

## ROADMAP TO BECOME AN EXCELLENT ONLINE TECHNICAL TRAINER

(Complete checklist + tools for tracking your progress)

### PHASE 1 — FOUNDATION (Weeks 1–2)

#### 1. Identify Your Training Niche

##### Checklist

- Choose primary subject (SQL Server, MySQL, PostgreSQL, AWS RDS, etc.)
- Identify secondary supporting subjects
- Define audience: Beginners / Intermediate / Advanced
- Finalize 3–5 flagship courses

##### Tools

- Notion / Trello (Course planning board)
- Google Trends (check demand)

##### KPIs

- Clear niche selected
- At least 1 complete course outline ready

#### 2. Build Teaching Fundamentals

##### Checklist

- Learn instructional design basics (ADDIE model)
- Practice storytelling techniques
- Improve communication & pace
- Learn how to simplify complex technical concepts

##### Tools

- Coursera: Foundations of Instructional Design
- YouTube: Communication skill tutorials
- Grammarly (communication improvement)

##### KPIs

- Able to explain any topic in 2 versions: **Simple + Advanced**
- 5 concept videos recorded privately for practice

### PHASE 2 — CONTENT DEVELOPMENT (Weeks 3–6)

#### 3. Create Course Structure

##### Checklist

- Create Module → Lesson → Lab format
- Add real-world projects
- Add interview + certification alignment
- Prepare PowerPoint slides for every module

##### Tools

- Google Docs / Notion for writing
- Canva for slides
- Draw.io for architecture diagrams

##### KPIs

- 1 complete training course structure ready
- 80% course content written

#### 4. Master Recording & Delivery

##### Checklist

- Learn OBS Studio or Camtasia

- Keep mic 6–8 inches from mouth
- Maintain consistent volume
- Use whiteboard + screen share combination

#### Tools

- OBS Studio (Free)
- Camtasia (Paid)
- Blue Yeti / Fifine K690 mic

#### KPIs

- Record 10 sample videos
- Students can understand without rewinding frequently

### PHASE 3 — TRAINING DELIVERY SKILLS (Weeks 7–10)

#### ✅ 5. Live Training Mastery

##### Checklist

- Create 15–20 minute demo lectures
- Practice timing (90 min session)
- Develop Q&A handling model
- Build backup examples for every topic

#### Tools

- Zoom Pro
- Microsoft Teams
- Krisp.ai (noise cancellation)

#### KPIs

- 1-hour mock session conducted
- 4+ people give positive feedback
- Trainer maintains calm during technical questions

#### ✅ 6. Student Engagement Strategy

##### Checklist

- Use polls
- Use breakout sessions
- Ask technical check-in questions every 15 minutes
- Create daily lab tasks
- Weekly quizzes

#### Tools

- Kahoot
- Google Forms (quizzes)
- Padlet (interactive Q&A board)

#### KPIs

- 80% student interaction
- 70% students complete labs
- High student retention (above 90%)

### PHASE 4 — BRANDING & GROWTH (Weeks 10–16)

#### ✅ 7. Build Your Online Identity

##### Checklist

- Create a professional LinkedIn profile
- Create a training landing page
- Upload sample videos to YouTube

- Share SQL tips daily for 30 days

#### Tools

- Linktree / Carrd for landing page
- YouTube
- Canva for thumbnails

#### KPIs

- 500 LinkedIn followers
- 5–10 leads from YouTube/LinkedIn per month

### ✅ 8. Build a Strong Student Ecosystem

#### Checklist

- Create WhatsApp/Telegram support groups
- Provide lab environments (VM, Docker, AWS free tier)
- Weekly doubt sessions
- Monthly Masterclass for all your students

#### Tools

- Telegram
- Discord
- Google Meet

#### KPIs

- 95% student satisfaction
- High referral ratio (more than 40%)

### PHASE 5 — SALES + OPERATIONS (Weeks 16–20)

### ✅ 9. Develop Sales Funnel

#### Checklist

- Create free webinar (2 hours)
- Offer roadmaps, cheat sheets, guides
- Offer early-bird discount
- Provide demo class
- Build email automation

#### Tools

- Mailchimp
- Zoho CRM
- Google Calendar

#### KPIs

- 20% conversion from webinars
- 3–4 enrollments per week

### ✅ 10. Automate Everything

#### Checklist

- Automate attendance
- Automate certificate generation
- Automated reminder emails
- Upload recorded videos automatically

#### Tools

- Google Apps Script
- Zapier
- Notion Database

**KPIs**

- Reduce manual work by 70%
- Zero missed follow-ups

### ★ MASTER CHECKLIST (Print & Track Weekly)

**A. Teaching Skills**

- Clear articulation
- Simple explanations
- Strong examples
- Energetic delivery

**B. Technical Depth**

- Daily 1-hour hands-on
- Weekly deep-dive topic
- Monthly new certification

**C. Course Quality**

- Labs included
- Real-world case studies
- Assignments included
- Interview Q&A included

**D. Student Handling**

- Patience
- Empathy
- Troubleshooting capability
- Personalized guidance

**E. Brand Building**

- LinkedIn active
- Weekly content posted
- YouTube short videos weekly

### TRACKING TOOLS (Best Combination)

Purpose	Tools	Why
Progress Tracking	<b>Notion, Trello, ClickUp</b>	Best for personal roadmap
Content Pipeline	<b>Airtable, Notion</b>	Track courses, lectures, labs
Student Management	<b>Google Sheets, Zoho CRM</b>	Track enrollments & fees
Engagement	<b>Telegram, Discord</b>	Best for daily support
Video Recording	<b>OBS, Camtasia</b>	High-quality trainer videos
Marketing	<b>Canva, LinkedIn, YouTube</b>	Build authority

### FINAL GOAL — What an Excellent Online Technical Trainer Looks Like

You should be able to:

- ✓ Deliver complex concepts in simple language
- ✓ Create real-world labs
- ✓ Maintain high student engagement
- ✓ Build a strong personal brand
- ✓ Deliver consistent results for every batch
- ✓ Scale through automation & referrals

**Download Trainer Package (ZIP):**

trainer\_package.zip

Your complete Trainer Starter Package is ready!

Inside the ZIP you will find:

✓ 1. Excel Tracker – trainer\_tracker.xlsx

- Track teaching skills
- Content progress
- Course building
- Student engagement
- Deadlines & status

✓ 2. SOP Pack – trainer\_sop.docx

Includes:

- Daily training workflow
- Student support SOP
- Content pipeline SOP
- Feedback & improvement SOP

✓ 3. Branding Kit – trainer\_branding\_kit.pptx

Includes:

- Branding slide
- Color theme basics
- Typography suggestion space
- Trainer intro framework

<https://www.sqldbachamps.com/>



## 1. FULL TRAINING BROCHURE (CHECKLIST + SAMPLE)



### A. Training Brochure Checklist

Use this checklist to build a professional brochure (PDF/PNG/Website page).

#### 1. Program Overview

- Course Title
- Duration (Hours/Days/Weeks)
- Mode (Online / Hybrid / Classroom)
- Target Audience
- Prerequisites
- Learning Outcomes

#### 2. Trainer Profile

- Trainer Name + Photo
- Experience Summary
- Past Trainings (Clients, students served)
- Areas of Expertise
- Certifications

#### 3. Course Curriculum

- Module-wise breakdown
- Duration per module
- Theory + Hands-on segregation
- Tools used (SQL Server, SSMS, PowerShell...)

#### 4. Live Demos & Hands-On Labs

- Lab environment details
- Sample projects
- SQL Scripts included?
- Capstone project

#### 5. Delivery Format

- Live classes / Recordings
- Community support
- Assignments & Practice tasks
- Mock interviews
- Assessments/quizzes

#### 6. Pricing & Packages

- Basic / Pro / Premium
- Inclusions
- Refund policy
- Early-bird discounts

#### 7. Testimonials / Success Stories

- LinkedIn screenshots
- Salary hikes / Placements
- Corporate clients

#### 8. Contact & Registration

- Website / WhatsApp
- Email
- Payment link
- Support hours

## **SAMPLE TRAINING BROCHURE (TEXT YOU CAN COPY-PASTE)**

### **SQL Server Performance Tuning & Health Check Mastery**

**Duration:** 5 Weeks | Weekends | Live Online

**Trainer:** *Praveen Kumar (Sage)*

**Delivered in:** English & Telugu

### **What You Will Learn**

- ✓ Execution Plan Internals
- ✓ Indexing Strategy (Clustered, Non-Clustered, CQPs)
- ✓ Wait Stats Diagnosis
- ✓ Blocking/Deadlocks
- ✓ TempDB Optimization
- ✓ Top 15 Health Check Framework
- ✓ Performance Tuning Scripts (AdventureWorks + WideWorldImporters)

### **Course Modules**

**Module 1:** SQL Server Internals

**Module 2:** Baseline & Health Checks

**Module 3:** Query Tuning & Plan Analysis

**Module 4:** Locking/Blocking/Deadlocks

**Module 5:** Storage, IO & Memory Optimization

**Module 6:** Real-Time Troubleshooting Labs

**Module 7:** Capstone Project – End-to-End Performance Audit

### **Who Should Join?**

- L1/L2 SQL Server DBAs
- Developers
- Support engineers
- Career switchers into DBA

### **Why This Program?**

- 100% hands-on
- Interview prep included
- Toolkit: 120+ scripts
- Lifetime community access
- Certificate of completion

## **2. TRAINER PLAYBOOK – 30 PAGE STRUCTURE (CHECKLIST + SAMPLE OUTLINE)**

### **A. 30-Page Trainer Playbook Checklist**

#### **1. Vision & Training Philosophy**

- Teaching style
- Learner-first approach
- Behavior expectations
- Feedback loop

#### **2. Standard Operating Procedures (SOPs)**

- Pre-class setup
- Zoom/Meet/Teams protocol
- Class recording process
- Assignment distribution

- Student query management
- Escalation mechanism

### 3. Course Design Strategy

- Learning outcome matrix
- Difficulty levelling (Beginner → Advanced)
- Module mapping
- Skill progression chart
- Blooms taxonomy alignment

### 4. Student Engagement Methods

- Daily polls / quizzes
- 10-min mini-labs
- Breakout room activities
- Case studies
- Peer-to-peer review
- Gamification & badges

### 5. Delivery Framework

- 70/20/10 learning model
- Demo-first approach
- Script-based labs
- Real-time troubleshooting
- Storytelling method

### 6. Scaling Systems

- Automation templates
- WhatsApp/Telegram community mgmt
- LMS content upload process
- Email workflows
- Onboarding SOP
- Lead nurturing SOP



## SAMPLE TRAINER PLAYBOOK (OUTLINE)

#### Page 1–2: Introduction & Vision

- My training philosophy
- Student-first execution
- Expectations from learners

#### Page 3–6: SOPs

- Class preparation SOP
- Audio/video SOP
- Attendance & assignment SOP
- Communication SOP

#### Page 7–12: Course Design Strategy

- Methodology for module creation
- Student skill matrix
- Mapping outcomes → assessments
- Lab design strategy

#### Page 13–20: Student Engagement

- Engagement checklist
- Templates for quizzes
- Breakout room scenarios



- Case study design
- Weekly retrospective model

#### **Page 21–26: Delivery Framework**

- Demo-first model
- 5-step explanation method
- Error-driven learning
- Live troubleshooting protocol

#### **Page 27–30: Scaling System**

- Workflow automation
- CRM + Email templates
- 30-day student nurturing plan
- Referral engine workflow

### **3. MARKETING PLAN & LEAD GENERATION FUNNEL**

#### **A. Checklist – Marketing Plan**

##### **Brand Foundation**

- Target audience defined
- Unique selling points
- Core problem statement
- Brand voice

##### **Organic Marketing**

- Daily LinkedIn posts
- Weekly YouTube videos
- WhatsApp broadcast list
- Weekly webinars
- SEO optimized blogs

##### **Paid Marketing**

- FB/IG lead ads
- Google search ads
- Lookalike audiences
- Retargeting campaigns

##### **Webinar Sales Funnel**

- Registration page
- Confirmation email
- Reminder emails
- WhatsApp reminders
- 90-min value webinar
- Soft pitch + limited-time offer
- Checkout/payment page

##### **Automation Workflows**

- Lead capture → CRM
- Email drip sequence
- WhatsApp automation
- Abandoned cart automation
- Feedback & testimonial automation

##### **Referral System**

- Referral rewards
- Auto-generated referral code
- Social share templates

## Sales Scripts

- WhatsApp DM scripts
- Follow-up call script
- Objection handling script
- Closing script
- Upsell script



## SAMPLE MARKETING FUNNEL (Ready-to-Use)

### Step 1 — Content Attraction

Daily posts on:

- ✓ LinkedIn
- ✓ Instagram
- ✓ YouTube Shorts
- ✓ WhatsApp stories

### Step 2 — Lead Capture

Landing page with:

- Headline: *Become a SQL Server Performance Tuning Specialist in 5 Weeks*
- Lead magnet: Free PDF – *Top 15 SQL Health Checks*
- CTA: Join the free webinar

### Step 3 — Nurture Sequence

Email+WhatsApp sequence:

1. Welcome message
2. “Common DBA mistakes”
3. Demo script (Value email)
4. Webinar reminder
5. Social proof email
6. Offer email

### Step 4 — Webinar → Sale

- 90 minutes
- 60 min value + 15 min case study + 15 min pitch
- Show SQL scripts, live tuning examples

### Step 5 — Closing

Offer valid for 24 hours

- Bonuses
- Discount
- Private community

### Step 6 — Retention & Referral

- Weekly Q&A calls
- Certificate
- Referral code

**SQL Server DBA Master Trainer Playbook**

**Trainer:** Praveen Madupu (Sage)

**Audience:** L1–L3 SQL Server DBAs / Developers / Support Engineers

**Duration:** 30-page reference

**Page 1–2: Introduction & Vision**

- My training philosophy: “Hands-on, real-world, outcome-oriented learning.”
- Student-first execution model.
- Expected behaviors & accountability from learners.
- Vision: Build SQL Server DBAs who can confidently troubleshoot & optimize production environments.

**Page 3–6: SOPs (Standard Operating Procedures)**

- Pre-class setup checklist (Zoom/Teams, Lab environment, Sample scripts)
- Attendance & participation protocol
- Assignment creation & delivery SOP
- Query escalation mechanism
- Recording & replay SOP
- Feedback collection SOP

**Page 7–12: Course Design Strategy**

- Learning outcome matrix (Beginner → Advanced)
- Module mapping & duration
- Theory vs. Hands-on ratio (30/70)
- Real-life scenario inclusion
- Lab design strategy & sample datasets (AdventureWorks / WideWorldImporters)

**Page 13–20: Student Engagement Methods**

- Daily polls & quick quizzes
- 10-min hands-on mini-labs
- Breakout room exercises
- Peer-to-peer reviews
- Case studies & troubleshooting sessions
- Gamification: badges, leaderboard, incentives

**Page 21–26: Delivery Framework**

- 70/20/10 learning model (70% hands-on, 20% discussion, 10% theory)
- Demo-first approach (script → explanation → practice → Q&A)
- Error-driven learning: Simulate real DBA mistakes
- Troubleshooting workflow for live labs

**Page 27–30: Scaling Systems**

- Automation: class reminders, email workflows
- WhatsApp / Telegram community management
- LMS upload SOP (Videos + scripts + quizzes)
- Lead nurturing & alumni engagement
- Referral & feedback engine workflow

## 2 Landing Page Copy (Text)

### Headline:

Become a SQL Server Performance Tuning Specialist in 5 Weeks!

### Subheadline:

Live, Hands-on, Outcome-Oriented Training | English & Telugu | Limited Seats

### Value Proposition:

- 100% Hands-on Labs (AdventureWorks & WideWorldImporters)
- Learn Execution Plans, Index Tuning, Wait Stats Analysis, TempDB Optimization & Real-Time Troubleshooting
- Top 15 SQL Server Health Checks + Mock Interview Prep

### Who Should Join:

- L1/L2/L3 DBAs
- Developers & Support Engineers
- Career Switchers into SQL Server

### Curriculum Highlights:

- SQL Server Internals & Performance Tuning
- Blocking, Deadlocks & Concurrency Optimization
- Storage, Memory & I/O Tuning
- Real-Time Troubleshooting Labs & Capstone Project

### Bonuses:

- 120+ Ready-to-Use Scripts
- Lifetime Community Access
- Certificate of Completion

### CTA (Call-to-Action):

Reserve Your Spot Now → Limited Seats Available!

### Payment & Contact:

- Online payment via [Your Payment Link]
- WhatsApp / Email Support
- Early bird discounts available

## 3 WhatsApp Broadcast Scripts (Text)

### Script 1: Initial Invite

Hi [First Name]! 🙌

Want to become a SQL Server Performance Tuning Expert in 5 weeks?

Join my **Live Hands-on Training** starting soon!

Limited seats available.

Register here: [Link]

### Script 2: Reminder

Hey [First Name],

Our SQL Server Performance Tuning Training kicks off this weekend!

Don't miss your chance to learn real-world SQL Server optimization & troubleshooting.

Reserve your seat now: [Link]

### Script 3: Webinar / Free Session

Hi [First Name],

Join our **Free 90-min SQL Server Demo Session** this [Date] to see how we teach performance tuning LIVE.

Bonus: Free PDF with Top 15 SQL Server Health Checks!

Click to join: [Link]

**Script 4: Last Call / Scarcity**

⚠ Last seats alert!

SQL Server Performance Tuning Training starts this weekend.

Grab your spot now before registration closes: [Link]

**Script 5: Post-Training / Upsell**

Congratulations [First Name] on completing the training! 🎉

Want to level up further? Check our **Advanced DBA Mastery Program** with real-time troubleshooting labs.

Enroll now: [Link]

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