

Course Creation Guide

THE COURSE WRITER

Volume 1



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Course Creation FAQs

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H O W L O N G
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03

FAQ: How long should my course be?

For a full course, I recommend 6-8 modules. If you drip out the content, that translates to about 6-8 weeks of course content, which is doable for most people. It's long enough that they feel like they've gotten their money's worth, but short enough to keep the feelings over overwhelm at bay.

Within those modules, you can have 1-5 lessons. I recommend keeping each lesson around 10 minutes, give or take a few minutes. If you go over 15 or 20 minutes, you run the risk of losing people's attent... (see what I did there?! ;))

05

WHAT FORMAT
SHOULD I USE
FOR MY COURSE?

05

FAQ: What format should I use for my course?

The answer to that depends on what you are teaching, but generally speaking I like slide decks (PowerPoint style) the best. When done correctly, they add an interesting visual element as well as reinforce the key takeaways of the material.

Video works well too, especially for introductions and conclusions. It gives you an opportunity to reinforce the connection between you and your brand in the mind of your learner.

However, (no offense to your cute face) it can get a little boring to stare at someone giving a lecture for longer than about 5 minutes so I recommend slides for the bulk of the lessons.

Screen captures are great too! These work especially well when you are taking someone through a process, like how to set up a software or system.

08

HOW SHOULD I
PRICE MY
COURSE?

08

FAQ: How should I price my course?

The price of the course should reflect the problem you are solving plus the amount of access to you. If you are solving a small problem and are not including any access to you, price it lower. If you are solving a major problem for your learners and are incorporating access to you (and/or your team, network, special resources, etc.), then you can price your course higher.

Pricing is one of the biggest hurdles in creating an online course, and I am a firm believer that you need to get it right from the get-go!

10

HOW DO I KNOW
IF PEOPLE WILL
BUY MY COURSE?

10

FAQ: How do I know if people will buy my course?

That, my friends, can be answered in 2 words: presell it! Yes, collect money for your course before you create any content. Seems crazy, right? But that way you know your course will receive a solid ROI.

Now, to be clear, when I say "presell" I don't mean posting something on your social media like, "Hey, I'm thinking about creating a course on ____" is anyone interested? No, no... that's not preselling. Believe me, it's one thing for people to say, "Yes, I'm interested!" it's another for them to hand over their credit card.

So what's the right way to do it? You share the introduction to the course. This shows people that you're serious about creating the course (but keeps you from having to create the entire course right away).

This introduction needs to do a few things:

1. Establish the "know, like, and trust" factor.
2. Beautifully outline the transformation your course will take them through.
3. Establish expectations from the beginning.

You could spend 1-2 hours creating an introduction like this on your own.

OR you could do the smart and easy thing and purchase my totally customizable, done-for-you course introduction template that does all of the above AND MORE. Plus, you'll get the following bonuses:

BONUS #1: Course Conclusion Template

BONUS #2: How to Price your Course Training

BONUS #3: How to Add Value to your Course Training

BONUS #4: Outlining your Course Training

Oh, and it's only \$17... I don't know what you consider your time to be worth, but as an entrepreneur I'm guessing it's worth MUCH more than that!

[Buy the template here!](#)

Thank You



Thank you so much for downloading this guide. I hope it answered some of the questions you might have about creating an online course. If you are just starting out on your online course creation journey, you probably have many more questions and are overwhelmed by the daunting task ahead of you.

Luckily for you, there's no need to go it alone nor do you need to spend hours creating the course from scratch by yourself. I have created dozens of online courses for entrepreneurs just like you.

Imagine simply handing over the outline of your course and having a beautiful, custom course created FOR you. It really is that simple. If you're ready to create an online course the smart way, [fill out this application](#) to get started. I can't wait hear from you!



With grit and grace,

Rachel