll also lay out the crucial info you need when it comes to automations, online marketplaces, paid and free advertisements, email lists, and cross-promotion over your platform.

10

Now, think outside the box!

-How can my unique storytelling style enrich my course?

-How can I expand my course into even more?

-What will my new life look like?

Now that you've been giving the issue of course creation some thought, it's time to put that writer's imagination to work!

When it comes to course creation, the sky's the limit.

If you feel that the course, Course Creation For Storytellers, is for you, I would love to have you sign up!

One of the distasteful scripts that many course creators use is the "scarcity model." They tell you the course is closing soon, even if there's no other reason other than trying to elicit FOMO.

I won't do that to you. The course is available and will continue to be.

However, consider that, if you were to start today, by this time next month, you would be well on your way to having an online course you can be proud of.

Depending on the length and format, you might even be done!

Imagine…

-Having a positive impact on students all around the world.

-Becoming an authority on something you're passionate about.

-Earning the kind of experience and money that can allow you to quit your job or your side hustle, or get a better job, so you have more time and energy for writing.

-Gaining skills that will improve your writing and your platform.

Who is the course for?

Writers like you.

(passionate storytellers)

(eternal learners)

(creative entrepreneurs)
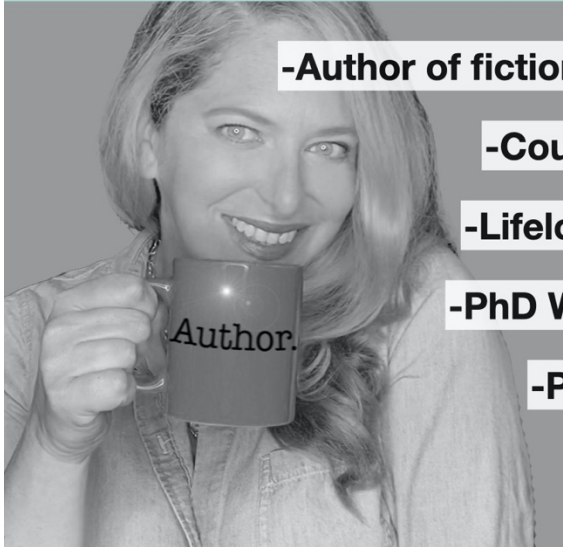
What this course will cover

-Ideation

-Skills

-Production

-Launch and promotion

About your instructor

-Author of fiction and nonfiction books.

-Course creator.

-Lifelong teacher.

-PhD Writing Coach.

-Podcaster

Sign up now and get started right away!

See you inside.