Online Course Creation Masterclass

Welcome to the online course creation masterclass

Online courses are one of my favourite businesses and the only business I've stuck with in this ever-changing world.

After 20 years in business I've gone through some hard times and twice almost lost everything, the one thing that's saved it for me financially is online course creation.

Online courses can be set up with little if any investment and within days.

If you've ever wanted to start an online business or grow an existing business, you're in the right place at exactly the exact right time.

I'm going to tell you a secret, The Woman That Farms was never set up as a business.
When I started TWTF's it was just a place for me to blog about my life on the farm, my little tea and candle business and general ramblings. My first post on Instagram was 12th December 2019 and I didn't set Facebook up until 20th January 2020. I had zero following, zero email list/subscribers and wasn't planning on selling anything.

However, through my social media posts people started to contact *me* asking how I'd done this or that, I saw an opportunity and I took it. I created online courses on subject's people came to me about, within less than a month my little farm blog was bringing in £2000. In March that doubled and so far in April I've done 5 x more business just on The Woman That Farms website – and bear in mind here I've reduced my courses some by 80%. In less than 90 days I took something that was never set up as a business to a turnover set to breach £10,000 this month with very little effort and zero financial investment. In the interests of transparency, online marketing isn't a new thing to me. I've created and sold online courses for many years and do have experience however, my point here is to show you how easy it is – even from something that was never meant to be a business and didn't advertise courses!

Now, I'm making really good money doing what I love and writing about it. Helping other people learn new skills so they can do something they love and helping them earn money. It's a no brainer!

Over the years I've heard "I'm not a writer", "I have nothing interesting to write about", "I don't have a story", "I can't…"

I'm here to tell you if I can do this business literally anyone can! I'm not a writer, I'm a farmer, a hands on kind of girl and honestly HATE being in the office!

Everyone has a skill, a hobby, knowledge or has done something someone else wants to know about, and will pay to learn all about it.

We all have our own unique story that someone resonates with.

Why online courses?

How can online courses benefit you?

If you're looking to make a career or lifestyle change, have a passion you'd love to share with the world and make extra money an online course like this can help you build up a reputation as an expert, make **passive income**, and earn money from anywhere.

You can stop selling your time. If you are getting burned out offering your time to clients, an online course can be a lifesaver. You can translate some of your services to an online course, and offer them to clients who can't afford your hourly rate for 1-on-1 attention, or get stuck on your waiting list. If you earn money sharing your knowledge at training events, in classrooms, or as a coach, you can translate part of your program to an online course. You'll be able to share your knowledge with people who don't come to see you in person, and earn more without doing more.

You can monetize your following. If you have an online following and already create content, you can expand some of what you know into an online course and offer it to your fanbase at a higher price point than you would a simple product like an ebook. It can get you income that doesn't depend on partnerships, sponsorships, or other external factors.

You can create an *asset* that you can sell again and again that isn't limited by your time.

Offer a lower-touch and more affordable way for people to get familiar with your work.

Diversify your offerings, not depending on one type of revenue stream to support your business (say, client services).

Provide value on autopilot.

Use as an upsell or downsell with other products and services.

Find your "why"

Chances are, you already have some ideas brewing for your online course. In case you're stumped, here's how to get a clear picture of the courses you could teach online. Your course topic should be a combination of what you know, what you love, and what your audience wants and needs.

But before you get into those details, think about why you want to create an online course. **Why do you want to teach online?**

• Could it be to make more money?
• To make passive income and have more freedom in your life?
• To quit your day job?
• Or maybe you are a freelancer or consultant, and you can't meet the demand from clients?
• Maybe you're sick of doing the same in-person workshop or training over and over again, and you want to automate it.
• Do you want to make money without doing more work?
• Is it a passion project? A way to spend time with your family?

You need to be clear on your goals if you want to pick the course topic that will help you meet those goals.

Start where you are now

Everyone starts at zero… I did. There's no shame in starting where you're at - whether you're completely new to business or have been at it for awhile, you have a gift to share with the world. Figuring out where you're starting will help you move forward that much faster.

So where would you say you are right now?
You have **no business, no product, no list**, and maybe even no ideas. That's fine
I'm here to help you figure all that out, so here we go:

Choose your topic

Now that your why is out of the way, you can think about your overall topic. To brainstorm your topic, we'll walk through 3 things:
what you know, what you love, and what people need from you.

What do you know?

• What are you an expert on?

• What jobs have you had?

• What skills do you have?

• What are your success stories?

What do you love?

• What do you enjoy doing?

• How do you spend your weekends?

• What do you enjoy learning?

• What do you do without pay?

What do people need?

• How could you help other people?

• How have you helped people?

• What do friends come to you for?

Highlight or star the ideas you feel most excited about. Cross off anything overly challenging or unenjoyable. Now it's time to choose your favourite as the winner!

Find your first course idea
Now that you have a topic, let's talk about the kinds of courses that might fall under that broad umbrella.

Brainstorm course ideas
Try to list 3-5 before we eventually narrow it down to one. These course ideas might include small mini courses, standard courses, or even flagship courses. (Don't filter anything out just yet!)

TIP: if it's challenging for you to come up with more than one idea, your overall topic might be too specific.

Choose your course idea

It's time to narrow in on one idea! First, eliminate the mini course and flagship course ideas for now—you want to focus on your standard, regular sized course. If you're still having trouble choosing one standard course idea, these questions should help you decide:

- Which course idea is the easiest, fastest and least expensive for you to create?
- Which course idea will you enjoy the most?
- Which course idea aligns with your long-term goals?

Validate your idea

"What if I spend all my time creating a course, only to find out that no one wants it, no one will buy it, and I wasted my time and money?"

Do you have this worry? Most new course creators do. Luckily, you can avoid that fate. You don't have to guess if there is a market for your course topic—and you shouldn't! In fact, it's imperative that you know that your course is a good idea before you create it. In other words, you need to validate your course topic.

You can follow a simple framework that involves three categories of research:

Search – Search your topic on google, Amazon, Udemy and see what comes up.

Listening – If you already have a blog and social media start posting about your topic and see what comes back.

Asking – Join your niche's forums and ask peoples opinions. If you have social media run surveys.

If you're struggling to find anything from your research on your topic, it could be a red flag that there's low demand for your topic.

Find your audience

There are several reasons why it's important to know your audience as early as possible in your course creation journey.

1. You need to know exactly what their pain points and goals are.
2. You need to know where to find your audience.
3. You need to know what will attract them.

Broad demographics

Start by describing your audience as broadly as possible. Some helpful (optional) prompts:

- Is your audience mostly located in a specific country?
- What language does your audience speak?
- What's the level of education?
- What age range are most of them?
- Are there any other identifying characteristic or similarities in the group?

Sub-segments

Once you have a very general idea of who you could target, you'll want to get more specific. What groups of people might be interested in your course? List at least 3-4 groups and pick the group you think would be most likely to **pay and benefit** from your course.

Now that you've spent time thinking about your audience, let's get into the specifics of how this group of people behaves and why.

Psychographics

- What are their goals?
- What are they interested in?
- What do they fear?
- What are their challenges?
- What do they believe in?

Define your customer

Now that you've deeply analysed a target audience for your course, it's time to summarize. You don't need to write every descriptor you came up with, just try to describe your target audience in one sentence.

TIP: Remember, if you're ever stumped, model your audience off of yourself, or real people you know.

Niche down on your course idea

The best way for students to feel a transformation is to make your course outcome specific (niched). You should be really narrowing down your idea to hone in on a very specific pain point, getting one notch more specific each time. To narrow it down, think hard about your target audience and their needs, wants, and dreams.

Craft a transformation

Transformations are a great way to communicate the value of an online course. Remember why people take courses in the first place—they want to change something about their lives.

By the end of your course, your students will know something they didn't before. To outline the transformation **answer these questions:**

1. What does a prospective student have before taking your course? What will they have after they finish it?

2. How does a prospective student feel before taking your course? How will they feel after they finish it?

3. Who are they before taking your course? Who will they be after finishing it?

Identify your milestones

The simple way to get started on your curriculum is to revisit your course transformation. You need to **break the transformation down into all the major milestones** your students need to pass to be fully transformed.

Next, think about what **steps students would need to take to get through every milestone and achieve their transformation.** Don't worry too much about the order; brainstorm and include anything that comes to mind.

TIP: If you're going more than 2 levels deep on your bullet points -- i.e. you have steps under your steps under your steps -- you probably need to rethink (or split up) that milestone into smaller sections.

Name your course
Before naming your course, you need to do 2 things:
1. Identify your target audience.
2. Craft a transformation.

When you name your course, you want to be specific **There are 3 rules to writing a good course name:**
1. It should be benefit-driven.
2. It should be specific.
3. It should convey emotion.

Course Creation

Creating a course can feel overwhelming. Between outlining your course, figuring out how to shoot video, and understanding all the technology involved, it's tough to know where to start or how to make sure you're working smarter, not just harder. In this section, we'll focus on planning out your course outline and understanding the types of content you'll need for each part of your course. To start, let's get some major course building myths out of the way. Some of these might sound familiar!!

The first course creation myth is that your course needs to cram in as much information as possible to prove its value.

It's actually best if you keep you limit your course content to the essential pieces your students need to experience a transformation. People really want to save time and money. In fact, that's why they're paying for your course—so they can trust you to cover exactly what they need to know, no more, no less.

With that in mind, there's one more myth we have to bust, and this is probably one of the biggest misconceptions course creators have when they're first getting started. The second course creation myth is that your finished course needs to be the absolute best, most perfect, highest-quality course in your topic on the market. This self-imposed pressure to be the best or be perfect keeps a lot of capable people from ever getting started. So, let me reassure you that you don't need to have a perfect course to provide value to your students. Customers want to experience a transformation, not judge every little detail of your course. Your first course doesn't need to be perfect or professionally done; it just needs to deliver on the outcome you're promising. It's easy to become paralyzed by the prospect of creating the ultimate online course, but think about it: every day you spend nitpicking is a day your students can't learn from you. It's a good motivator to get your course out in the world!

Creating your course is actually easy and can be put together simply by answering the following:

Course Name:

Course Subtitle:

Course Transformation:
Finish this sentence with 3-6 bullet points.
"By the end of this course, students will be able to…."

Intended Audience:
Who should take this course?

Your course outline
The course outline is the backbone of your course. We'll work through your outline in phases.

Phase 1:
Milestones Start by figuring out what your major sections, or milestones, should be. These are most likely related to your course takeaways. Aim for between 5-10 milestones, although some courses will vary.

Phase 2:
Lessons Once you have your major milestones, it's time to break down your course into manageable chunks. Think about what the key skills or takeaways are for each milestone. Each of those will become a single lesson

Phase 3:
Content planning Now that you have your content outlined, it's time to think about what kind of content best fits each lesson.
A few of my favourite content types include:
- Video
- Download (PDF, Google Doc, Word Doc, Excel Doc….any doc!)
- Slide deck
- Screencast (You are talking while the screen shows whatever is on your computer, like slides or a software demo)
- Text & photo

It's that easy!

Building Your Audience

So you have your niche and have worked out what you are writing your course on, you may already have set up social media whilst you've been going through the above process. If you haven't do it now!

You need to have a facebook page and Instagram account at least, set up in your chosen niche – for example my The Woman That Farms, I also have pages for my tea company, retreat and all my other businesses, all independent of each other.

It's also a good idea to set up a blog or website – which can be done free. You need this so you can have a sign up page and collect email addresses from people who genuinely connect with you and are interested in your niche.

Post on your pages everyday at least 2 or 3 times relevant interesting posts to your niche, write a blog post at least once a week and let your followers know about it, which will drive traffic to your website.

Whilst you are building your following put together a mini course on your topic, you will give this away free.

If you are prepared to put the work in to this in the early days, trust me you will reap the rewards!

Start working on your full course whilst you are building your following which in turn is building your email list. It should only take a few weeks to start pulling all this together, it doesn't matter if you only have a small following or list don't stress about it just keep going, remember we all start somewhere and have to build and keep building.

You can join facebook groups and post about yourself there driving people to your page and gaining more followers. Join forums and drive people to your blog/website.

When you have a few subscribers even just 50 send out your mini course to your following first. You can add this to your website later as a free download.

If you want to build up your email list quickly, the best thing you can do is increase the amount of web traffic you drive to your .

Your goal is to find and access audiences that you think will be highly interested in your free mini course, and likely to purchase your full paid course when you launch.

It's absolutely *crucial* to make sure you're spending your time reaching targeted audiences you know will be interested in your course. Think about your target customer: where do they hang out online?

Your Course Launch

A course launch is the perfect storm of psychological triggers. We use a theme, or a story, told over a series of emails to build up anticipation leading to a big event, your course release date. Combined, these cues have a powerful effect on your audience, and they'll feel excited about the opportunity to buy your course and achieve your promised outcome, or transformation.

Before we go any further, there's a big question I need to address. Why email launches over any other sales strategy? There are three reasons why I recommend a launch as the best sales strategy for course creators. First, while social media algorithms might change, your email subscribers have committed to you. You have a direct link to their inbox, and the email inbox is less volatile than the latest social media platform. Plus, when you post on social media, you can't be sure that your followers will even see your content. Second, your email list is warm. In other words, they know who you are, and they subscribed for a reason. You've already built an entry level foundation of trust with them, so they're more likely to welcome your sales pitch. And third, by subscribing to your email list, your audience has already confirmed that they're interested in your course topic.

One more thing before we dive in. You may have noticed that there are two key prerequisites for this course: you have to have a course, and you have to have an

email audience! You should have both an audience and a course ready to sell. I strongly recommend stopping and checking those two boxes before you continue.

Progress beats out perfection every single time. Remember that you don't have to get it all right, and everything is figure-outable. These are the "big two" obstacles I see holding a lot of people back:

- The Technology
- The Big Mental Blocks

Just keep these 8 tips in mind when you start investing in launch tech:

- You don't need a full-blown, fancy website filled with years of content when you're just getting started.
- You don't have to upgrade everything all at once.
- There are up-front costs and there are long-term costs... be aware of the FULL investment you're making.
- Take it for a test drive - most software programs let you try before you buy. Take them up on that and do your best to break it - you'll figure out fast whether it works for you or not.
- Does it play well with others? The better and more robust the integrations (i.e. how well it works with other software programs), the more smoothly things will go for you.
- Don't let overwhelm stop your forward momentum. If you're feeling stuck, figure out your top 3, pick one, and run with it.
- Avoid shiny objects. There will always be another tool or toy or piece of tech. Stay focused... if it's working for you now, no need to jump ship.
- If you're allergic to tech, find yourself a teammate who loves it and can help you figure it out. It's OK to hand off that piece of it so you can keep your eyes on the prize.

The 6 Big Mental Blocks

These are the most common thoughts that hold people back from playing a bigger game. The fact is, there's always going to be a reason NOT to do something. You've got to stay focused on WHY you should be doing that thing right now. Here are the 6 biggest blocks I've seen with people who want to launch - and how to move past them.

1. **"I don't have a list"**
   I didn't have a list when I started. No one has a list when they're at the very beginning... we all start from zero. So just focus on getting that next subscriber, and the one after that. I personally believe that the best way to actually GET a list is with a launch.

2. **"I don't have a product"**
   I get this... I truly get it. When I first started, I would lay in bed every night tossing and turning trying to figure it out. And the crazy thing is that the answer was right in front of me the entire time!

3. **"I'm not an expert"** One of the best ways I know to quickly gain expert positioning is to launch. Think about it, if you've got someone out there looking for a solution to their problem, and you've got that solution? They don't care that you're not a guru they care that you've fixed their problem! And they'll tell others how you helped them, which naturally increases your authority as word of mouth spreads

4. **"It won't work for my market"** There are online courses, information products, membership sites, online services, on just about every subject you could think of, try googling the most obscure thing you could think of and there will be an online course for the subject.

5. **"It won't work for me"** Henry Ford said, "Whether you think you can, or think you can't, you're right". My background tells me nothing should have worked for me, but look where I am now! Along with millions of other people that just believed.

6. **"I don't have technical skills"** Great news - I'm not technical either! The cool thing is that there are simple software tools you'll use to build your online business. I know lots of people get intimidated by the technical stuff of an online business but here's the thing - you don't need a big fancy website. You can get started with a single web page - and there are some amazing tools that allow you to create that single page in a matter of minutes. Don't get me wrong - you'll have to learn stuff to get your business going. But it's all 100% "figure-out-able" and because of the great tools that are now available, it's so much simpler than it's ever been.

I'm no different from you. I didn't have any advantages when I first started and like everyone else I started with zero.
But I made it a point to create the kind of business that gave me the freedom I desired.

If you'd like to learn the full step by step way you can launch your own product, service, book or business with maximum success, then sign up for my full Online Course Creation Workshop

Online Course Creation Workshop

Online education is booming right now...

Even with all the craziness or maybe because of it, sales of online courses have over doubled.

At the start of the year I had no following and didn't even set The Woman That Farms up as a business, it was just a place for me to blog about my daily farm life yet here I am just four short months later with a booming little business! I think I've written less than a dozen blog posts and posted about myself on my new social media profiles. I never intended to be selling online courses through this personal blog.

I do however have online marketing experience and have for almost two decades been selling online courses, I did see the opportunity and I took it and thank goodness I did just weeks before lockdown and before all my physical business were shut down!

Creating a compelling online course that people pay to enrol on can be confusing— you have to come up with a topic, vet it, create the content, and then market it.

Online Corse Creation Workshop is a **comprehensive**, **step-by-step process** that helps you **create best-in-class**, **educational courses** on any topic.

This comprehensive online training program is designed to help you **create and launch a course in the fastest time possible.**

Online Course Creation helps you choose a course topic that you can easily teach as the expert in your field as you are walked through each step of the process so you can start developing courses that sell.

From mapping out the course curriculum and choosing which type of content is best for your lessons to budget-friendly home video set-up tips, this is your expert resource on designing and launching awesome courses.

I walk you through how to **pick an in-demand topic** in your niche that you're uniquely qualified to teach — and how to build an initial audience of potential students who would love to pay for your course.

You'll avoid headaches and tech issues by teaching you how to create high-quality, professional courses even if you don't have extensive tech knowledge.

Once you pick your course topic and start creating content, Online Course Creation helps you reach your ideal audience with **authentic**, **targeted marketing and messaging**.

You have a great topic and know how to create awesome content and then I help you connect with fans who will be eager to learn about your course.

It doesn't matter if you're baking cakes, teaching embroidery, or showing people how to fit a carpet, there are people eager to learn from you.

When you've learned how to build your audience, we'll cover your launch plan so you can **successfully market your course** and make sure you get the best most profitable launch.

No matter your teaching style or topic, there's an easy way to create engaging courses that don't require technical expertise.

You get full access to the entire Online Course Creation Workshop so you can work at your own pace and develop premium quality profitable online courses.

Online Course Creation is in six easy to follow modules that cover everything you need to know and includes recourses you'll need on website creation, email lists and the best software to use

Course Curriculum

Module One

- Choose Your Course Topic
- Your profit plan
- Your brand positioning
- Develop your personal brand
- Your brand story
- Three course sizes
- Brainstorm your topic
- How to choose your topic
- How to validate your idea
- The three course sizes

Module Two

- Identify your target audience
- Choosing the right web platform
- Outline your curriculum
- Create Your Course
- Course creation myths
- Your course transformation
- Identify your major milestones

Module Three

- Breaking down course concepts
- create content that helps increase your sales
- All about text & photo lessons
- All about PDFs & downloadables
- All about video
- Demo: home studio setup (for phone)
- Demo: home studio setup (for computer)
- Your plan to stay connected to your audience
- Attract new fans and promote your offerings
- How to design and deliver your newsletter
- Blogging do's and don'ts

Module Four

- Build Your Audience
- Why do I need a mini course?
- Choose your mini course topic
- Mini course formulas
- How to build your audience
- Build a mini course funnel
- Set up your landing page (sales page)
- Collect email addresses with an ESP
- How to drive traffic to your mini course
- How to find your audience

Module Five

- More ways to drive traffic
- Why course launches work
- Are you ready to launch?
- Sell without being salesy
- Journey from subscriber to customer
- Price your course
- Pricing misconceptions
- Set your revenue target
- Your course sales page
- Sales copy that converts
- Sales page building blocks
- Golden rules of sales page design

Module Six

- Optimize your checkout flow
- The 30-day course launch
- The mental triggers you need to know
- Phase 1: Engagement
- Phase 2: Pre-sales
- Phase 3: Sales
- Read through sample launches
- Do you need a webinar?
- Payment plans
- Payment tiers
- Upselling
- Analyse your launch
- Learn from your launch

If you're feeling a little uncertain about the future, or if you're feeling squeamish about selling right now, I think you're going to get a lot out of this workshop.

A lot of things have changed, but one thing is still certain you've got to show up and serve. Build amazing value for your people, and the sale will come naturally.

So if you're ready to start the business you've been dreaming of, or you're wondering how to save (and grow) the business you already have join the Online Course Creation Workshop today.

Online Course Creation