

THINKIFIC

7 Essential Elements of a Successful Online Course

Hi, we're Thinkific!

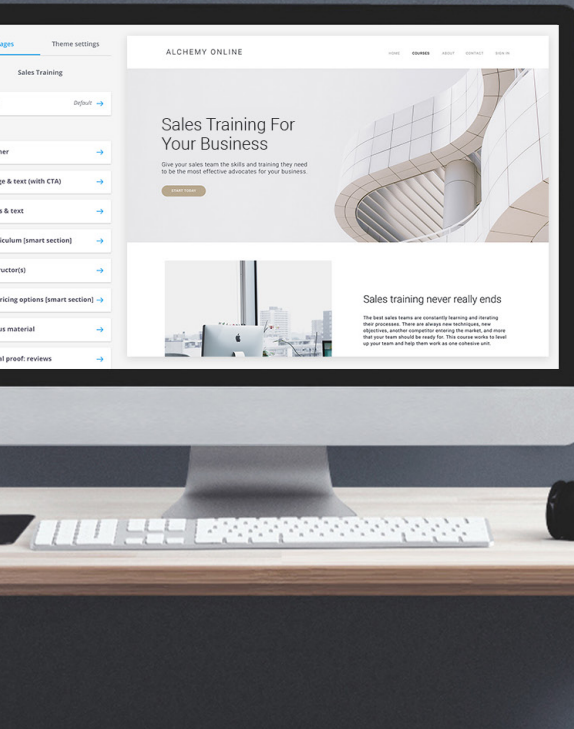
We support over 25,000 online course creators, including the likes of Lewis Howes and Hootsuite to create, market, and sell online courses. We want to make the process of creating your course easy by hosting the world's greatest online course platform, and providing everything you need to build the business of your dreams.

This workbook is one of our many resources designed to help you create your online course.

Without the knowledge in this guide, you may waste time guessing how to best structure your course and wonder if you'll ever get a return on investment.

This interactive guide outlines 7 must-have components for a successful online course, arming you with the knowledge to provide the most value to your audience, and grow your business as a result.

Let's get to it!

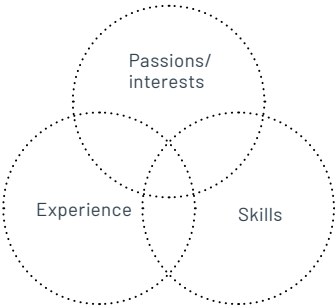


STEP 01

Create a winning course topic

If you're in the process of refining your topic, this exercise will give you the confidence that you've chosen a winning course topic.

- 1. Write down as many topic ideas you can think of in each of these three areas.
- 2. Identify the top 2-3 topics where your passions/ interests, skills, and experience intersect.
- 3. Write down a specific target audience who would benefit from these topics.



STEP 02

Validate market demand

The process of validating a course will look different for every business, but here are some fundamental questions every course creator should be able to answer in assessing market demand.

What other companies or services are providing information on this topic?

.....

What are the most common questions people are asking about this topic?

.....

What is the current learning gap in the market that you intend to fill?

.....

STEP 03

Clearly define learning outcomes

What is the promise you are selling through your course? To make sure you've covered your students' desired learning outcomes, complete the following exercise to outline the key value points you provide:

List the skills your students will be able to demonstrate after completing your course:

- X
- Y
- Z

What new knowledge will your students have obtained after completing your course?

- X
- Y
- Z

What feeling will your students have moved away from and towards, after completing your course?

Away

Towards

STEP 04

Organize course modules

For students to reach the learning outcomes outlined above, what are the key milestones they need to achieve? These are your course chapters. What micro-steps make up each milestone? These are your course modules. Complete the exercise below to build your course structure.

Chapters:

1.
2.
3.
4.

Chapter 1 Modules:

1.
2.
3.
4.

STEP 05

Use an engaging delivery method

While different course topics will require different formats, a good rule of thumb is to provide content in a range of ways to cater to unique learning preferences. Below are two categories to consider. How can you integrate elements from each to connect with your particular audience?

Visual

- Diagrams
- Video lessons
- Presentation slides
- Downloadable lessons

Audio

- Audio lessons
- Narrated presentations
- Podcasts

STEP 06

Provide interactivity

Making your course interactive keeps students more engaged and helps them instantly apply new knowledge. Below are some examples of ways to do this. How could you integrate these into your online course?

Quizzes

Self-assessments to gauge progress.

Surveys

To gather student feedback and input.

Case studies

Test knowledge by solving real world problems.

Community

Encourage group learning with discussion.

Gamification

Award prizes for progression.

STEP 07

Reliable and easy to use online course platform

If you're new to providing training on a course platform or are exploring your options, here are five key elements to consider before investing in a platform.

Key questions to ask:

Yes No

Does it integrate with a range of tools, offering flexibility as your business evolves?

☐ ☐

Can you customize the look and feel of your course site to reflect your brand?

☐ ☐

Do you have access to support whenever you need it?

☐ ☐

Is it easy to access analytics related to student success and course completion?

☐ ☐

Can you easily accept payments from different providers, with minimal transaction fees?

☐ ☐

Congratulations!

You now know 7 must-have elements for a successful online course, and how to apply them. This is a great first step.

To further fast-track your success as a course creator, you'll also want to outline a strategy to pre-sell and market your course. Our comprehensive training dives into every aspect of building, marketing, and selling online courses.

To access all of these resources, sign up for a free Thinkific account today!

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