

Instructor: Peter Anthony Wynn

CREATE AN ONLINE COURSE

WORKBOOK



you will change the world

BEFORE YOU START...

**PLEASE SAVE THIS DOCUMENT WITH YOUR NAME
AND YOUR COURSE TITLE HERE. THIS IS THE FIRST
THING YOU WILL DO!**

NAME:	
COURSE TITLE:	

THE PLAN

Welcome to your course outline workbook! We know you are really excited and ready to share your passion with the world. The process is simple.

We believe every entrepreneur, celebrity, musician, author and person of influence has a story to tell and valuable lessons to share that will help others have a higher level of understanding towards their own personal journey. The only way to know what you may face in the future, is to ask what you can expect from those who are already there.

Hello I am Peter Anthony 'The Online Course Guru' and founder and CEO of You Will Change the World, the premier platform for those who are serious about sharing their expertise, mentorship and insight with the world. As we know every business and organization needs a plan and online courses is just that a 'business'.

We are committed to making sure your message and brand is represented at the highest level. You have the opportunity to now place your thoughts into a series of video lessons that will capture, inspire and guide those who are interested in learning more to take charge of a component of their lives.

The incredible beauty of this type of business is once it is built and you have created the right marketing funnel and automated it we can then allow your online course business to be accessed and delivered anywhere in the world at any moment to the right people. Digitally delivered content is the most scalable product available period.

Your plan will have these phases:

- I. Execution & Design;
- II. Creation & Building;
- III. Launching & Delivering;
- IV. Marketing;
- V. Refining & Growing;

These will be the drivers and will help give you clarity as to where you are in the process. Each Phase is based on our simple philosophy, Keep things "Simple, Fun & Memorable". Each Course will do the same and you are encouraged to understand that the YWCTW processes and philosophies are completely geared towards the experience of the "Student", currently you are in the role of the student while you are creating your course so we applaud and praise your bravery. This will be an amazing Journey and a Valuable Gift to the world.

EXECUTION & DESIGN

Within this section we will completely focus on getting the entire design plan in place. It may feel unconventional as many of you already think “you have a plan”. We I ask is that you trust me. The biggest mistake many people will make during the creation of any business is skipping steps, I have done it myself and I am certain many of us have experienced that pain. YWCTW is designed around eliminating mistakes and giving our students the best tools possible. When they are taking your course we will ask them to commit to starting at the beginning and working through the course as well.

So what will we cover in Execution and Design: this is the place where we will build NOT THE COURSE but aa clear and powerful message that solves your avatars pain using your technology.

What the heck are you talking about Peter Anthony, let me share;

1. **Create your OUTCOME.** Here is an example of an outcome for YWCTW:

“At the end of “Creating an Online Course” every student is clear and comfortable about the steps that go into creating amazing courses. All students who go through our step-by-step program will leave the program having designed the outline or Script for their own course that will solve challenges and create opportunities for others.”

2. **Build the Perfect AVATAR.** This is a simple model of the person who would be taking your course. We will outline key values and ideas that they have, their frustrations, pain and influences. This is what they will be looking to solve and YOU will solve it.
3. **Write a simple version of YOUR Heroes Journey.** Everyone has a story, what we will share is a method of taking your story and getting it to paper in the right order. You will clear your mind and make sure that this story is one that would inspire YOU to take this course or follow this leader.

Once that is complete we will use these elements to build the outline and script for your online course. So the first thing we will do is get started by creating your Outcome.

THE OUTCOME

What will be the Outcome of this project? When someone takes your online course what “gift” will they receive? Will this impact their lives, will it bring closure, confidence, joy, skill sets, what will their take away be? We define the outcome or “GOAL” of the course First! All things will work around this and all aspects of the course MUST support this. Every time we do anything within the COURSE, from creation to marketing we will ask

“IS THIS SUPPORTING THE OUTCOME?”

The reason we will ask this question and several others can be compared to any advanced system of checks and balances, the more often we monitor the more likely we are to stay on track and arrive at the proper destination. What we would love for you to do is start with the end of your course in mind.

What is the 1 THING you want your student to take away from your instruction?

How will a person feel when they are done taking YOUR online course?

What gift will they have received?

That is the entire purpose of what you are doing - making sure that people “feel great” about the process, the ideas, the material & the lessons. You want to make sure that every single person receives exactly what he or she came for.

THE AVATAR: THE STARTING POINT



The AVATAR determines WHO the course will be for. Who are you talking to? Why will they care? We start by working our way through an empathy grid. On the next pages, answer each questions in the order they are explained on the grid. Start out by answering numbers 1-4. Second, answer the Pain & Gain questions. Lastly, answer the questions 1-5. This will allow you to really KNOW your audience and determine what you need to deliver and how you need to deliver it BEFORE you create anything. What we are looking for is a Series of massive PAIN POINTS that your people are experiencing DAILY. From there we will then look to your Hero's journey to develop the SOLUTIONS to those pain points based on what YOU WILL SHARE AND TEACH.

WHAT DO THEY HEAR?

What people Hear Daily from their friends, family, FB & Social Media, the News, Music, Movies etc will all determine what their world looks like. The more they hear the same message the more likely they will be to

- What their friends say

- What their boss says

- What their influencers say

PAIN

GAIN

WHAT DO THEY THINK AND FEEL?

What people think and feel daily is the key to understanding them. Their thoughts are influenced by their surrounding and by what they believe the world is saying to them. Look closely at this and make sure it is congruent with the other portions of the empathy grid as you develop the avatar.

- What really counts

- Major preoccupations

- Worries, 8 aspirations

PAIN

GAIN

WHAT DO THEY SEE?

What they see is determined by what where they LIVE, SHOP, go to SCHOOL, WORK, PLAY.... It is also determined bby what they are watching on the internet through social media and what they are watching in the movies and on TV. Their drive to work will greatly influence their thoughts as well. Is bright or gloomy, run down or pristine?

- Environment

- Friends

- What the market offers

PAIN

GAIN

WHAT DO THEY SAY AND DO?

What they say and do is completely determined by the first several sets of question. What they say and do is the influence of what they hear, think and see. By isolating this component you will then know what they WILL THINK because their actions are now dictating everything.

- Attitude in public

- Appearance

- Behavior towards others

PAIN

GAIN

ANSWER THE FOLLOWING QUESTIONS IN SEQUENCE:

1. Why would he/she want this course?

2. Why would they want to do that?

3. Why do they need to know that?

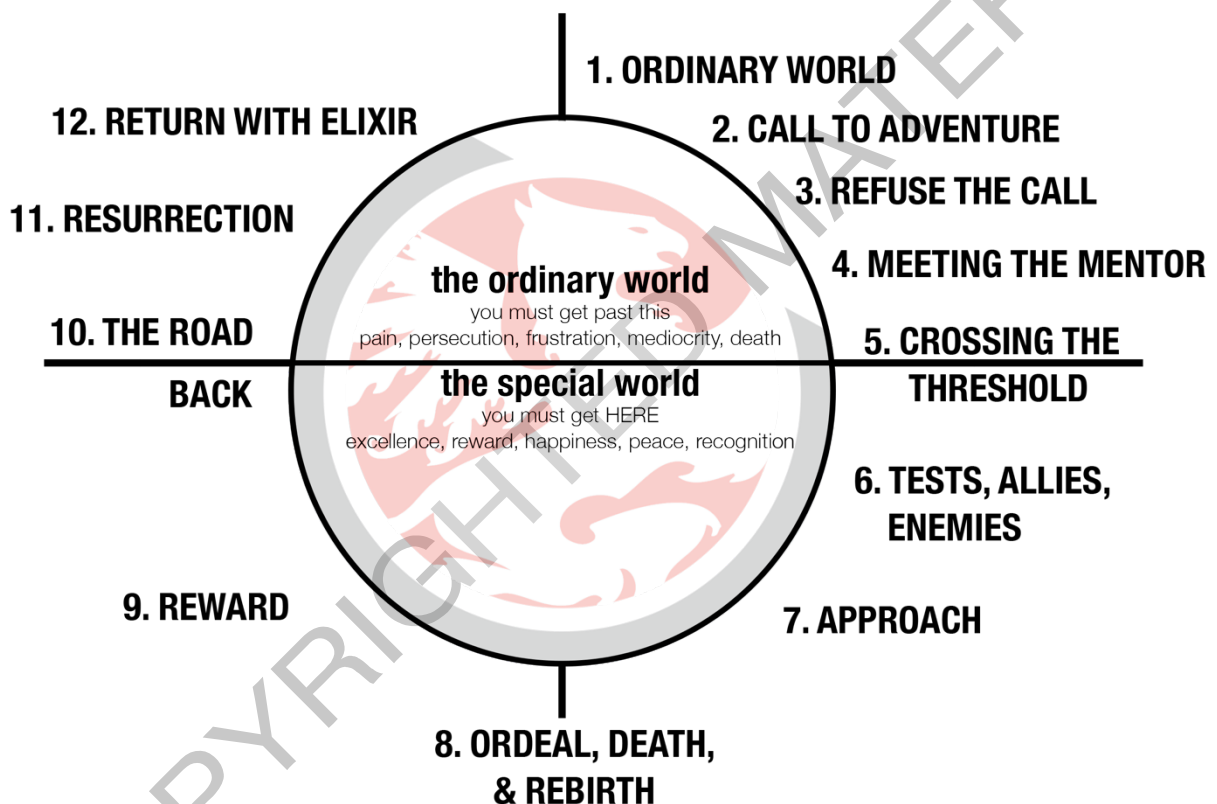
4. Why would they care about that?

5. Would they be willing to share that?

THE HERO'S JOURNEY

Each component of your lessons will start with a story. It will be personal and completely relate to the lesson. WE DO NOT use teleprompters or anything like that. You must know what your lesson is and be able to share it sincerely with the audience.

The journey leads to a WHAT (what they will need to do to change or get what they want), and the WHAT is followed by a HOW (how will they do this). Remember, each lesson is only 12 minutes' maximum, so the story is supporting the outcome of the lesson. This is how information was passed on for thousands of years.



For an explanation of the hero's journey, turn to the next page.

**Remember, everything is:
Simple • Fun • Memorable
This is the essence of our culture!**

EXPLANATION OF THE HERO'S JOURNEY

1. Ordinary World

- a. The idea is that the world is “just like theirs” or similar enough to that of your avatar that they can relate. This needs to mean something to them.

2. Call to the Adventure

- a. The call to adventure is simply that, they are now asked to do something by dreaming or through an actual person. “Bilbo is asked to join the dwarves by Gandolf.”

3. Refuse the Call

- a. The dream is there but initially you did not have the belief or the courage to go after it, it seemed to hard, to far away, out of reach. Explain

4. Meeting the Mentor

- a. Describe the mentor that gave you the courage, a book, a teacher, a minister or all the above.

5. Crossing the Threshold

- a. Now you start the journey and make the decision, quit the job, leave the relationship, move out of the town etc.

6. Tests, Allies, & Enemies

- a. But then you are tested. Your things are stolen, you get fired, they chose someone else. You trust a friend, you are betrayed ...etc there is always something!

7. Approach

- a. You take a new look and stare at the road ahead. You determine you can do this and start to calculate the strategy.

8. Ordeal, Death & Rebirth

- a. The journey is hard, you are tested over and over. The old you DIES and the NEW YOU is born. You will never be the same.

9. Reward

- a. The journey is not reward enough, you get the job, build the business, drive the car, attain enlightenment.

10. The Road Back

- a. With your bags packed you can now come home and share with the world your experience. On the road back you revisit the tests from the past in order to confirm that you are reborn.

11. Resurrection

- a. You emerge enlightened and reborn. There is a completely new you and the old you is NO LONGER recognizable to the world.

12. Return With Elixir

- a. The explanation and sharing of the New Discovery, the solution, the formula, the trick this is the elixir.

PREPARATION AND REQUIRED ITEMS

TRAILER: If you are part of the “The Sizzle Reel & Sales mastery Blast Off Package” this applies.

Trailer (this was purchased separately). We will include one generic clip of music, along with captions introducing your course/book. This trailer will be a maximum of 30 - 45 seconds. Please list any of your own elements you will be providing, such as photos, music, captions or voiceovers. If you would like to have any additional slides, pictures or text inserted into your video, we can easily create those transitions. As this changes the type of editing and the time of the editing process, we must know in advance so we can outline if there will be any additional costs associated. Photos should be a high-res jpeg file. Send all elements to: pm@youwillchangetheworld.com

Your Trailer Elements (supplied by you or us, please be clear for billing purposes):

- ☐ Music: _____
- ☐ Photos: _____
- ☐ Previous Video Footage: _____
- ☐ Hi Res Logo: _____

WORKBOOKS:

Workbooks should be created before filming to coordinate with your lessons. Please provide a PDF file to make available for download for each workbook. Workbooks will be found throughout the site in TWO PLACES:

- ONE - in the beginning of the COURSE, the entire workbook/manual should be available for download
- TWO - at the beginning of each lesson

Brainstorm elements you will include in your workbooks in the space below.

COPYRIGHTED MATERIAL

SLIDES & INSERTS:

We will include one generic clip of intro music in your lesson videos, along with a title introducing the lesson. If you would like to have any additional slides, pictures or text inserted into your video, we can easily create those transitions. As this changes the type of editing and the time of the editing process, we must know in advance so we can outline if there will be any additional costs associated. Please list any of these elements and where they belong in the course.

Your Lesson Video Elements:

Element:	Where does it go?

TESTS & QUIZZES:

Are you going to include tests or quizzes? Each "SECTION" may be followed by a short quiz (we recommend NO MORE than 20 questions T/F, MC are the easiest). Once you have outlined the entire course, the final TEST is simply a reflection of the bullet points that are within each of the "LESSONS". These assets are only needed if you feel they will add value to YOUR COURSE. These should also be available in PDF form for downloading.* Send all files to: pm@youwillchangetheworld.com

Your Tests and Quizzes

Test/Quiz Title	Where does it go?

CHALLENGES:

We love engaging the students in challenges within a “LESSON”.

A challenge may be listed below the video and should be included and covered in the outline AS WELL.

Now here is your blank canvas... have fun creating!

COPYRIGHTED MATERIAL

PITCH VIDEO (AKA TRAILER)

THE COURSE:

(Place name of your course here, working title only)

Here is where the COURSE “WELCOME” VIDEO will be - simply an overview of amazing expectations that will be met during your student’s time with you. This should simply explain the entire course USING THE BULLET POINTS OF SECTION TITLES ONLY and thank people for choosing to take the journey with you. This video is an OVERVIEW where you LIGHTLY touch on the headings of each section and the importance of taking your time with each lesson and working on the challenges and actions items that they will need to succeed. 2-4 minutes total.

COPYRIGHTED MATERIAL

COURSE INTRO VIDEO:

This is the video that will 'overview' the course and tie up all loose ends. This is one of the more important videos. Think of it as the speech you would give your children when they are ready to move out on their own. Go over the most important components of the Course and remind them to challenge themselves within the framework of what you have set up for them.

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LESSON 1

(write your lesson name here)

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You must create a 3 sentence description for EVERY lesson before shooting.

CHALLENGES/TESTS:

The best courses contain a simple challenge or homework assignment for the student to become familiar with the elements being shared in “THAT PARTICULAR LESSON” as well as the “CUMULATIVE” elements of the prior lessons. This is what will build CONFIDENCE.

TESTS & Quizzes are simply a recap of the lesson AND SHOULD NOT be set up to make people fail but rather to have them REPEAT (like a simple incantation) the important parts of the lessons in different ways. All T&F questions are ALWAYS True.

Test/Quiz Question	Answer

SLIDES PLACED INTO VIDEO:

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Slide	Where Does It Go?

LESSON 2

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Slide	Where Does It Go?

LESSON 11

(write your lesson name here)

This is the ACTUAL LESSON, the student will watch THIS VIDEO and when completed will be familiar with the components that have been set up in the BULLET POINTS below. SHARE the bullet point, discuss WHY they should be excited, and then share the explanation of WHAT the bullet point is, and layout a call to action on HOW they can learn this particular skill. List what amount of time and what tools they will need for the completion of these points.

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DESCRIPTION:

You must create a 3 sentence description for EVERY lesson before shooting.

CHALLENGES/TESTS:

The best courses contain a simple challenge or homework assignment for the student to become familiar with the elements being shared in “THAT PARTICULAR LESSON” as well as the “CUMULATIVE” elements of the prior lessons. This is what will build CONFIDENCE.

TESTS & Quizzes are simply a recap of the lesson AND SHOULD NOT be set up to make people fail but rather to have them REPEAT (like a simple incantation) the important parts of the lessons in different ways. All T&F questions are ALWAYS True.

Test/Quiz Question	Answer

SLIDES PLACED INTO VIDEO:

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Slide	Where Does It Go?

LESSON 12

(write your lesson name here)

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LESSON 13

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LESSON 14

(write your lesson name here)

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Slide	Where Does It Go?

LESSON 16

(write your lesson name here)

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LESSON 17

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LESSON 18

(write your lesson name here)

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Slide	Where Does It Go?

CONCLUSION VIDEO:

This is the video that will ‘overview’ the course and tie up all loose ends. This is one of the more important videos. Think of it as the speech you would give your children when they are ready to move out on their own. Go over the most important components of the course and remind them to challenge themselves within the framework of what you have set up for them.

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FREE COURSE INTRO VIDEO

(write your course name here)

This Video is a simple teaser Video that will be in the front of the “FREE” course which is only three lessons. The free course is the ‘1st date’. It is here where you seduce

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FREE COURSE LESSON 1

(write your lesson name here)

This is a bonus session, it should excite people about what you are doing and how you are doing it ... give them a meditation through the bonus. 2 -3 bonus videos lessons. 4-6 minute videos.

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DESCRIPTION:

You must create a 3 sentence description for EVERY lesson before shooting.

FREE COURSE LESSON 2

(write your lesson name here)

This is a bonus session, it should excite people about what you are doing and how you are doing it ... give them a meditation through the bonus. 2 -3 bonus videos lessons. 4-6 minute videos.

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DESCRIPTION:

You must create a 3 sentence description for EVERY lesson before shooting.

FREE COURSE LESSON 3

(write your lesson name here)

This is a bonus session, it should excite people about what you are doing and how you are doing it ... give them a meditation through the bonus. 2 -3 bonus videos lessons. 4-6 minute videos.

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DESCRIPTION:

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This concludes your course! Prior to shooting you will need to have rehearsed each section several times and the presupposition is that ***you are an expert*** at each component. The most experienced presenters are the ones that have the most challenges as they are used to being more 'scripted' and tend to be seen as LESS sincere. The quality of your course is NOT in the complete polish of your product but rather the vulnerability of the product. Allowing the audience to see you in such a way that they can relate to you and making sure you are connecting to them in this way. Look at the MOST POPULAR you tube people, they are the least polished and the most "AVERAGE".

KEY HINT #1: People do not know WHAT YOU FORGOT to share, they only know what you have shared. Worry less about being perfect and more about being sincere and sharing what will MAKE A DIFFERENCE. The reason we use bullet points and NOT SCRIPTS is because the stories you share and the lessons should be something that YOU HAVE PRACTICED. This is your leadership role and it is important.

YOUR NEXT STEPS

HOW TO MARKET YOUR ONLINE COURSE

COPYRIGHTED MATERIAL

HOW TO MARKET ON SOCIAL MEDIA

COPYRIGHTED MATERIAL

TURNING YOUR COURSE INTO AN EBOOK

COPYRIGHTED MATERIAL

HOW TO FILM YOUR VIDEOS

COPYRIGHTED MATERIAL

WHAT SHOULD YOUR TRAILER LOOK LIKE?

COPYRIGHTED MATERIAL

POST IT SYNTAX

COPYRIGHTED MATERIAL

COURSE CREATION CHECKLIST

- ☐ Hair: _____
- ☐ Makeup: _____
- ☐ Video: _____
- ☐ Style: _____
- ☐ Glasses? Yes / No
- ☐ Sit or stand? _____

COPYRIGHTED MATERIAL

GLOSSARY

Section: {{ text }}

Lesson: {{ text }}

Description: {{ text }}

Bullet Points: {{ text }}

Slides: {{ text }}

Licensing: {{ text }}

COPYRIGHTED MATERIAL

SAMPLE OF A LICENSING CONTRACT:

COPYRIGHTED MATERIAL