Teach What You Do eCourse Blueprint

PLANNER

and Implementation Guide

Planned and Executed by

Date

teach
what you do
e-course blueprint

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Use this planner to prioritize and plan your work with the Teach What You Do eCourse Blueprint as you build your own course. Start with the checklists for each lesson and customize with your own tasks. Be sure to record both wins and questions so that you're ready to share in the twice-monthly live group support calls.

Each lesson is summarized on its own two-page spread and includes time-to-complete estimates, detailed to-dos, and plenty of room for your own 0notes. The best way to use this book is to print two-sided and bind so that each lesson has its own two-page spread. You can print at home or send/take the pdf file to your printshop to get the planner printer and ready for work.

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MODULES OVERVIEW

These are the modules in the eCourse Blueprint. Each of them has several lessons and a whole bunch of tasks for you to work through. Use this section to keep track of where you're at with each of them and to note which is a priority right now.

MODULES

- ❍ MODULE 1: Your Course Topic
- ❍ MODULE 1B (Optional): Validate with a Nimble First Offer
- ❍ MODULE 2: Design Your Course
- ❍ MODULE 3: Build Your Audience & Funnel
- ❍ MODULE 4: Create Your Course
- ❍ MODULE 5: Set Up Your Classroom
- ❍ MODULE 6: Sell & Deliver Your Course

1. YOUR COURSE TOPIC

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1B VALIDATE

2. DESIGN YOUR COURSE

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3. BUILD AUDIENCE & FUNNEL

4. CREATE YOUR COURSE

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5. SET UP YOUR CLASSROOM

6. SELL & DELIVER YOUR COURSE

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MODULE 1
YOUR COURSE TOPIC

In this first module, you'll do key work to understand your talents, your audience, and your market as you plan out your first course topic with your future business portfolio in mind.

Research and considered work is definitely needed here . . .

. . . but do not get hung up on getting everything perfect. Sometimes you won't have exact answers. Sometimes you'll have to use your intuition and make an informed choice.

That's OK. Move through the work and get your topic nailed down.

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LESSONS

- ❍ 1.1 Start Here
- ❍ 1.2 Know Your Teachable Talents
- ❍ 1.3 Research Your Audience
- ❍ 1.4 Develop Your Portfolio
- ❍ 1.5 Define Your Market Position
- ❍ 1.6 Evaluate & Define Course Topic

WORKSHEETS

- ❍ Problem-Promise-Path (L1)
- ❍ Look at Your Talents from 9 Angles (L2)
- ❍ Audience: What to Listen For (L3)
- ❍ Audience: Where to Listen (L3)
- ❍ Build Your Business Portfolio (L4)
- ❍ Market Positioning (L5)
- ❍ Course Topic: Drivers & Design Aspects (L6)
- ❍ Course Topic Evaluation (L6)

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY

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MODULE 1 TO BE DONE

1 START HERE

- ❍ View lesson 1.1
- ❍ Draft 3 to 5 “problem-promise-path” topic possibilities

2 TEACHABLE TALENTS

- ❍ View lesson 1.2
- ❍ Brainstorm your talents and possible course angles

3 RESEARCH AUDIENCE

- ❍ View lesson 1.3
- ❍ Identify communities for social listening
- ❍ Listen and track problems, goals, and obstacles
- ❍ Research via Google search
- ❍ Research via books, videos, classes
- ❍ Research via survey

4 DEVELOP YOUR PORTFOLIO

- ❍ View lesson 1.4
- ❍ Brainstorm and plan portfolio possibilities

5 DEFINE MARKET POSITIONING

- ❍ View lesson 1.5
- ❍ Review competition and their positioning
- ❍ Identify opportunities to position your course

EVALUATE & DEFINE COURSE TOPIC

- ❍ View lesson 1.6
- ❍ Revisit Problem-Promise-Path framework
- ❍ Map out how your work on the 4 course drivers affects your offer
- ❍ Evaluate your course topic

TO BE DONE

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IDEAS & NOTES

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❍ MODULE 1: YOUR COURSE TOPIC

1.1 START HERE

1.2 TEACHABLE TALENTS

1.3 AUDIENCE RESEARCH

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1.4 DEVELOP PORTFOLIO

1.5 MARKET POSITION

1.6 EVALUATE & DEFINE TOPIC

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❍ MODULE 1 | LESSON 1

Start Here to Define Your Course Topic

This lesson introduces you to 2 important frameworks:

1. The "problem-promise-path" model for defining your topic, and
2. Four key course design drivers: 1. your talents, 2. your audience, 3. your portfolio, and 4. your market.

TO BE DONE

- ❍ View lesson 1.1
- ❍ Draft 3 to 5 "problem-promise-path" topic possibilities (see worksheet)

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PROBLEM-PROMISE-PATH

PROBLEM:

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PROBLEM:

PROMISE

PATH:

STUCK | STALLED | NEED HELP

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AH-HAs & WINs

HOW LONG SHOULD THIS TAKE?

This is a quick one. Watch the 5-minute video lesson, and spend 15 minutes brainstorming problem-promise-path combos.

You don't have to be great to start, but you have to start to be great.

-Zig Ziglar

IDEAS & NOTES

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❍ MODULE 1 | LESSON 2
Know Your Teachable Talents

Your course topic will make a PROMISE to your audience that they will come out of your class transformed--newly capable.

Make sure your promise is something that comes out of your special approach to and understanding of the topic: your superpower.

To do this, consider your talents from 9 angles and brainstorm the different approaches you could take to the course design.

MY SUPERPOWER IS

TO BE DONE

- ❍ View lesson 1.2
- ❍ Brainstorm your talents and possible course angles (see worksheet)

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AH-HAs & WINs

HOW LONG SHOULD THIS TAKE?

Watch the under-10-minute video lesson and then spend 30 to 45 minutes with the worksheets digging into your “teachable talents.”

Find a way to express what moves you.

– Mihaly Csikszentmihalyi

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❍ MODULE 1 | LESSON 3

Research Your Audience

Your successful eCourse is going to not only leverage your talents, it's going to address a pressing need, or problem, a goal or aspiration of your audience.

Your students need to leave the course "transformed" whether that's newly capable of a skill, moved to a new way of living, earning more money, or even feeling healthier.

Defining a "problem" you can help with is the beginning of using that "problem-promise-path" framework for your course design–and the route to that is through audience research.

3 LISTENING POSTS

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TO BE DONE

- ❍ View lesson 1.3
- ❍ Identify communities for social listening
- ❍ Listen and track problems, goals, and obstacles (worksheet)
- ❍ Research via Google search
- ❍ Research via existing books, videos and classes
- ❍ Research via survey

ETC . . .

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AH-HAs & WINs

HOW LONG SHOULD THIS TAKE?

This one's going to take some work time AND some elapsed time. Expect to spend 2 to 4 hours researching and setting up your listening stations. And then you need to "listen." Move onto the next lesson even as you keep listening and researching.

PRO COURSE BUILDING TIP:

As you record what you hear from your audience . . . use the exact language they are using. Copy their comments and paste into your notes. You'll use this later in your marketing materials.

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❍ MODULE 1 | LESSON 4
Develop Your Portfolio

While you're working on one class now, perhaps even your first class, that class exist within your complete business: your portfolio of offerings.

Take time to consider whether this is your singular, signature course OR whether it's part of a bigger portfolio.

PORTFOLIO PONDERINGS

TO BE DONE

- ❍ View lesson 1.4
- ❍ Brainstorm and plan portfolio possibilities (see worksheet)

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HOW LONG SHOULD THIS TAKE?

The video lesson is under 10 minutes, but the worksheets will have you spending time deep thinking on your business overall. Expect that work to take about 1 hour.

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❍ MODULE 1 | LESSON 5
Define Your Market Position

Market Positioning refers to the way customers view your product relative to
other competing products in your market.

Thoughtful positioning is your opportunity to shape how potential buyers perceive your course. If you can define the way they think about your course, then your messages to them are heard within a context you've created. What's more, your product is understood by them to be unique. And what's more than that, your potential customers have an understanding of the benefits this class could bring to them.

Work to understand your market and identify positioning opportunities.

TO BE DONE

- ❍ View lesson 1.5
- ❍ Review competition and their positioning (see worksheet)
- ❍ Identify opportunities to position your course (see worksheet)

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KEY COMPETITORS

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AH-HAs & WINs

HOW LONG SHOULD THIS TAKE?

Once you've watched the 15-minute video, budget 1 to 2 hours for looking at your competitors, understanding how they stand out and developing your own plans to differentiate your course.

In order to be irreplaceable one must always be different.

- Coco Chanel

IDEAS & NOTES

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❍ MODULE 1 | LESSON 6

Evaluate & Define Your Course Topic

Now it's time to synthesize the work you've done in this module to come up with the problem you'll solve, the promise you'll make to your students, and an idea of the path that solution will take.

MY COURSE TOPIC

PROBLEM-PROMISE-PATH REDUX

PROBLEM:

PROMISE

PATH:

TO BE DONE

- ❍ View lesson 1.6
- ❍ Revisit Problem-Promise-Path framework (worksheet)
- ❍ Map out how your work on the 4 course drivers affects your offer (worksheet)
- ❍ Evaluate your course topic (worksheet)

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AH-HAs & WINs

HOW LONG SHOULD THIS TAKE?

You'll need 60 to 90 minutes to watch the lesson and then drill down on exactly what you're going to teach using the worksheets for this lesson.

The best preparation for good work tomorrow is to do good work today.

– Elbert Hubbard

IDEAS & NOTES

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MODULE 1B
VALIDATE YOUR ONLINE COURSE IDEA WITH A FIRST NIMBLE OFFER

You're coming into this OPTIONAL module with an idea or two of what you might teach based on a look at your own talents and your audience needs (using Lessons 1, 2, and 3 in Module 1). You just don't know is how successful a course built around these ideas will be.

To validate those ideas with lower cost and time expenditure, use the lessons here as a path to creating a first "nimble" course offer. This is an offer that you develop, deliver and evaluate without all the bells and whistles of a multi-module signature course and expensive, stressful full-fledged launch.

You might create a "sliver" of that big course (which we'll refer to here as a Minimum Viable Product or MVP). Or you might create a "beta" version of your bigger course that you'll sell first and then create if you've found substantial interest. Usually students are promised access to a fuller and revised future version.

Using the lessons here, you can sell, deliver and "soft-launch" these first offers without full fledged classroom and sales systems to minimize risk and see how viable they are.

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LESSONS

- ❍ 1B.1 Focus on Validation in the Idea Stage
- ❍ 1B.2 OPTION 1: Create a Mini Course as MVP
- ❍ 1B.3 OPTION 2: Create a Beta Offer for Presale
- ❍ 1B.4 Nimble Sales and Delivery Mechanics
- ❍ 1B.5 6-Step Nimble Launch Process

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY

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MODULE 1B TO BE DONE

1 FOCUS ON VALIDATION IN THE IDEA STAGE

- ❍ View lesson 1B.1
- ❍ If you have not already evaluated your "teachable talents," return to and complete Module 1 Lesson 2
- ❍ If you have not already completed audience research, return to and complete Module 1 Lesson 3
- ❍ Have a solid course idea that you are ready to validate

2 OPTION 1: CREATE A MINI COURSE AS MVP

- ❍ View lesson 1B.2
- ❍ Choose your mini-course type and topic (i.e., getting started, excerpt or eye-opener)
- ❍ Outline your mini-course (3 to 5 lessons)
- ❍ Create your mini-course lessons

3 OPTION 2: CREATE A BETA OFFER FOR PRESALE

- ❍ View lesson 1B.3
- ❍ Outline complete course
- ❍ Make detailed week-by-week content plan
- ❍ Create the first week's content. Test and document all your tools and systems.
- ❍ Set up everything for delivery and creation (production plan, templates, live meetings, emails for delivery)

4 NIMBLE SALES & DELIVERY MECHANICS

- ❍ View lesson 1B.4
- ❍ Set up file storage for pdf, video and audio files (and perhaps video streaming)
- ❍ Choose and set up payment gateway account(s) (i.e., Stripe and, optionally, Paypal)
- ❍ Choose and set up eCommerce tool for accepting payment and delivering course files
- ❍ Integrate email and payment gateway with eCommerce tool
- ❍ Set up course as "product" in eCommerce tool with specific email integration for course

5 6-STEP NIMBLE LAUNCH PROCESS

- ❍ View lesson 1B.5
- ❍ Plan and create your "red-carpet" content
- ❍ Set up your "early-bird" mailing list opt-in
- ❍ Create a simple sales page
- ❍ Make sure your eCommerce tool for selling and delivering the course is all set
- ❍ Write an email series to make the offer and count down the expiring aspects of it
- ❍ Start delivering your red-carpet content and make the offer

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TO BE DONE

IDEAS & NOTES

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❍ MODULE 1B: VALIDATE WITH NIMBLE OFFER

1B.1 FOCUS ON VALIDATION IN IDEA STAGE

1B.2 CREATE MINI COURSE AS MVP

1B.3 CREATE BETA OFFER FOR PRESALE

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1B.4 NIMBLE SALES & DELIVERY MECHANICS

1B.5 6-STEP NIMBLE LAUNCH PROCESS

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❍ MODULE 1B | LESSON 1

Focus on Validation in the Idea Stage

Get a framework for building an online teaching business that homes in on the early work, when you're in the "idea" stage.

Your key tasks at this time serve goals of audience research, product validation and list building.

Two recommended paths for validation have you making a first "nimble" product that takes one of two forms:
1. Create and sell a minimum viable product (MVP)
2. Presell a beta version of your course

TO BE DONE

- ❍ View lesson 1B.1
- ❍ If you have not already evaluated your "teachable talents," return to and complete Module 1 Lesson 2
- ❍ If you have not already completed audience research, return to and complete Module 1 Lesson 3
- ❍ Have a solid course idea that you are ready to validate

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COURSE TOPIC IDEAS TO VALIDATE

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AH-HAs & WINs

HOW LONG SHOULD THIS TAKE?

If you've already complete the module 1 lessons on your talents and audience research and have a course idea to validate, it will take just 10 minutes to go through the lesson.

> **Ideas won't keep. Something must be done about them.**
>
> **-Alfred North Whitehead**

IDEAS & NOTES

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❍ MODULE 1B | LESSON 2

VALIDATION OPTION #1: Create a Mini Course as MVP

One validation path for your course idea is to offer a first small course that you can create quickly and well and that you believe your people would like.

This is referred to as a minimum viable product or MVP.

Get 3 models for designing this mini course out of your idea. See also guidelines for lesson format and creation.

TO BE DONE

- ❍ View lesson 1B.2
- ❍ Choose your mini-course type and topic (i.e., getting started, excerpt or eye-opener)
- ❍ Outline your mini-course (3 to 5 lessons)
- ❍ Create your mini-course lessons

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GETTING STARTED MINI COURSE IDEAS

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EXCERPT MINI COURSE IDEAS

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EYE-OPENER MINI COURSE IDEAS

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AH-HAs & WINs

HOW LONG SHOULD THIS TAKE?

Expect to spend an hour watching the lesson and developing specific course topic and content outline. Budget 6 to 20 hours to create lesson content depending on how much content you need to create.

If you are not embarrassed by the first version of your product, you've launched too late.

-Reid Hoffman

IDEAS & NOTES

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❍ MODULE 1B | LESSON 3

VALIDATION OPTION #2: Create a Beta Offer for Presale

A second validation path for your course idea is to offer an early (and rough) beta version of your course--and to presell it before creation.

This beta version is a prototype or rough draft that you can create weekly as you deliver it in order to get feedback. Your students will get updated future version of the course.

TO BE DONE

- ❍ View lesson 1B.3
- ❍ Outline complete course
- ❍ Make detailed week-by-week content plan
- ❍ Create the first week's content. Test and document all your tools and systems.
- ❍ Set up everything for delivery and creation (production plan, templates, live meetings, emails for delivery)

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AH-HAs & WINs

HOW LONG SHOULD THIS TAKE?

Expect to spend 2 hours watching the lesson and developing your week-by-week content outline. Spend 4 to 8 hours creating the content for the first week and testing and documenting tools and systems. Budget another 4 to 8 hours to set up templates, meetings and emails for live delivery.

The beautiful part of writing is that you don't have to get it right the first time, unlike, say, a brain surgeon.

-Robert Cormier

IDEAS & NOTES

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❍ MODULE 1B | LESSON 4

Nimble Sales and Delivery Mechanics

In this lesson, you get a route that for simple selling and delivery tools that are low-cost and easy to pivot from as you grow. There are variations you can take -- but understand and try this path first.

You'll put foundational pieces in place for file storage and delivery plus payment collection so that you can deliver a course without a full-blown classroom.

TO BE DONE

- ❍ View lesson 1B.4
- ❍ Set up file storage for pdf, video and audio files (and perhaps video streaming)
- ❍ Choose and set up payment gateway account(s) (i.e., Stripe and, optionally, Paypal)
- ❍ Choose and set up eCommerce tool for accepting payment and delivering course files
- ❍ Integrate email and payment gateway with eCommerce tool
- ❍ Set up course as "product" in eCommerce tool with specific email integration for course

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AH-HAs & WINs

HOW LONG SHOULD THIS TAKE?

You'll need 20 minutes to watch the lesson. Expect to spend 2 hours learning and setting up file storage tools if these are new to you. Payment gateway can be chosen and set up quite quickly (under 30 mins).

Choosing an eCommerce tool, integrating with email and payment gateway and then setting up a specific product will take a few hours.

It is the essence of genius to make use of the simplest ideas.

-Charles Peguy

IDEAS & NOTES

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❍ MODULE 1B | LESSON 5

6-Step Nimble Launch Process

With a nimble product defined and systems set up for sales and delivery, it's time to present an offer to your prospects for that mini course or beta offering. Later on, when your product is proven and you can confidently know that time and dollars put into ads and marketing events will yield profits, you can run a full-out launch. But right now, you're testing the product, keeping costs and efforts lower. Thus, a nimble or "soft" launch is what's needed.

The 6 steps for a nimble launch are:

1. Develop first audience connections as you research and develop your offer.
2. Be prepared for "launch leaking" and the "early bird" list.
3. Create and deliver "red-carpet" content.
4. Set up content delivery process and sales mechanism.
5. Make the offer.
6. Count down the expiring offer.

TO BE DONE

- ❍ View lesson 1B.5
- ❍ Plan and create your "red-carpet" content
- ❍ Set up your "early-bird" mailing list opt-in
- ❍ Create a simple sales page
- ❍ Make sure your eCommerce tool for selling and delivering the course is all set
- ❍ Write an email series to make the offer and count down the expiring aspects of it
- ❍ Start delivering your red-carpet content and make the offer

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AH-HAs & WINs

HOW LONG SHOULD THIS TAKE?

This step is going to require elapsed time. Thus, you need to think on it ahead of time. Additionally, you'll have to spend time on tech, content creation, and your "pitch." This isn't a full-blown launch, so I don't want you to get waylaid . . . but . . . you can expect to spend at least 20 hours getting the many pieces in order.

There's no shortage of remarkable ideas. What's missing is the will to execute them.

-Seth Godin

IDEAS & NOTES

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MODULE 2
DESIGN YOUR COURSE

A part of designing your course is deciding how you'll integrate teaching approaches with digital formats and delivery platforms. In other words: you need to figure out whether you're creating pdfs or audios or videos. Maybe you'll even decide to teach live. The first three lessons in this module give you a guide to the choices you have and enable you to connect your lesson content to its best delivery format.

And then you're digging into the nitty-gritty of outlining, naming, pricing and branding your course with the next four lessons. This is fun work. This is work that has you productive and starting to truly see the first "bones" of your course.

KNOW THIS. I encourage you DIY this work right now, relying on your research and informed intuition, and to DIY it with relative speed. Don't get stuck here for long. You need to know these things–outline, name, pricing–in order to move forward . . .

. . . and, yet, once you do move forward and actually create lessons, you may discover what your course name or lesson sequence or pricing strategy truly should be. And that's OK. You'll tweak these things.

The work of making an online course isn't a straight and defined path. It is a path of moving forward in circles, in iterations. And that's because you will be discovering your best teaching approaches and content AS YOU CREATE.

You don't know it all straight out of the gate. And yet you need to define and create to move forward. This module gets you doing just that.

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LESSONS

- ❍ 2.1 What Online Courses Look Like
- ❍ 2.2 What Online Lessons Look Like
- ❍ 2.3 What Online Teaching Approaches Look Like
- ❍ 2.4 Outline Your Course
- ❍ 2.5 Price Your Course
- ❍ 2.6 Name Your Course
- ❍ 2.7 Brand Your Course

WORKSHEETS

- ❍ Outline Your Course (L4)
- ❍ Price Your Course (L5)
- ❍ Name Your Course (L6)
- ❍ Brand Your Course (L7)

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY

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MODULE 2 TO BE DONE

1 WHAT ONLINE COURSES LOOK LIKE

- ❍ View lesson 2.1
- ❍ Consider three online teaching venues and make notes on those venues and your course

2 WHAT ONLINE LESSONS LOOK LIKE

- ❍ View lesson 2.2
- ❍ Consider lesson formats and make notes on your own lesson plans

3 WHAT ONLINE TEACHING APPROACHES LOOK LIKE

- ❍ View lesson 2.3
- ❍ Consider the 4 teaching approaches and your own class. Be sure to make notes he in the planner and capture your “ah-has!”

4 OUTLINE YOUR COURSE

- ❍ View lesson 2.4
- ❍ Determine, scope, pacing, and touch
- ❍ Brainstorm all the pieces
- ❍ Move from the brainstorm to outline

5 PRICE YOUR COURSE

- ❍ View lesson 2.5
- ❍ Run the numbers for your business as they relate to pricing
- ❍ Look at your market and competitors’ approach to pricing
- ❍ Put a value to your course results
- ❍ Draft an “offer stack”
- ❍ Set your price

6 NAME YOUR COURSE

- ❍ View lesson 2.6
- ❍ Make a list of potential course names, trying the different formats in the lesson
- ❍ Ask our class community for reactions and input
- ❍ Choose a name (you can still change it, but it’s good to have a place holder)

7 BRAND YOUR COURSE

- ❍ View lesson 2.7
- ❍ Decide how you want your students to feel about your brand and class
- ❍ Choose imagery, colors, and fonts for your branding
- ❍ Build a course logo or badge (use template and tech lesson at bottom of module 2 page)

TO BE DONE

- ❍ .....
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IDEAS & NOTES

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MODULE 2: Design Your Course

2.1 WHAT ONLINE COURSES LOOK LIKE

2.2 WHAT ONLINE LESSONS LOOK LIKE

2.3 WHAT ONLINE TEACHING APPROACHES LOOK LIKE

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2.4 OUTLINE YOUR COURSE

2.5 PRICE YOUR COURSE

2.6 NAME YOUR COURSE

2.7 BRAND YOUR COURSE

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❍ MODULE 2 | LESSON 1
What Online Courses Look Like

This lesson gives you a look at the three main online "venues" in which your teaching will take place. Make sure you understand these so you know what you've got to work with as you design your course.

These three venues are:

- Your on-demand classroom
- An online community
- Live virtual events

AH-HAs

HOW LONG SHOULD THIS TAKE?

This is a "lecture" class that gets you thinking about your own course but doesn't have lots of execution work. Budget 30 minutes to watch the video and make notes. Use the next planner page for notes.

TO BE DONE

- ❍ View lesson 2.1
- ❍ Consider the three venues and make notes here in the planner about those venues and your course.

ETC . . .

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ON-DEMAND CLASSROOM

COMMUNITY

LIVE VIRTUAL

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❍ MODULE 2 | LESSON 2

What Online Lessons Look Like

This is the lesson in which you get a closer look at the basic formats and mediums for creating your online lessons.

These include video, audio, written, and interactive.

It's key to have a good understanding of all that's available to work with in preparation for designing your course.

AH-HAs

HOW LONG SHOULD THIS TAKE?

This is a "lecture" class that gets you thinking about your own course but doesn't have lots of execution work. Budget 30 minutes to watch the video and make notes. Use the next planner page for notes.

TO BE DONE

- ❍ View lesson 2.2
- ❍ Consider lesson formats and make notes on your own lesson plans.

ETC . . .

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WRITTEN/ILLUSTRATED PDF

AUDIO

LIVE VIRTUAL

VIDEO

- ❍ Live Demo
- ❍ Straight to Camera Lecture
- ❍ Narrated Slides
- ❍ Screen-Capture Demo

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❍ MODULE 2 | LESSON 3

What Online Teaching Approaches Look Like

We are digging more deeply into making you an online teacher. With this lesson you'll get 4 approaches to teaching that you can choose from and mix together within lessons and your class as a whole.

You'll also see how these can drive your primary lesson format, and you'll decide which mediums to use for lesson delivery.

The approaches are:

- demo
- lecture
- practice & implementation
- roadmaps

HOW LONG SHOULD THIS TAKE?

This is a "lecture" class that gets you thinking about your own course but doesn't have lots of execution work. Budget 45 minutes to watch the video and make notes. Use the next planner page for notes.

TO BE DONE

- ❍ View lesson 2.3
- ❍ Consider the four teaching approaches and your own class. Be sure to make notes he in the planner and capture your "ah-has!"

ETC . . .

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AH-HAs

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DEMO

PRACTICE & IMPLEMENTATION

LECTURE

ROADMAPS

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❍ MODULE 2 | LESSON 4
Outline Your Course

In this lesson, you'll extend the course description and definition started in Module 1, deciding, first, on course

- scope,
- pacing, and
- level of touch to be incorporated.

Then you move on to outlining all of the pieces of your course (as you see it now).

SCOPE

PACING

TOUCH

TO BE DONE

- ❍ View lesson 2.4
- ❍ Determine, scope, pacing, and level of touch
- ❍ Brainstorm all the pieces of your course
- ❍ Move from the braindump to a fully outlined course

ETC . . .

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AH-HAs & WINs

HOW LONG SHOULD THIS TAKE?

Watch the lesson and budget 1 to 2 hours to create your course outline. There are lots and lots of worksheets to support this work over in the class workbook.

I always have a basic plot outline, but I like to leave some things to be decided while I write.

– J. K. Rowling

IDEAS & NOTES

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❍ MODULE 2 | LESSON 5

Price Your Course

When it comes time to sell your course, you need to feel excited about the value you're offering and deserving of the price you're requesting.

Pricing an online course isn't best determined by plugging a few factors into a spreadsheet. Pricing has to do with customer perception of your course value, which can vary across customers and over time. It also has to do with creating an offer that benefits your business and competes in the greater market.

While there's no simple formula, this work doesn't have to stall or overwhelm you. Use this lesson as a guide to considering the relevant pieces and their impact on your course price.

In the end, I want you to be sure to choose a price you feel good about. When it comes time to sell your course, you need to feel excited about the value you're offering and deserving of the price you're requesting. You need to believe your students are getting a fabulous deal and that you are being paid what you deserve.

TO BE DONE

- ❍ View lesson 2.5
- ❍ Run the numbers for your business as they relate to pricing
- ❍ Look at your market and competitors' approach to pricing
- ❍ Put a value to your course results
- ❍ Draft an "offer stack"
- ❍ Set your price (use worksheet for all of these steps)

ETC . . .

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AH-HAs & WINs

HOW LONG SHOULD THIS TAKE?

Watch the lesson and budget 1 to 2 hours to complete the work the worksheets put you through: budgeting, competitor and audience research, building your offer stack, and setting a price.

Think about how much change you can deliver to a customer's life and see if you can put a value metric on that.

-Yaro Stark

MY COURSE PRICING

IDEAS & NOTES

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❍ MODULE 2 | LESSON 6

Name Your Course

To offer your online course to potential students, you need something to call it.

You need a name. William Shakespeare wrote, "A rose by any other name would smell as sweet". . . but a rose exists in physical space and can be taken in with multiple senses.

Not so for your digital product. Folks aren't going to get to smell or touch that class of yours. Its name may well be their first understanding of its existence. So let's get down to the work of developing a course name attracts your ideal students.

Know this: you can still can come back and change the name. Use it right now as a placeholder and direction setting -- but don't go down a rabbit hole on this. Get it done!

NAMES I LIKE

TO BE DONE

- ❍ View lesson 2.6
- ❍ Make a list of potential course names, trying the different formats in the lesson (use worksheet)
- ❍ Ask our class community for reactions and input
- ❍ Choose a name (you can still change it, but it's good to have a place holder)

ETC . . .

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AH-HAs & WINs

HOW LONG SHOULD THIS TAKE?

Budget 30 minutes after watching the lesson to brainstorm names. Come back the next day for another 30 minutes to edit and rework.

PRO COURSE BUILDING TIP:

Your course name should attract your ideal students—and even repel those for whom this class is not a good match.

IDEAS & NOTES

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❍ MODULE 2 | LESSON 7

Brand Your Course

This lesson is about branding this one particular course that you're making now.

You may decide to use fonts and colors that are already in your business branding or you may be starting from scratch.

A course logo is often more like a "badge" –a block that represents the course and that can be used both for promotion and for classroom design.

A primary goal with your course logo is to speak to and attract those for whom your course is a good solution–and even repel those for whom the class is not a good match.

COLORS & FONTS

TO BE DONE

- ❍ View lesson 2.7
- ❍ Decide how you want your students to feel about your brand and class (worksheet)
- ❍ Choose imagery, colors, and fonts for your branding (worksheet)
- ❍ Build a course logo or badge (use template and tech lesson at bottom of module 2 page)

ETC . . .

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AH-HAs & WINs

HOW LONG SHOULD THIS TAKE?

Budget 30 minutes after watching the lesson to brainstorm names. Come back the next day for another 30 minutes to edit and rework.

Your brand is what other people say about you when you're not in the room.

– Jeff Bezos

IDEAS & NOTES

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MODULE 3
BUILD YOUR AUDIENCE & FUNNELS

Lessons 1, 2, 3. In the beginning of becoming an online course builder (and an online business owner) you'll be finding and getting to know your audience as a part of your research. As long as you've found them, you should stay connected and build engagement with those who are good prospects for your course.

The first three lessons in this module, show you how to use email and Facebook Audiences for communicating with your audience. This module is placed early in the eCourse Blueprint because building and nurturing your email list and audience is really pre-launch work. Start it now and you'll have prospects ready for your launch.

Lesson 4. This introduction to funnels gives you a look at how you'll use a sales funnel when it's time to sell your course. It shows you where you're headed at sales time.

Lessons 5, 6. You don't need to go through these lessons until you've created your course and are ready to put in a system for sales. Once you are at that point, they show you how to put a simple email funnel in place and how it changes with a "launch" event like a mini course or webinar. Remember: Module 6 has details on launching.

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LESSONS

- ❍ 3.1 Intro to Audience Building & Tools
- ❍ 3.2 Build Your Audience with eMail
- ❍ 3.3 Build Your Audience with Facebook
- ❍ 3.4 Intro to the Sales Funnel
- ❍ 3.5 The Simple Email Sales Funnel
- ❍ 3.6 Mini Course and Webinar Sales Funnels

WORKSHEETS

- ❍ Email Automation Step by Step (L2K)
- ❍ First Facebook Audience-Building Steps (L3)

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY

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MODULE 3 TO BE DONE

1 INTRO TO AUDIENCE BUILDING & TOOLS

- ❍ View lesson 3.1

2 BUILD YOUR AUDIENCE WITH EMAIL

- ❍ View lesson 3.2
- ❍ Choose you email service provider
- ❍ Create a lead magnet for list building
- ❍ Set up email automation to get email addresses on your list and deliver the lead magnet
- ❍ Get the work out about your lead magnet.
- ❍ Plan and start your list nurture content and work.

3 BUILD YOUR AUDIENCE WITH FACEBOOK

- ❍ View lesson 3.3
- ❍ Set up a Facebook Page for your business
- ❍ Plan for and start to make regular posts to that page
- ❍ Plan for and start to show up on live video on that page
- ❍ Include your FB Biz Page link/info on your personal FB Page about section
- ❍ Create Facebook Engagement Audiences
- ❍ Set up and Install a Facebook pixel on your website and set up Facebook Retargeting Audiences

4 INTRO TO THE SALES FUNNEL

- ❍ View lesson 3.4
- ❍ If you haven't already set up for your email service, lead magnet, opt-in and automation, give that higher priority and get on it.
- ❍ When you're ready to get deeper into funnel building, use the next two lessons.

COME BACK TO THE NEXT 2LESSONS WHEN READY TO SELL YOUR COURSE

5 THE SIMPLE EMAIL SALES FUNNEL

- ❍ View lesson 3.5
- ❍ Create landing pages for opt-in
- ❍ Create landing pages for sales page & shopping cart
- ❍ Write emails
- ❍ Set up email tags
- ❍ Set up email timers/sequences
- ❍ Create/set up top of funnel traffic drivers into funnel

6 MINI COURSE AND WEBINAR SALES FUNNEL

- ❍ View lesson 3.6
- ❍ Create the launch event content (mini course or webinar)
- ❍ Create landing pages for opt-ins
- ❍ Create landing pages for sales page & shopping cart
- ❍ Write emails
- ❍ Set up email tags
- ❍ Set up email timers/sequences
- ❍ Create/set up top of funnel traffic drivers into funnel

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MODULE 3: Build Your Audience & Funnels

3.1 INTRO TO AUDIENCE BUILDING & TOOLS

3.2 BUILD YOUR AUDIENCE WITH EMAIL

3.3 BUILD YOUR AUDIENCE WITH FACEBOOK

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3.4 INTRO TO THE SALES FUNNEL

3.5 THE SIMPLE EMAIL SALES FUNNEL

3.6 MINI COURSE AND WEBINAR SALES FUNNEL

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❍ MODULE 3 | LESSON 1
Intro to Audience Building & Tools

This short lesson is your introduction to the work of meeting prospects and warming them up as well as the key tools you have for this work.

NOTES

TO BE DONE

❍ View lesson 3.1

ETC . . .

STUCK | STALLED | NEED HELP

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AH-HAs & WINs

HOW LONG SHOULD THIS TAKE?

This is a short informational lesson. Watch it and move forward with the next lesson.

Marketing is no longer about the stuff that you make, but about the stories you tell.

– Seth Godin

IDEAS & NOTES

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❍ MODULE 3 | LESSON 2

Build Your Audience with eMail

In this lesson there are several steps to do to get your email marketing system in place.

You'll need to:

- Choose an email service provider
- Create a lead magnet for building your list
- Set up email automation to deliver your lead magnet
- Broadcast your lead magnet's availability
- Nurture your list

It can seem like a lot and it make take a few days of work to get this in place–but you are building a key asset, and it's important to get these systems going as soon as possible.

STUCK | STALLED | NEED HELP

TO BE DONE

- ❍ View lesson 3.2
- ❍ Choose you email service provider
- ❍ Create a lead magnet for list building
- ❍ Set up email automation to get email addresses on your list and deliver the lead magnet
- ❍ Get the work out about your lead magnet.
- ❍ Plan and start your list nurture content and work.

ETC . . .

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HOW LONG SHOULD THIS TAKE?

If you're brand new to online business and don't yet have an email system, this is going to take solid work.

- ❍ Choosing and setting up your email service will take 1 to 2 hours.
- ❍ Making a lead magnet will take 2 to 3 hours.
- ❍ Getting your opt-in and email automation for lead magnet delivery created will take 2 to 4 hours.
- ❍ Planning and executing on initial list nurture will take 2 to 4 hours.

Email has an ability many channels don't: creating valuable, personal touches -- at scale.

– David Newman

IDEAS & NOTES

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❍ MODULE 3 | LESSON 3

Build Your Audience with Facebook

In this lesson, you'll discover why Facebook is an important social media tool for finding and warming up prospects for your course.

You'll get a roadmap for connecting your website, your email, and your Facebook activities to build warm audiences.

It can seem like a lot and it make take a few days of work to get this in place–but you are building an important asset, and it's important to get these systems going as soon as possible. I know it can be tough with some of the tech, but I'm available in the class group to support you–So let's dig into the details of getting this done.

FACEBOOK PAGE PLANS

TO BE DONE

- ❍ View lesson 3.3
- ❍ Set up a Facebook Page for your business
- ❍ Plan for and start to make regular posts to that page
- ❍ Plan for and start to show up on live video on that page
- ❍ Include your FB Biz Page link/info on your personal FB Page about section
- ❍ Create Facebook Engagement Audiences
- ❍ Set up and Install a Facebook pixel on your website and set up Facebook Retargeting Audiences

ETC . . .

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AH-HAs & WINs

HOW LONG SHOULD THIS TAKE?

Setting up your Facebook pixel and custom audiences will take several hours, probably over a few days. Be sure to ask questions in the class community if you have questions.

Planning for and executing on shares to your Facebook page (posts and live video) will be ongoing work.

Social media is not a media. The key is to listen, engage, and build relationships.

– David Alston

IDEAS & NOTES

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❍ MODULE 3 | LESSON 4

Intro to the Sales Funnel

In this lesson you'll get an introduction to sales funnels so that you know where you're going when it comes time to sell your class.

Use this lesson to understand funnels, and to start thinking forward on a first funnel for selling your course.

AH-HAs & WINs

TO BE DONE

- ❍ View lesson 3.4
- ❍ If you haven't already set up for your email service, lead magnet, opt-in and automation, give that higher priority and get on it.
- ❍ When you're ready to get deeper into funnel building, use the next two lessons.

ETC . . .

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❍ MODULE 3 | LESSON 5

The Simple Email Sales Funnel

In this lesson you'll move from the IDEA of a sales funnel for turning prospects into customers that was taught in the last lesson to the specific steps for implementing a simple email sales funnel.

AH HAs & WINS

TO BE DONE

- ❍ View lesson 3.5
- ❍ Create landing pages for opt-in
- ❍ Create landing pages for sales page & shopping cart
- ❍ Write emails
- ❍ Set up email tags
- ❍ Set up email timers/sequences
- ❍ Create/set up top of funnel traffic drivers into funnel

ETC . . .

HOW LONG SHOULD THIS TAKE?

This is significant project. Budget 1 to 2 weeks overall with 20 hours each week. This will vary if you already have your lead magnet and sales pages set up.

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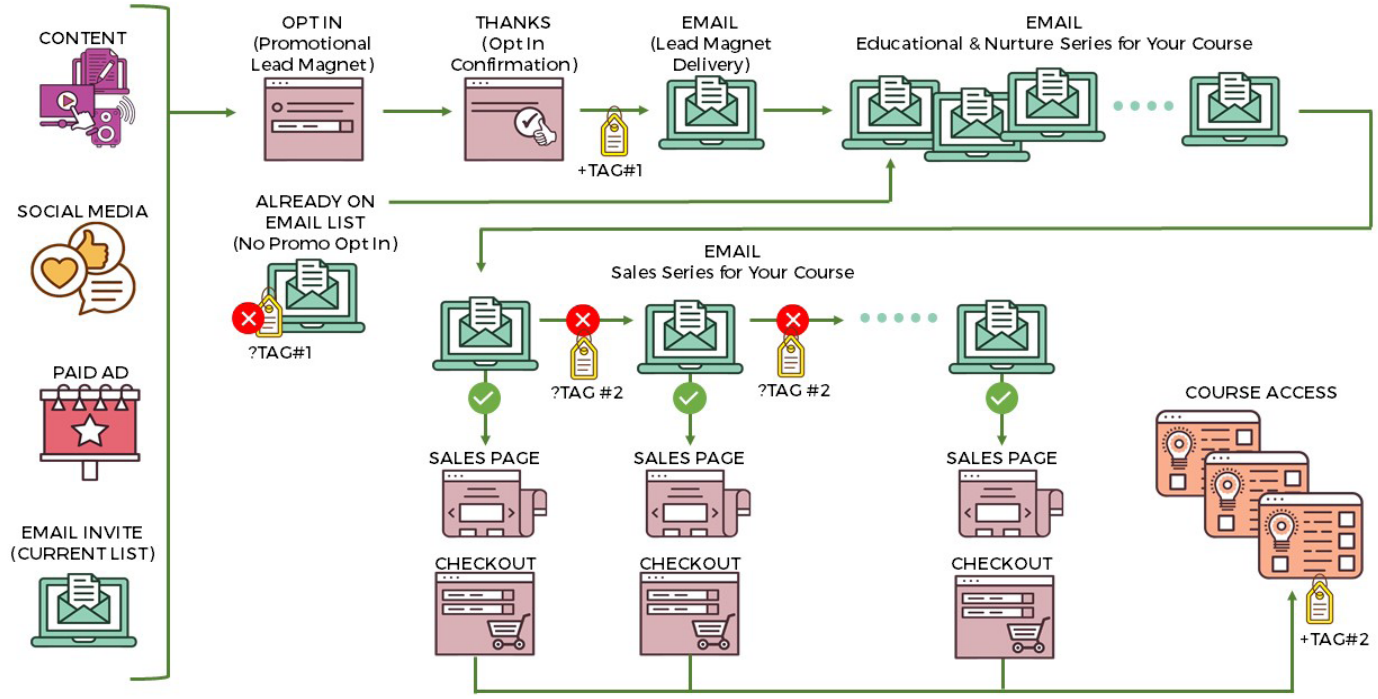
SIMPLE EMAIL FUNNEL



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SIMPLE EMAIL FUNNEL: THE WORK and ASSETS

CONTENT

- Your course.
- Original awareness-building content in form of blog, podcast, video, or live-stream.
- Promotional lead magnet.

WHEN YOU HAVE A LAUNCH EVENT
- Launch event content; i.e., lessons in a mini-course, content for a webinar or challenge.

SOCIAL MEDIA

Posts on a variety of platforms that point people to your content and promotional lead magnet opt-in.

WHEN YOU HAVE A LAUNCH EVENT
- Social media pointing to the launch event news and opt-in page.

PAID AD

- Ads to your promotional lead magnet.
- Ads to your sales page.

WHEN YOU HAVE A LAUNCH EVENT
- Ads to the opt-in page for the launch event.

LANDING PAGES

- Opt In for promotional lead magnet.
- Thank You/ Confirmation for promotional lead magnet.
- Sales page
- Checkout cart.
- Classroom registration or confirmation.

WHEN YOU HAVE A LAUNCH EVENT
- Opt-in page for launch event.
- Landing pages that present the event content. (lessons, live webinars, challenge summary, replay).

EMAIL

- Invite to sign up for promotional lead magnet.
- Welcome and delivery of lead magnet.
- Education and nurture sequence.
- Sales sequence.
- Purchase confirmation (and subsequent onboarding).

WHEN YOU HAVE A LAUNCH EVENT
- Invite to launch event.
- Onboarding and delivery for launch event.

TAGS

- Registered for lead magnet.
- In the education series (add then remove).
- In the sales series (add then remove).
- Purchased class.

WHEN YOU HAVE A LAUNCH EVENT
- Registered for launch event.
- In the launch event series.

TIMERS

- Lead magnet delivery goes out right after registration.
- Schedule educational series.
- Schedule sales series.

WHEN YOU HAVE A LAUNCH EVENT
- Schedule invite to event.
- Schedule event onboarding and delivery

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❍ MODULE 3 | LESSON 6

Mini Course and Webinar Sales Funnels

In this lesson, you'll get the flow for two ecourse sales funnels: one that uses a mini-course as launch event and one that incorporates a webinar as launch event.

AH HAs & WINS

TO BE DONE

- ❍ View lesson 3.6
- ❍ Create the launch event content (mini course or webinar)
- ❍ Create landing pages for opt-ins
- ❍ Create landing pages for sales page & shopping cart
- ❍ Write emails
- ❍ Set up email tags
- ❍ Set up email timers/sequences
- ❍ Create/set up top of funnel traffic drivers into funnel

ETC . . .

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HOW LONG SHOULD THIS TAKE?

This is significant project. Budget 1 to 2 weeks overall with 20 hours each week to make your launch event content (webinar or mini course).Budget an additional 1 to 2 weeks with 20 hours each to set up the landing pages, emails and automation.

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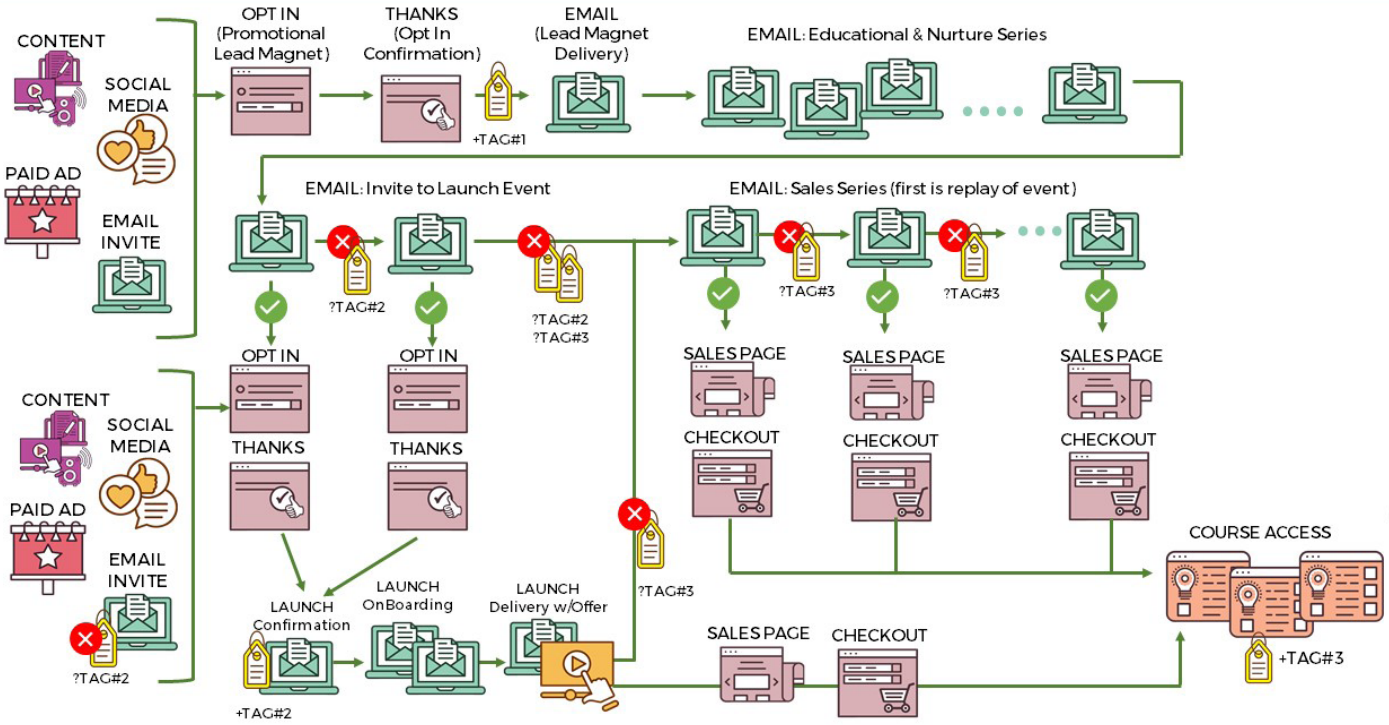
FUNNEL WITH LAUNCH EVENT (for example, a webinar)



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SIMPLE EMAIL FUNNEL: THE WORK and ASSETS

CONTENT

- Your course.
- Original awareness-building content in form of blog, podcast, video, or live-stream.
- Promotional lead magnet.

WHEN YOU HAVE A LAUNCH EVENT

- Launch event content; i.e., lessons in a mini-course, content for a webinar or challenge.

SOCIAL MEDIA

Posts on a variety of platforms that point people to your content and promotional lead magnet opt-in.

WHEN YOU HAVE A LAUNCH EVENT

- Social media pointing to the launch event news and opt-in page.

PAID AD

- Ads to your promotional lead magnet.
- Ads to your sales page.

WHEN YOU HAVE A LAUNCH EVENT

- Ads to the opt-in page for the launch event.

LANDING PAGES

- Opt In for promotional lead magnet.
- Thank You/ Confirmation for promotional lead magnet.
- Sales page
- Checkout cart.
- Classroom registration or confirmation.

WHEN YOU HAVE A LAUNCH EVENT

- Opt-in page for launch event.
- Landing pages that present the event content. (lessons, live webinars, challenge summary, replay).

EMAIL

- Invite to sign up for promotional lead magnet.
- Welcome and delivery of lead magnet.
- Education and nurture sequence.
- Sales sequence.
- Purchase confirmation (and subsequent onboarding).

WHEN YOU HAVE A LAUNCH EVENT

- Invite to launch event.
- Onboarding and delivery for launch event.

TAGS

- Registered for lead magnet.
- In the education series (add then remove).
- In the sales series (add then remove).
- Purchased class.

WHEN YOU HAVE A LAUNCH EVENT

- Registered for launch event.
- In the launch event series.

TIMERS

- Lead magnet delivery goes out right after registration.
- Schedule educational series.
- Schedule sales series.

WHEN YOU HAVE A LAUNCH EVENT

- Schedule invite to event.
- Schedule event onboarding and delivery

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IDEAS & NOTES

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IDEAS & NOTES

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MODULE 4 | PART 1
CREATE YOUR COURSE
HOW TO DEVELOP LESSON CONTENT: a teaching framework

There are two parts to creating your course content: development and production.

Development is the process of creating the content of your teaching. This first part of Module 4 Create Your Course is focused on that work.

You'll get a look at the process overall, tools to use, and a specific, step-by-step process for:

1. Going from course outline to detailed lesson content

2. Going from detailed lesson content to a production-ready tool (like a script, storyboard, or slide deck)

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LESSONS

- ❍ 4.1 Course Creation Process
- ❍ 4.2 Tools for Course Development
- ❍ 4.3 From Course Outline to Detailed Lesson
- ❍ 4.4 From Detailed Lesson to Script, Storyboard or Slide Deck

WORKSHEETS

- ❍ 6 Steps from Outline to Detailed Content (Mod 4 Lesson 3)
- ❍ Develop Your Recurring Lesson Arc (Mod 4 Lesson 4)

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY

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MODULE 4 | PART 1

1 COURSE CREATION PROCESS

- ❍ View lesson 4.1
- ❍ Consider your own to-be-made lessons and the work you'll do during development and the work you'll do during development

2 TOOLS FOR COURSE DEVELOPMENT

- ❍ View lesson 4.2
- ❍ Try content tools and choose yours
- ❍ Organize your workspace for creating content lesson by lesson, module by module

3 FROM COURSE OUTLINE TO DETAILED LESSON

- ❍ View lesson 4.3
- ❍ Use this process with your own first piece of content, paying attention to the steps that work for you and that you can repeat (worksheet)

4 FROM DETAILED LESSON TO SCRIPT, STORYBOARD OR SLIDE DECK

- ❍ View lesson 4.4
- ❍ Do TWYD Lesson 4.3 work with at least three of your lessons so that you have multiple pieces of content to work with now. Your work will make more sense when you do it this way
- ❍ Looking at the work you've done so far on lessons, determine/develop your recurring lesson arc
- ❍ Figure out how best to get demo, lecture, practice, and roadmaps into these lessons (worksheet)
- ❍ Come up with 3 to 5 "pattern interrupts" that you could use throughout your lessons. Not every lesson will have all pattern interrupts

TO BE DONE

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MODULE 4 : Create Your Course
Part 1: How to DEVELOP Lesson Content

4.1 COURSE CREATION PROCESS

4.2 TOOLS FOR COURSE DEVELOPMENT

4.3 FROM COURSE OUTLINE TO DETAILED LESSON

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4.4 FROM DETAILED LESSON TO SCRIPT< STORYBOARD, SLIDE DECK

4.5 STORE AND DELIVER COURSE FILES

4.6 RECORD LIVE-DEMO AND STRAIGHT-TO-CAMERA VIDEO

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❍ MODULE 4 | LESSON 1
Course Creation Process

Now it's time to do the work of creating your course. Welcome to the first lesson in Module 4, Create Your Course. This lesson is: Course Creation Process.

In this lesson, discover the difference between content development and content production with examples that will have you closer to creating your lesson content.

AH-HAs & WINS

HOW LONG SHOULD THIS TAKE?

This is a "lecture" class that gets you thinking about course development and production but doesn't have lots of execution work. Budget 10 minutes to watch the video and make notes.

TO BE DONE

- ❍ View lesson 4.1
- ❍ Consider your own to-be-made lessons and the work you'll do during development and the work you'll do during development

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STUCK | STALLED | NEED HELP

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DEVELOPMENT

PRODUCTION

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❍ MODULE 4 | LESSON 2
Tools for Course Development

In this lesson you'll get a 6-step process for creating detailed lesson content that you can then translate into a script, slide deck, storyboard or roadmap for recording your class.

TOOLS FOR CONTENT DEVELOPMENT

TO BE DONE

- ❍ View lesson 4.2
- ❍ Try content tools and choose yours
- ❍ Organize your workspace for creating content lesson by lesson, module by module

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AH-HAs & WINs

HOW LONG SHOULD THIS TAKE?

It will take an hour or two to explore, try and choose your preferred tools for content development. Spend another 30 minutes setting up tabs or folders or naming conventions that work for organizing content within your tool.

PRO COURSE BUILDING TIP:

As you develop your lessons, use tools that let you work with blocks of content so that you can see relationships and easily reorder pieces.

IDEAS & NOTES

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❍ MODULE 4 | LESSON 3

From Course Outline to Detailed Lesson

In this lesson you'll get a 6-step process for creating detailed lesson content that you can then translate into a script, slide deck, storyboard or roadmap for recording your class.

Your process will be your own, but this approach gives anyone who is looking for a step-by-step way to get their ideas organized and presented can use this as a sold starting point.

This is a BIG lesson that tackles an important part of your course creation and teaching. You should watch the lesson a couple of times and/or read the transcript after viewing the video.

Be sure to put this approach to use on your own lesson ideas and content as soon as possible.

HOW LONG SHOULD THIS TAKE?

The video is about 15 minutes long and there is a worksheet to go with it that steps out the process. Be ready with a lesson to work on when you dig into this lesson. Budget a couple of 45-minute sessions to use the process for the first time.

TO BE DONE

- ❍ View lesson 4.3
- ❍ Use this process with your own first piece of content, paying attention to the steps that work for you and that you can repeat (worksheet)

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AH-HAs & WINS

The most difficult and complicated part of the writing process is the beginning.

– A. B. Yehoshua

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❍ MODULE 4 | LESSON 4

From Detailed Lesson to Script, Storyboard or Slide Deck

In this lesson you'll get a process for turning your detailed lesson notes into an effective production-ready presentation.

What "production-ready" looks like depends on the format of your final lesson. You might create a story-board for a demo, a script for a "talking-head" video, a slide-deck for a slide presentation . . . or something else.

There are FOUR key ways for teaching well detailed here:

1. Create and use recurring lesson arcs
2. Build on the content framework you just developed (TWYD lesson 4.4)
3. Include demo, lecture, practice and road map elements (TWYD lesson 2.3)
4. Incorporate pattern interrupts into your lessons

STUCK | STALLED | NEED HELP

TO BE DONE

- ❍ View lesson 4.4
- ❍ Do TWYD Lesson 4.3 work with at least three of your lessons so that you have multiple pieces of content to work with now. Your work will make more sense when you do it this way
- ❍ Looking at the work you've done so far on lessons, determine/ develop your recurring lesson arc
- ❍ Figure out how best to get demo, lecture, practice, and roadmaps into these lessons (worksheet)
- ❍ Come up with 3 to 5 "pattern interrupts" that you could use throughout your lessons. Not every lesson will have all pattern interrupts

ETC . . .

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AH-HAs & WINS

HOW LONG SHOULD THIS TAKE?

This lesson is 15 minutes and will probably require review a time or two as you're in the midst of work.

The time it takes to create your lessons with this structure will vary. Spend extra time on the first few and the work will speed up as you go. You'll need to do the work and then understand your own lesson development time requirements.

PRO COURSE BUILDING TIP:

Establishing a recurring lesson arc makes both teaching and learning easier.

IDEAS & NOTES

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MODULE 4 | PART 2
CREATE YOUR COURSE
HOW TO PRODUCE LESSON CONTENT

There are two parts to creating your course content: development and production.

Production is the work of turning your lesson content into finished lessons in video, audio, written, or live virtual formats.

This second part of Module 4 Create Your Course is focused on the work of production.

The lessons show you what the tools are and what the work entails for creating content with each. While there is a bit of tech tutorial aspect to these lessons, really they are about empowering you to understand process, available tools, and criteria for choosing a tool so that you can choose your best solutions and then turn to the ever-evolving and specific tech tutorials their creators provide. A key goal with each of the production tools is to develop and document procedures for doing this work again and again.

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LESSONS

- ❍ 4.5 Store and Deliver Course Files
- ❍ 4.6 Record Live Demo and Straight-to-Camera Video
- ❍ 4.7 Record Slide and Screen Capture Video
- ❍ 4.8 Edit Video
- ❍ 4.9 Create Written Lesson Content
- ❍ 4.10 Choose and Teach with a Live Virtual Platform

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY

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5 STORE AND DELIVER COURSE FILES

- ❍ View lesson 4.5
- ❍ Set up file hosting account. Amazon S3 recommended.
- ❍ Organize folder or "buckets" on your file hosting that correspond to your course and its structure. Test upload, permissions, and share of a file
- ❍ Choose and set up your video hosting

6 RECORD LIVE DEMO AND STRAIGHT-TO-CAMERA VIDEO

- ❍ View lesson 4.6
- ❍ Determine your location/setting
- ❍ Camera and audio recording setup
- ❍ Lights setup
- ❍ Complete successful test run

7 RECORD SLIDE AND SCREEN CAPTURE VIDEO

- ❍ View lesson 4.7
- ❍ Acquire and learn to use a slide creation tool (Powerpoint or Keynote recommended)
- ❍ Acquire and install microphone
- ❍ Acquire and learn to use screen capture software (Camtasia or Screenflow recommended)
- ❍ Make a test recording (then use the next TWYD lesson to edit and render)
- ❍ Be sure to document your setup and processes for next time

8 EDIT VIDEO

- ❍ View lesson 4.8
- ❍ View any "getting started with video editing" training that comes with your editing software
- ❍ Edit and render your first video
- ❍ Check for final video quality and revise as needed
- ❍ Be sure to document your process and settings for next time

9 CREATE WRITTEN LESSON CONTENT

- ❍ View lesson 4.9
- ❍ Determine what kinds of written content you'll provide (i.e., ebooks, transcripts, worksheets, checklists)
- ❍ Review and choose your tool for making written content and/or understand "done-for-you" options
- ❍ Design your document templates

10 CHOOSE AND TEACH WITH A LIVE VIRTUAL PLATFORM

- ❍ View lesson 4.10
- ❍ Get equipment (microphone, webcam, headset/earbuds)
- ❍ Choose live teaching platform
- ❍ Run a test live teaching/webinar session with recording
- ❍ Test rendering/converting/sharing recording
- ❍ Develop and document your "going live" process

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IDEAS & NOTES

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MODULE 4 : Create Your Course
Part 2: How to PRODUCE Lesson Content

4.5 STORE AND DELIVER COURSE FILES

4.6 RECORD LIVE-DEMO AND STRAIGHT-TO-CAMERA VIDEO

4.7 RECORD SLIDE AND SCREEN CAPTURE VIDEO

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4.8 EDIT VIDEO

4.9 CREATE WRITTEN LESSON CONTENT

4.10 CHOOSE & TEACH WITH LIVE VIRTUAL PLATFORM

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❍ MODULE 4 | LESSON 5

Store and Deliver Course Files

In this lesson, you'll get details on the basic file formats for your lesson content.

Specifically, you'll learn how to store and serve that content to your students.

Amazon S3 is shown for written (pdf) and audio (mp3) storage. Vimeo is shown for video (mp4) storage.

FILE STORAGE SOLUTIONS & ORG

TO BE DONE

- ❍ View lesson 4.5
- ❍ Set up file hosting account. Amazon S3 recommended.
- ❍ Organize folder or "buckets" on your file hosting that correspond to your course and its structure. Test upload, permissions, and share of a file
- ❍ Choose and set up your video hosting

ETC . . .

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STUCK | STALLED | NEED HELP

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AH-HAs & WINS

HOW LONG SHOULD THIS TAKE?

Watch the short video lesson. It will take 1 to 2 hours to choose your storage solutions, get them set up and test.

IDEAS & NOTES

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❍ MODULE 4 | LESSON 6

Record Live Demo and Straight-to-Camera Video

Some topics are best taught with a live demonstration that has you on camera showing a project in process . . .

or with you presenting straight to camera.

In this lesson I'll walk you through the equipment and apps you'll need as well as the process for making these video lessons.

HOW LONG SHOULD THIS TAKE?

If you're going to teach live on camera, you'll need to budget time to try out the tools you've already got and then mix in additional pieces as needed-- like lighting or lavalier microphone or prompter.

Record short test videos and then view for video and sound quality and your effectiveness on camera, then adjust.

Consider setting aside a couple of half-days over two weeks in which you refine your setup and get ready for true production.

TO BE DONE

- ❍ View lesson 4.6
- ❍ Determine your location/setting
- ❍ Camera and audio recording setup
- ❍ Lights setup
- ❍ Complete successful test run

ETC . . .

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AH-HAs & WINS

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SETTING

EQUIPMENT

IDEAS & NOTES

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❍ MODULE 4 | LESSON 7

Record Slide and Screen Capture Video

Teaching by presenting slides on your computer and talking over them is an easy and effective way to create the content for a video lecture.

Another great approach is to demonstrate work done on a computer with a screen capture and narrative of that work.

In this lesson you get details on the process of making slides for this purpose, the equipment and software needed, and the process for making a recording.

HOW LONG SHOULD THIS TAKE?

You'll save time by going with Powerpoint and Camtasia software and a Yeti Blue microphone. It will take a bit longer if you want to review more choices. Budget a couple of hours to get things installed and create test recordings both of screen capture and slide capture with audio. Make sure you're getting good recordings and document your setup.

TO BE DONE

- ❍ View lesson 4.7
- ❍ Acquire and learn to use a slide creation tool (Powerpoint or Keynote recommended)
- ❍ Acquire and install microphone
- ❍ Acquire and learn to use screen capture software (Camtasia or Screenflow recommended)
- ❍ Make a test recording (then use the next TWYD lesson to edit and render)
- ❍ Be sure to document your setup and processes for next time

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SLIDE MAKING

SCREEN CAPTURE

IDEAS & NOTES

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❍ MODULE 4 | LESSON 8

Record Slide and Screen Capture Video

This is a demo lesson that shows you how I work in Camtasia to edit three different videos:

1. A video that's a screen capture of teaching with slides.

2. A video that's a screen capture of teaching in Photoshop.

3. A video that's made with video filmed on my DSLR and smartphone camera.

Understand the principles and process and then get to work with your video editing tool.

HOW LONG SHOULD THIS TAKE?

When you've got a video that you're read to edit, first watch this 30 minute lesson. You should also view any getting started video lessons that are made specifically for your video editing tool (i.e., Camtasia or Screenflow).

Budget at least two hours to get familiarity with the tool then edit and render your first video. When it's done, check for quality of video and sound and overall results.

TO BE DONE

- ❍ View lesson 4.8
- ❍ View any "getting started with video editing" training that comes with your editing software
- ❍ Edit and render your first video
- ❍ Check for final video quality and revise as needed
- ❍ Be sure to document your process and settings for next time

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AH-HAs & WINS

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SETTINGS

PROCESS

IDEAS & NOTES

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❍ MODULE 4 | LESSON 9
Create Written Lesson Content

Many students have come to expect video in their online classes, but there are still many who prefer the written word for learning.

In this lesson you'll explore the forms written materials can take—and the tools and processes you can use to create the written content your students will use.

TO BE DONE

- ❍ View lesson 4.9
- ❍ Determine what kinds of written content you'll provide (i.e., ebooks, transcripts, worksheets, checklists)
- ❍ Review and choose your tool for making written content and/or understand "done-for-you" options
- ❍ Design your document templates

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HOW LONG SHOULD THIS TAKE?

Save time with "done for you" services or by using a tool with which you already have familiarity (even if you lose some design flair or flexibility). If advanced formatting is important to you and you want to DIY this, budget 6 to 10 hours to choose and learn this tool. Making a template can take from 30 minutes to 2 hours. Once templates are made, creating documents should go quickly. It's writing the content that will (appropriately) get the bulk of your time.

AH-HAs & WINS

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TOOLS

PROS/CONS OF APPROACHES

IDEAS & NOTES

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❍ MODULE 4 | LESSON 10

Choose and Teach with a Live Virtual Platform

In this lesson you'll learn how to use live meetings as a part of your teaching.

We cover:

- the tools and software needed,
- considerations for choosing a meeting or webinar service, and
- the process for running a live meeting.

HOW LONG SHOULD THIS TAKE?

You should be able to give your top choice(s) for a platform a free trial run. Line up a friend or two to get on live with you and see how it all works. Budget 2 to 4 hours to evaluate, choose, setup and test a system.

TO BE DONE

- ❍ View lesson 4.10
- ❍ Get equipment (microphone, webcam, headset/earbuds)
- ❍ Choose live teaching platform
- ❍ Run a test live teaching/webinar session with recording
- ❍ Test rendering/converting/sharing recording
- ❍ Develop and document your "going live" process

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POSSIBLE PLATFORMS

CRITERIA / KEY NEEDS

IDEAS & NOTES

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MODULE 5
SET UP YOUR CLASSROOM

Technology has made it easier than ever before to create your own online classroom.

Use the first lesson here to evaluate top options and choose your classroom platform. You'll also choose a payment gateway that integrates with that classroom, and the details on that are in the second lesson.

The last two lessons give you step-by-steps for setting up either a hosted classroom platform or a WordPress classroom with a membership and/or LMS plugin.

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LESSONS

- ❍ 5.1 Choose Your Classroom Platform
- ❍ 5.2 Choose a Payment Gateway
- ❍ 5.3 Set Up A Hosted Classroom
- ❍ 5.4 Set Up A WordPress Membership

WORKSHEETS

- ❍ Classroom Design Planner (Lesson 4)

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY

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MODULE 5

1 CHOOSE YOUR CLASSROOM PLATFORM

- ❍ View lesson 5.1
- ❍ Take a look at demos of a hosted classroom and a WordPress plugin
- ❍ Evaluate your top choices for integration with email and payment gateways
- ❍ Evaluate your top choices based on features
- ❍ Evaluate your top choices based on costs
- ❍ If there's an easy way to try a solution that you like and you really aren't sure about, try it
- ❍ Choose a classroom platform

2 CHOOSE A PAYMENT GATEWAY

- ❍ View lesson 5.2
- ❍ Evaluate and choose a payment gateway

3 SET UP A HOSTED CLASSROOM

- ❍ View lesson 5.3
- ❍ Set up classroom "branding" aspects (color, logo, fonts) to match your website home
- ❍ Set up your classroom landing (home) page
- ❍ Set up your individual classroom landing (home) page
- ❍ Set up modules/lessons for your classroom
- ❍ Add class content to each lesson page

4 SET UP A WORDPRESS CLASSROOM

- ❍ View lesson 5.4
- ❍ Set up a WordPress website on a subdomain with theme
- ❍ Design your "front hall" (classroom home page)using a Wordpress page, navigation (and optionally a sidebar) (worksheet)
- ❍ Design your classroom lessons pages with Wordpress
- ❍ Install membership and/or LMS plugin
- ❍ Integrate plugin with email and payment gateway
- ❍ Set up classroom levels and protect lesson page

TO BE DONE

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IDEAS & NOTES

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MODULE 5: Build Your Classroom

5.1 CHOOSE YOUR CLASSROOM PLATFORM

5.2 CHOOSE YOUR PAYMENT GATEWAY

4.3 SET UP A HOSTED CLASSROOM

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5.4 SET UP A WORDPRESS CLASSROOM

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❍ MODULE 5 | LESSON 1
Choose Your Classroom Platform

In this lesson you'll get a roadmap to choosing an online classroom. This work includes:

- understanding the key functions of a classroom,
- the basic types of classrooms you can set up, and
- the criteria to consider as you make your choice.

CLASSROOM PLATFORMS

TO BE DONE

- ❍ View lesson 5.1
- ❍ Take a look at demos of a hosted classroom and a WordPress plugin
- ❍ Evaluate your top choices for integration with email and payment gateways
- ❍ Evaluate your top choices based on features
- ❍ Evaluate your top choices based on costs
- ❍ If there's an easy way to try a solution that you like and you really aren't sure about, try it
- ❍ Choose a classroom platform

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HOW LONG SHOULD THIS TAKE?

The fastest and easiest way to get started is with a starter level of a hosted classroom. If you're still in validation phase, they are good choices. If you're farther along and want design and integration flexibility consider a WordPress site.

Budget 1 to 4 hours to evaluate and view demos. Don't go down a rabbit hole on this.

PRO COURSE BUILDING TIP:

A hosted classroom may look more expensive at first . . . but, with it, you do away with many other costs (and responsibilties). The tradeoff is design flexibility.

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❍ MODULE 5 | LESSON 2

Choose a Payment Gateway

You'll need a payment gateway to authorize credit card payments when you sell your course online.

In this lesson, you will:

- understand what a payment gateway is,
- why you need a payment gateway, and
- key criteria for evaluating one for your business.

TOP CHOICES

TO BE DONE

- ❍ View lesson 5.2
- ❍ Evaluate and choose a payment gateway

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HOW LONG SHOULD THIS TAKE?

You should be able watch the video and choose your payment gateway in 30 minutes.

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❍ MODULE 5 | LESSON 3

Set up a Hosted Classroom

With a Hosted LMS (Learning Management System) you don't build your classroom on your own website.

Rather, the maker of your chosen Learning Management System, "hosts" you, and you use their built-in functionality and classroom structure for your own class.

You can point your own domain (website name) to this hosted platform so that it appears to be your site.

In this lesson you'll get a walkthrough of the key steps (and best practices) to go through to set up a hosted classroom.

You will also be referring to the internal documentation for the classroom you choose, but this guide gives you a roadmap to the work.

TO BE DONE

- ❍ View lesson 5.3
- ❍ Set up classroom "branding" aspects (color, logo, fonts) to match your website home
- ❍ Set up your classroom landing (home) page
- ❍ Set up your individual classroom landing (home) page
- ❍ Set up modules/lessons for your classroom
- ❍ Add class content to each lesson page

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HOW LONG SHOULD THIS TAKE?

Budget 1 to 4 hours for branding and landing pages setup. When a complete course is ready for upload and setup on the classroom, you should be able to add it in about 10 minutes per lesson.

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❍ MODULE 5 | LESSON 4

Set up a WordPress Classroom

In this lesson you get a walk through of the steps for setting up an online classroom with a Wordpress Website and plugins.

This takes you through what your work will be for the following:

- design of your site and lessons,
- protecting your class content, and
- integrating with email and payment gateways.

TO BE DONE

- ❍ View lesson 5.4
- ❍ Set up a WordPress website on a subdomain with theme
- ❍ Design your "front hall" (classroom home page)using a Wordpress page, navigation (and optionally a sidebar) (worksheet)
- ❍ Design your classroom lessons pages with Wordpress
- ❍ Install membership and/or LMS plugin
- ❍ Integrate plugin with email and payment gateway
- ❍ Set up classroom levels and protect lesson page

AH-HAs & WINS

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HOW LONG SHOULD THIS TAKE?

Budget 2 to 3 weeks with 15 to 20 hours each week to get this work done. It's a biggie!

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MODULE 6
SELL & DELIVER YOUR CLASS

Technology has made it easier than ever before to create your own online classroom.

Use the first lesson here to evaluate top options and choose your classroom platform. You'll also choose a payment gateway that integrates with that classroom, and the details on that are in the second lesson.

The last two lessons give you step-by-steps for setting up either a hosted classroom platform or a WordPress classroom with a membership and/or LMS plugin.

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LESSONS

- ❍ 6.1 Create Your Sales Page
- ❍ 6.2 Launch Tools and Schedules
- ❍ 6.3 Complete Launch Plan
- ❍ 6.4 Onboard, Support and Evaluation

WORKSHEETS

- ❍ Sales Page Worksheet (Lesson 1)
- ❍ Evaluation Survey Questions (Lesson 4)

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY

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MODULE 6

1 CREATE YOUR SALES PAGE

- ❍ View lesson 6.1
- ❍ Write sales page content
- ❍ Integrate sales page with shopping cart or directly with your classroom to accept payment
- ❍ Integrate successful purchase with email service

2 LAUNCH TOOLS & SCHEDULES

- ❍ View lesson 6.2
- ❍ Make sure your offer is solid and that you know how you're incorporating urgency.
- ❍ Choose a launch "event" type, and set a date for doors to open working backward on the calendar for launch phase scheduling.
- ❍ Use the next lesson for scheduling support.
- ❍ Set launch goals

3 COMPLETE LAUNCH PLAN

- ❍ View lesson 6.3
- ❍ Create content for your launch event
- ❍ See Module 3 Lesson 6 to see complete setup of funnel with launch event.
- ❍ Use spreadsheet with this lesson to plan out pre-launch, launch, and post launch elements and schedule.
- ❍ Refer to your schedule and funnel from Lesson 3.6 and create:
  - ❑ Landing pages
  - ❑ Emails
  - ❑ Email automation
  - ❑ Facebook ads
  - ❑ Social media posts
- ❍ Execute launch

4 ONBOARD, SUPPORT & EVALUATION

- ❍ View lesson 6.4

ONBOARDING

- ❍ Set up and test purchase and integration steps
- ❍ Create welcome email/content and 1st guided tour for your students
- ❍ Create and schedule regular lesson-related emails for students

CUSTOMER SUPPORT

- ❍ Set up support request form
- ❍ Set your email reader to flag support requests
- ❍ Get and set up text expander app for quick replies
- ❍ Bookmark URLs you use for support

EVALUATION

- ❍ Create and set up an evaluation form
- ❍ Write and schedule email to deliver evaluation at end of course

TO BE DONE

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MODULE 6: Sell & Deliver Your Class

6.1 CREATE YOUR SALES PAGE

6.2 LAUNCH TOOLS & SCHEDULES

6.3 COMPLETE LAUNCH PLAN

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6.4 ONBOARD, SUPPORT & EVALUATION

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❍ MODULE 6 | LESSON 1
Create Your Sales Page

Your class sales page is that webpage online you'll send buyers to in order to convince them to purchase your class.

Your sales page should introduce and agitate the problem your prospects face and proceed to present the solution: your class, with a promise of how they'll move to a life in which they've fixed their problem or achieved their aspiration.

This lesson presents 12 elements that you can include in your course sales page along with a look at when to go with a long-form sales page vs short form.

AH-HAs & WINS

TO BE DONE

- ❍ View lesson 6.1
- ❍ Write sales page content
- ❍ Integrate sales page with shopping cart or directly with your classroom to accept payment
- ❍ Integrate successful purchase with email service

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HOW LONG SHOULD THIS TAKE?

Time needed depends on

- ❍ how long your page will be,
- ❍ how much work you've already done during your audience research and course topic definition phases on describing and agitating the problem
- ❍ how many modules / lessons you need to describe
- ❍ how expensive your course is.

Start this at least two weeks before your launch goes live so that you have all the time you need

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❍ MODULE 6 | LESSON 2
Launch Tools and Schedule

A launch is like a coming-out party for your class. It's an opportunity to be front and center with your prospects for a focused time, generating attention and leading up to your offer, which you will make with an element of urgency.

Before launch you'll solidify your offer stack and make a plan for using key launch tools, which include:

- Content, in the form of a launch event and free promotional and educational pieces like blog posts, podcasts episodes, tools, resources, and live streams.
- Email
- Facebook (free and paid ads)
- Other social media.

These tools will be deployed over the phases of a launch. See those phases in this lesson -- you'll get tools for detailed scheduling in the next lesson.

TO BE DONE

- ❍ View lesson 6.2
- ❍ Make sure your offer is solid and that you know how you're incorporating urgency.
- ❍ Choose a launch "event" type, and set a date for doors to open working backward on the calendar for launch phase scheduling.
- ❍ Use the next lesson for scheduling support.
- ❍ Set launch goals

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HOW LONG SHOULD THIS TAKE?

After you watch the lesson, budget 30 to 60 minutes to decide on a launch event type and schedule your launch date. Add another 30 minutes for working the numbers and setting a launch goal.

PRO COURSE BUILDING TIP:

Most customers need seven touchpoints with you before they make a purchase.

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❍ MODULE 6 | LESSON 3
Complete Launch Plan

In this lesson, you'll get a framework for putting the 4 launch tools and 4 launch phases to work with detailed examples for using each.

Use the planning spreadsheet template with this lesson to map out your own launch schedule and assets needed.

Use Module 3 Lesson 6 on launch funnels in conjunction with this lesson to set up your launch event and launch funnel.

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TO BE DONE

- ❍ View lesson 6.3
- ❍ Create content for your launch event
- ❍ See Module 3 Lesson 6 to see complete setup of funnel with launch event.
- ❍ Use spreadsheet with this lesson to plan out pre-launch, launch, and post launch elements and schedule.
- ❍ Refer to your schedule and funnel from Lesson 3.6 and create:
  - ❑ Landing pages
  - ❑ Emails
  - ❑ Email automation
  - ❑ Facebook ads
  - ❑ Social media posts
- ❍ Execute launch

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HOW LONG SHOULD THIS TAKE?

Spend 2 to 6 hours as early as possible planning your launch in detail.

From that plan estimate time to: create your launch content, write emails, set up landing pages, set up email automation. A substantive launch will take 20 to 60 hours to create and execute.

PRO COURSE BUILDING TIP:

A launch is a debut party for your online course.

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❍ MODULE 6 | LESSON 4

Launch Tools and Schedule

In this lesson, get detailed approaches for delivering your class and supporting your students in the areas of onboarding, customer support and evaluation.

ONBOARDING. Onboarding refers to all communications and systems you use to get your students "on board." That includes getting them set up with access to the class, receiving communications that will help them progress. Get a step-by-step to this work.

CUSTOMER SUPPORT. With classes sold and students now using your classroom and materials, there will be questions. While you may have the income and volume to eventually purchase and use a customer support tool, you can get started with a few basic approaches shared here.

EVALUATION. The final section of this lesson is about evaluations.. Pay attention to the feedback students are giving you throughout the class, but then also ask for a formal evaluation at the end. Get a guide to developing your evaluation form here.

TO BE DONE

❍ View lesson 6.4

ONBOARDING

❍ Set up and test purchase and integration steps

❍ Create welcome email/content and 1st guided tour for your students

❍ Create and schedule regular lesson-related emails for students

CUSTOMER SUPPORT

❍ Set up support request form

❍ Set your email reader to flag support requests

❍ Get and set up text expander app for quick replies

❍ Bookmark URLs you use for support

EVALUATION

❍ Create and set up an evaluation form

❍ Write and schedule email to deliver evaluation at end of course

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HOW LONG SHOULD THIS TAKE?

Set aside 3 to 5 hours to create your onboarding content that is shared immediately and that is shared over the upcoming weeks of the program. Don't phone this one in, It's key to your customer success.

Initial customer support setup should take 60 to 90 minutes. Get the basics in place and then evolve the system as you see what you need.

The evaluation should take about 1 hour to create and set up.

PRO COURSE BUILDING TIP:

Schedule time for making two key onboarding tools: a welcome video and a series of emails that span your course delivery time.

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MODULE 1 | YOUR COURSE TOPIC

1 START HERE

- ❍ View lesson 1.1
- ❍ Draft 3 to 5 “problem-promise-path” topic possibilities

2 TEACHABLE TALENTS

- ❍ View lesson 1.2
- ❍ Brainstorm your talents and possible course angles

3 RESEARCH AUDIENCE

- ❍ View lesson 1.3
- ❍ Identify communities for social listening
- ❍ Listen and track problems, goals, and obstacles
- ❍ Research via Google search
- ❍ Research via books, videos, classes
- ❍ Research via survey

4 DEVELOP YOUR PORTFOLIO

- ❍ View lesson 1.4
- ❍ Brainstorm and plan portfolio possibilities

5 DEFINE MARKET POSITIONING

- ❍ View lesson 1.5
- ❍ Review competition and their positioning
- ❍ Identify opportunities to position your course

6 EVALUATE & DEFINE COURSE TOPIC

- ❍ View lesson 1.6
- ❍ Revisit Problem-Promise-Path framework
- ❍ Map out how your work on the 4 course drivers affects your offer
- ❍ Evaluate your course topic

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MODULE 1B | VALIDATE WITH FIRST NIMBLE OFFER

1 FOCUS ON VALIDATION IN THE IDEA STAGE

- ❍ View lesson 1B.1
- ❍ If you have not already evaluated your "teachable talents," return to and complete Module 1 Lesson 2
- ❍ If you have not already completed audience research, return to and complete Module 1 Lesson 3
- ❍ Have a solid course idea that you are ready to validate

2 OPTION 1: CREATE A MINI COURSE AS MVP

- ❍ View lesson 1B.2
- ❍ Choose your mini-course type and topic (i.e., getting started, excerpt or eye-opener)
- ❍ Outline your mini-course (3 to 5 lessons)
- ❍ Create your mini-course lessons

3 OPTION 2: CREATE A BETA OFFER FOR PRESALE

- ❍ View lesson 1B.3
- ❍ Outline complete course
- ❍ Make detailed week-by-week content plan
- ❍ Create the first week's content. Test and document all your tools and systems.
- ❍ Set up everything for delivery and creation (production plan, templates, live meetings, emails for delivery)

4 NIMBLE SALES & DELIVERY MECHANICS

- ❍ View lesson 1B.4
- ❍ Set up file storage for pdf, video and audio files (and perhaps video streaming)
- ❍ Choose and set up payment gateway account(s) (i.e., Stripe and, optionally, Paypal)
- ❍ Choose and set up eCommerce tool for accepting payment and delivering course files
- ❍ Integrate email and payment gateway with eCommerce tool
- ❍ Set up course as "product" in eCommerce tool with specific email integration for course

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5 6-STEP NIMBLE LAUNCH PROCESS

- ❍ View lesson 1B.5
- ❍ Plan and create your "red-carpet" content
- ❍ Set up your "early-bird" mailing list opt-in
- ❍ Create a simple sales page
- ❍ Make sure your eCommerce tool for selling and delivering the course is all set
- ❍ Write an email series to make the offer and count down the expiring aspects of it
- ❍ Start delivering your red-carpet content and make the offer

PLANS

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MODULE 2 | DESIGN YOUR COURSE

1 WHAT ONLINE COURSES LOOK LIKE

- ❍ View lesson 2.1
- ❍ Consider three online teaching venues and make notes on those venues and your course

2 WHAT ONLINE LESSONS LOOK LIKE

- ❍ View lesson 2.2
- ❍ Consider lesson formats and make notes on your own lesson plans

3 WHAT ONLINE TEACHING APPROACHES LOOK LIKE

- ❍ View lesson 2.3
- ❍ Consider the 4 teaching approaches and your own class. Be sure to make notes he in the planner and capture your “ah-has!”

4 OUTLINE YOUR COURSE

- ❍ View lesson 2.4
- ❍ Determine, scope, pacing, and touch
- ❍ Brainstorm all the pieces
- ❍ Move from the brainstorm to outline

5 PRICE YOUR COURSE

- ❍ View lesson 2.5
- ❍ Run the numbers for your business as they relate to pricing
- ❍ Look at your market and competitors’ approach to pricing
- ❍ Put a value to your course results
- ❍ Draft an “offer stack”
- ❍ Set your price

6 NAME YOUR COURSE

- ❍ View lesson 2.6
- ❍ Make a list of potential course names, trying the different formats in the lesson
- ❍ Ask our class community for reactions and input
- ❍ Choose a name (you can still change it, but it’s good to have a place holder)

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7 BRAND YOUR COURSE

- ❍ View lesson 2.7
- ❍ Decide how you want your students to feel about your brand and class
- ❍ Choose imagery, colors, and fonts for your branding
- ❍ Build a course logo or badge (use template and tech lesson at bottom of module 2 page)

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MODULE 3 | BUILD YOUR AUDIENCE & FUNNEL

1 INTRO TO AUDIENCE BUILDING & TOOLS

- ❍ View lesson 3.1

2 BUILD YOUR AUDIENCE WITH EMAIL

- ❍ View lesson 3.2
- ❍ Choose you email service provider
- ❍ Create a lead magnet for list building
- ❍ Set up email automation to get email addresses on your list and deliver the lead magnet
- ❍ Get the work out about your lead magnet.
- ❍ Plan and start your list nurture content and work.

3 BUILD YOUR AUDIENCE WITH FACEBOOK

- ❍ View lesson 3.3
- ❍ Set up a Facebook Page for your business
- ❍ Plan for and start to make regular posts to that page
- ❍ Plan for and start to show up on live video on that page
- ❍ Include your FB Biz Page link/info on your personal FB Page about section
- ❍ Create Facebook Engagement Audiences
- ❍ Set up and Install a Facebook pixel on your website and set up Facebook Retargeting Audiences

4 INTRO TO THE SALES FUNNEL

- ❍ View lesson 3.4
- ❍ If you haven't already set up for your email service, lead magnet, opt-in and automation, give that higher priority and get on it.
- ❍ When you're ready to get deeper into funnel building, use the next two lessons.

5 THE SIMPLE EMAIL SALES FUNNEL

- ❍ View lesson 3.5
- ❍ Create landing pages for opt-in
- ❍ Create landing pages for sales page & shopping cart
- ❍ Write emails
- ❍ Set up email tags
- ❍ Set up email timers/sequences
- ❍ Create/set up top of funnel traffic drivers into funnel

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6 MINI COURSE AND WEBINAR SALES FUNNEL

- ❍ View lesson 3.6
- ❍ Create the launch event content (mini course or webinar)
- ❍ Create landing pages for opt-ins
- ❍ Create landing pages for sales page & shopping cart
- ❍ Write emails
- ❍ Set up email tags
- ❍ Set up email timers/ sequences
- ❍ Create/set up top of funnel traffic drivers into funnel

PLANS

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MODULE 4 | CREATE YOUR COURSE

1 COURSE CREATION PROCESS

- ❍ View lesson 4.1
- ❍ Consider your own to-be-made lessons and the work you'll do during development and the work you'll do during development

2 TOOLS FOR COURSE DEVELOPMENT

- ❍ View lesson 4.2
- ❍ Try content tools and choose yours
- ❍ Organize your workspace for creating content lesson by lesson, module by module

3 FROM COURSE OUTLINE TO DETAILED LESSON

- ❍ View lesson 4.3
- ❍ Use this process with your own first piece of content, paying attention to the steps that work for you and that you can repeat (worksheet)

4 FROM DETAILED LESSON TO SCRIPT, STORYBOARD OR SLIDE DECK

- ❍ View lesson 4.4
- ❍ Do TWYD Lesson 4.3 work with at least three of your lessons so that you have multiple pieces of content to work with now. Your work will make more sense when you do it this way
- ❍ Looking at the work you've done so far on lessons, determine/develop your recurring lesson arc
- ❍ Figure out how best to get demo, lecture, practice, and roadmaps into these lessons (worksheet)
- ❍ Come up with 3 to 5 "pattern interrupts" that you could use throughout your lessons. Not every lesson will have all pattern interrupts

5 STORE AND DELIVER COURSE FILES

- ❍ View lesson 4.5
- ❍ Set up file hosting account. Amazon S3 recommended.
- ❍ Organize folder or "buckets" on your file hosting that correspond to your course and its structure. Test upload, permissions, and share of a file
- ❍ Choose and set up your video hosting

6 RECORD LIVE DEMO AND STRAIGHT-TO-CAMERA VIDEO

- ❍ View lesson 4.6
- ❍ Determine your location/setting
- ❍ Camera and audio recording setup
- ❍ Lights setup
- ❍ Complete successful test run

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7 RECORD SLIDE AND SCREEN CAPTURE VIDEO

- ❍ View lesson 4.7
- ❍ Acquire and learn to use a slide creation tool (Powerpoint or Keynote recommended)
- ❍ Acquire and install microphone
- ❍ Acquire and learn to use screen capture software (Camtasia or Screenflow recommended)
- ❍ Make a test recording (then use the next TWYD lesson to edit and render)
- ❍ Be sure to document your setup and processes for next time

8 EDIT VIDEO

- ❍ View lesson 4.8
- ❍ View any "getting started with video editing" training that comes with your editing software
- ❍ Edit and render your first video
- ❍ Check for final video quality and revise as needed
- ❍ Be sure to document your process and settings for next time

9 CREATE WRITTEN LESSON CONTENT

- ❍ View lesson 4.9
- ❍ Determine what kinds of written content you'll provide (i.e., ebooks, transcripts, worksheets, checklists)
- ❍ Review and choose your tool for making written content and/or understand "done-for-you" options
- ❍ Design your document templates

10 CHOOSE AND TEACH WITH A LIVE VIRTUAL PLATFORM

- ❍ View lesson 4.10
- ❍ Get equipment (microphone, webcam, headset/ earbuds)
- ❍ Choose live teaching platform
- ❍ Run a test live teaching/webinar session with recording
- ❍ Test rendering/converting/sharing recording
- ❍ Develop and document your "going live" process

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MODULE 5 | SET UP YOUR CLASSROOM

1 CHOOSE YOUR CLASSROOM PLATFORM

- ❍ View lesson 5.1
- ❍ Take a look at demos of a hosted classroom and a WordPress plugin
- ❍ Evaluate your top choices for integration with email and payment gateways
- ❍ Evaluate your top choices based on features
- ❍ Evaluate your top choices based on costs
- ❍ If there's an easy way to try a solution that you like and you really aren't sure about, try it
- ❍ Choose a classroom platform

2 CHOOSE A PAYMENT GATEWAY

- ❍ View lesson 5.2
- ❍ Evaluate and choose a payment gateway

3 SET UP A HOSTED CLASSROOM

- ❍ View lesson 5.3
- ❍ Set up classroom "branding" aspects (color, logo, fonts) to match your website home
- ❍ Set up your classroom landing (home) page
- ❍ Set up your individual classroom landing (home) page
- ❍ Set up modules/lessons for your classroom
- ❍ Add class content to each lesson page

4 SET UP A WORDPRESS CLASSROOM

- ❍ View lesson 5.4
- ❍ Set up a WordPress website on a subdomain with theme
- ❍ Design your "front hall" (classroom home page)using a Wordpress page, navigation (and optionally a sidebar) (worksheet)
- ❍ Design your classroom lessons pages with Wordpress
- ❍ Install membership and/or LMS plugin
- ❍ Integrate plugin with email and payment gateway
- ❍ Set up classroom levels and protect lesson page

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MODULE 6 | SELL & DELIVER YOUR COURSE

1 CREATE YOUR SALES PAGE

- ❍ View lesson 6.1
- ❍ Write sales page content
- ❍ Integrate sales page with shopping cart or directly with your classroom to accept payment
- ❍ Integrate successful purchase with email service

2 LAUNCH TOOLS & SCHEDULES

- ❍ View lesson 6.2
- ❍ Make sure your offer is solid and that you know how you're incorporating urgency.
- ❍ Choose a launch "event" type, and set a date for doors to open working backward on the calendar for launch phase scheduling.
- ❍ Use the next lesson for scheduling support.
- ❍ Set launch goals

3 COMPLETE LAUNCH PLAN

- ❍ View lesson 6.3
- ❍ Create content for your launch event
- ❍ See Module 3 Lesson 6 to see complete setup of funnel with launch event.
- ❍ Use spreadsheet with this lesson to plan out pre-launch, launch, and post launch elements and schedule.
- ❍ Refer to your schedule and funnel from Lesson 3.6 and create:
  - ❑ Landing pages
  - ❑ Emails
  - ❑ Email automation
  - ❑ Facebook ads
  - ❑ Social media posts
- ❍ Execute launch

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4 ONBOARD, SUPPORT & EVALUATION

❍ View lesson 6.4

ONBOARDING

❍ Set up and test purchase and integration steps

❍ Create welcome email/content and 1st guided tour for your students

❍ Create and schedule regular lesson-related emails for students

CUSTOMER SUPPORT

❍ Set up support request form

❍ Set your email reader to flag support requests

❍ Get and set up text expander app for quick replies

❍ Bookmark URLs you use for support

EVALUATION

❍ Create and set up an evaluation form

❍ Write and schedule email to deliver evaluation at end of course

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