

INTERNET'S BIGGEST GUIDE FOR

ONLINE COURSE CREATION!!

EVERYTHING YOU NEED TO KNOW FOR CREATING
YOUR OWN ONLINE COURSE

CHECKLISTS - ☒ TOOLS ☒ SYSTEMS ☒ FORMATS & MUCH MORE...

Complete Guide to Creating an Online Course

About Me



My name is Avi Arya, father of 2 Girls, 6 Dogs, husband to a Super Woman, a Street Car Racer, turned Hotelier, turned Social Media Marketer, Founder of [Internet Moguls](#) (A 225 Member Bootstrapped Digital Agency) & Creator of The [Micro Video Mastery System](#).

One of my online courses, Micro Video Mastery (MVM), has been the most successful among the rest. It's a 21-Day Challenge of Video Making, where you will be thoroughly guided on how to come out of the fear of facing camera, make micro videos, and become successful in your niche.

My students, MVMers, keep sharing their videos on our Facebook group everyday as part of the course, where all the members including me share feedbacks, and help them become confident. Many people have been able to benefit from this course and successfully built their brands.



Even my 14-year-old daughter is now creating her own online course on how to find your self-confidence and inspire others. Because she watched me growing with my courses, and she knows how valuable it is to have her own online course. If she is able to do, don't you think, you should do it too?

I am a family man and the founder of two award-winning companies with over 700 clients, and after reading and exploring the internet I found no comprehensive guide, I had to read 17 articles and watch 10 YouTube videos to get all the answers about creating online courses.

So I had to promise myself I would not let anybody else have the same frustrating experience, and I said I would create the internet's BIGGEST guide to creating online courses.

As per the promise, here I am today with this ultimate guide. I will support this guide with my Facebook group and webinars and interviews of people like you and me who made millions with online courses to bring to you the best of the best.

*My daughter **Raya** and I work together on most projects when she gets time from her school, and here is one such project where we bring you the internet's biggest guide to creating your own online course.*

Hope you like it!

Introduction to Online Courses

Don't you agree, online courses have revolutionized education – completely shifting the paradigm of our approach to learning and creating a new category of outreach on both scientific and cultural topics?

Imagine how it would be to get back to those classroom training days. Traveling miles to your work in the morning, coming back home, and going out and again traveling miles to attend a class in today's super-fast world with traffic everywhere.

Additionally, classroom trainings have been very expensive. Considering all such factors, anybody would tend to lose interest in learning a course.

This is the main reason that most people today prefer online training offline. Online learning delivers a series of lessons to a web browser or an app – making world-class material conveniently accessible anytime, anyplace.

Let's have a look at some incredible statistics on Online Courses, before talking about it.

- Online learning was valued at \$190 billion in 2018 by [GM Insights](#)
- It is expected to have a global market share of over \$300 billion by 2025.
- Online learning increases retention rates by 25% to 60%, whereas the retention rates are as low as 8% to 10% in traditional learning.
- IBM claims to have saved approximately \$200 after moving to online Training.
- About 42% Global Fortune 500 Companies are already using online courses to train their employees.

Though online learning is not centralized, it makes learning easily accessible. Online learning has become a major medium for many prospective learners from around the world.

The combination of diverse, quality resources **online courses provide** – videos, articles, images, and web links – and round-the-clock support in the form of discussion forums and message boards helps you in both pushing the learner and measuring his achievements.

This is the same mantra I follow for my courses too. I make good use of all the creative resources from images to videos, be available on Social Media and e-mail anytime, create an exclusive group for the course where I keep sharing knowledge, industry insights, tips, advise, and more relevant stuff; and push them to finish their learning tasks.

This pliable mode of learning is not only convenient, but it also facilitates higher-quality dialog – since there is time for reflection.

The creators of online courses can challenge themselves to teach in new ways, and take advantage of the materials present both online and offline in different formats.

Online courses make for student-centered, collaborative learning, and the creators can take full advantage of both the materials and the platforms present online.

Major Reasons for People to Choose Online Learning

- **Variety of programs/courses**
- **Lower costs**
- **Comfortable learning environment**
- **Flexibility and convenience**
- **Career advancement**
- **No commuting**
- **Greater concentration**

Why Create an Online Course?

It's not just the market for online learning that is growing. It is, in fact, an intrinsic part of every business now.

There is no better way of showcasing your expertise than creating an online course. By teaching, you are proving to your audience that you are well aware of what you are talking about and what you are good at. The world, then, considers you as an expert in your industry. Don't you wish to become that authority?

Here are the three major reasons why you need to create an online course.

1. Make Money

Demand for online courses across the entire gamut of niches is [growing steadily](#). It makes creating online courses an excellent avenue to generate profits for anyone with knowledge and instinct.

Creating an online course is a single-time effort, but when done properly, it will help you build a solid progressive income stream. You will get paid for it again and again whenever a new person joins in.

2. Build Your Brand

By creating a course, the creator not only engages the knowledge lying dormant in their brain, but they also build a brand in the process.

Creating an online course is a great way to establish authority over a skill you have mastered and create something impactful that will add value to the viewers' life.

Once someone finds your course beneficial, they are more likely to come back for more courses and services from you.

3. Make an Impact

You do not always need to write just for money. You may also want to help others and make a great impact on their lives.

If you are someone who has been looking for such satisfaction, you will be able to help more people than you can imagine through an Online course.

You may even get lots of emails and messages from your students around the world, overwhelming you with their Thank Yous and Success Stories. Those moments are priceless!

Does an Online Course Change the Game?

My reply to this one is simple. Just look at me. I am a live example here.


Would I be the same Avi Arya If I didn't create courses like MVM long back? Maybe, I would have a career, but not as productive and as promising as it is the way today.

I would have obliged become a typical Digital Marketer sitting at Internet Moguls, working with clients all the time on their leads and conversions. Busy and hectic 24/7.

What I mean here is, I would have needed to spend more and more time at Internet Moguls, and even then, I wouldn't have earned the same name, fame, and wealth alone with it. You cannot imagine how proud I feel about my MVM.

As I have my course available online, I have been able to

- **Build a Brand** – As I mentioned earlier, I wouldn't be the same Avi Arya if I didn't create an online course. I could build my personal brand, more because I created an effective and impactful online course. It gave me an identity in the Digital Marketing industry.
- **Earn a passive income** – I spent a good amount of time and effort to create an online course. I call it a system because I am still able to make money out of those efforts and time, that I invested long back just once. The system is working on my behalf and making money for me. This is an on-going process.
- **Reach more students** – This is one main difference between online and offline courses. I wouldn't have reached quite a big number of students if mine was an offline course. Don't you agree?

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- **Build trust in the industry – MVM is an established course. Those who know about it, very much understand the quality of work I offer. So, they always come back to me for more courses, as well as recommend my course to others.**
 - **Inspire others – This is something I am so glad I have got a chance to do. Very few people get this opportunity. Whenever I listen to my client's testimonials on how I was able to inspire them through my course, I feel complete!**
 - **Spend ample time with family – If I didn't have a chance of passive income, I would have to spend more and more time chasing money. But, thank God, I am able to spare quality time for my family and take them even on holidays from time to time. All this is because I have an online course that's selling like a hot-cake even in my absence.**
 - **Become better – I learned quite a lot both while creating the course and after it entered the market. I have got to know what my best attributes are and where I can brush a little more to make my upcoming courses more successful.**
 - **Collaborate with others – With the brand recognition I have got through my online course, I have been able to collaborate with other industry experts. Now, we are planning bigger and better things to help and influence more people, globally.**

Overall, yes, an Online course is a real game-changer.

Are you someone who has that zeal and enthusiasm to teach others and make the best out of it – personally, professionally and financially? Then, I strongly advise you to get into online training.

One day, you will be so glad that someone pushed you do it. Don't forget to drop me a mail, that day. I will be the first person to be happy to see you succeed with your online course. And, I am sure, you can do it, because every thing mentioned here is something I followed personally and created most successful courses.

How to Create an Online course

There is no single 'secret formula' that will help you create an online course. However, there are a few pointers that can help you evaluate the quality of your course.

The learner feels a sense of community and investment when taking an excellent course. And the best way to instil this sense into the learner is by presenting the information as best you can.

If you observe MVM, I made sure to focus on every possible detail so that the users do not feel lost in the middle. Clearly, offered them the solution on how to get rid of the fear of making a video, not just as an idea, but also explained it in a step-by-step procedure along with the possible challenges, how to resolve them, how to reach the target audience, and so on.

Creating class-leading online courses becomes effortless if your approach is uncomplicated. As long as you are:

- **Interacting** with the learner,
- **Directing** the learner through the material, and
- Asking the learner for **Feedback**

You can be sure you're on the right track.

Going through the motions and letting the process be your guide is the only path to creating something impactful. You must start creating – too much planning will leave you scattered.

Finding the optimal roadmap, however, is still as crucial as ever. Without it, it is easy to get lost in the haze of ideas and not make any progress.

Now, you are just 12 steps away to create your first online course. Here you go.

STEP #1: Brainstorm Course Ideas from Your Niche

You've got your own passions and interests, and perhaps already run a business. The things you're already involved in should give you a general idea of the niche you have mastery over.

The great thing about creating a course is there are no boundaries – you can teach anything from computer programming to knitting.

Finding the right course idea is among the most critical steps you must take. The idea can be the difference between a life-changing course launch and a course that fizzles out and falls flat.

When scouting for subject matter in your niche, you must **start with what you already have**. For instance,

- If you're already a teacher or a coach, you can transform existing programs into online courses and add your own twist to it.
- If you already own a business but never taught a day in your life, you can create a course expanding on the processes and systems you use to run the business.

Example: Say, you're an interior designer.

Jot down all the things you do when you approach decorating a room. You now have a roadmap for an excellent interior design course.

There is no reason to worry even if you're starting from zero. With a clean slate, you can build a brand in any niche and create a course on any topic at all.

Let me make it more simple. There are basically 3 ways involved in choosing your niche –

- **INTERESTS** – movie, cricket, music, technology, science, humans, education, relationships, pets, marketing, or anything that literally interests you.
- **EXPERIENCES** – parenting, health, making money on internet, fitness, marketing, pets, investment, or anything that you have experience on – personally or professionally.
- **EXPERTISE** – skills like medicine, engineering, software, banking, management, training, gardening, cooking, parenting, yoga, dance, or anything you are expert at – again both personal or professional.

STEP #2: Collect Numbers About Your Audience/Potential Buyers

While you could create dozens of online courses and bring all your ideas to life, not all ideas are worth the effort.

For instance, I was a Street Car Racer before becoming a hotelier. I had passion for both. Do you think I would have succeeded the same way if I took my niche as Racing instead of Hospitality Industry? Maybe, no. Because there was no great demand for car racing, those days.

Deciding the demand is not so easy. Sometimes educated guesses work. Sometimes, you may need to get into action to know which one works for you.

Here are some excellent tips for finding an idea that's worth the effort:

- Stick to ideas that are fast, easy, and require little to no spending to produce.
- Find the ideas that align with your long-term goals. You must aim to create a sustainable brand in a single niche. **Do not plan to switch niches.**
- Think about which course you will enjoy creating the most. Having fun is essential, and you're less likely to burn out that way.
- Make use of tools like **Google Trends** and **Ahrefs** to validate the idea find if the course idea is in demand.

Another thing you **must** gauge is the expected profits. To estimate profits, you must find your target audience.

How to find your target audience?

- Use tools like **Google Analytics**, **Facebook Insights**, and **Twitter Analytics** to figure out who your current audience is.
- Develop audience personas (Work out exactly who would be interested in buying your course).
- Learn from your **competitors**:
 - o What is **their** audience persona?
 - o What is their conversion rate?
 - o What are the **strategies they are following** to grow?
 - o Are there **any** lapses in their material?

Finding patterns is the way to go when assessing your target audience. Manipulating trends will propel you to success.

If you feel stuck, don't hesitate to get in touch with me. I will be happy to help you. You can reach me through email, Facebook, or Instagram.

STEP #3: Set Production Budget and Make Profit Goals

Since you are creating a course for the first time, you don't want to be spending too much money on production and equipment. Initially, you must be stringent with money and have set production budgets.

The good news is, you can create and publish a course for much less than you think – unless you want to host your course on your own website. More on this later.

There are some vital things that you shouldn't skimp out on. Getting the right computer so you can edit with ease, and purchasing a decent camera and microphone will ensure that your tutorials are consistently high-quality.

If you don't want to spend too much money and want to test the waters in terms of the response you get, you must take the 'MVP' approach to course building.

'MVP' stands for ***Minimal Viable Product***. This approach allows you to create pliable content and iteratively add more and more features and content as you pull in larger audiences.

Setting profit goals is another important facet of creating a course.

Estimating how well your investment (of both time and money) will pay off will not only be a great motivator but also help you design plans of action (in case the course isn't received well) and better your approach (financially and design-wise) in subsequent iterations and courses.

STEP #4: Start Building Your Audience

Traditionally, businesses would create a product first, then find customers to buy it. While the traditional model still works and is still used to some extent, another model has proven to be more effective.

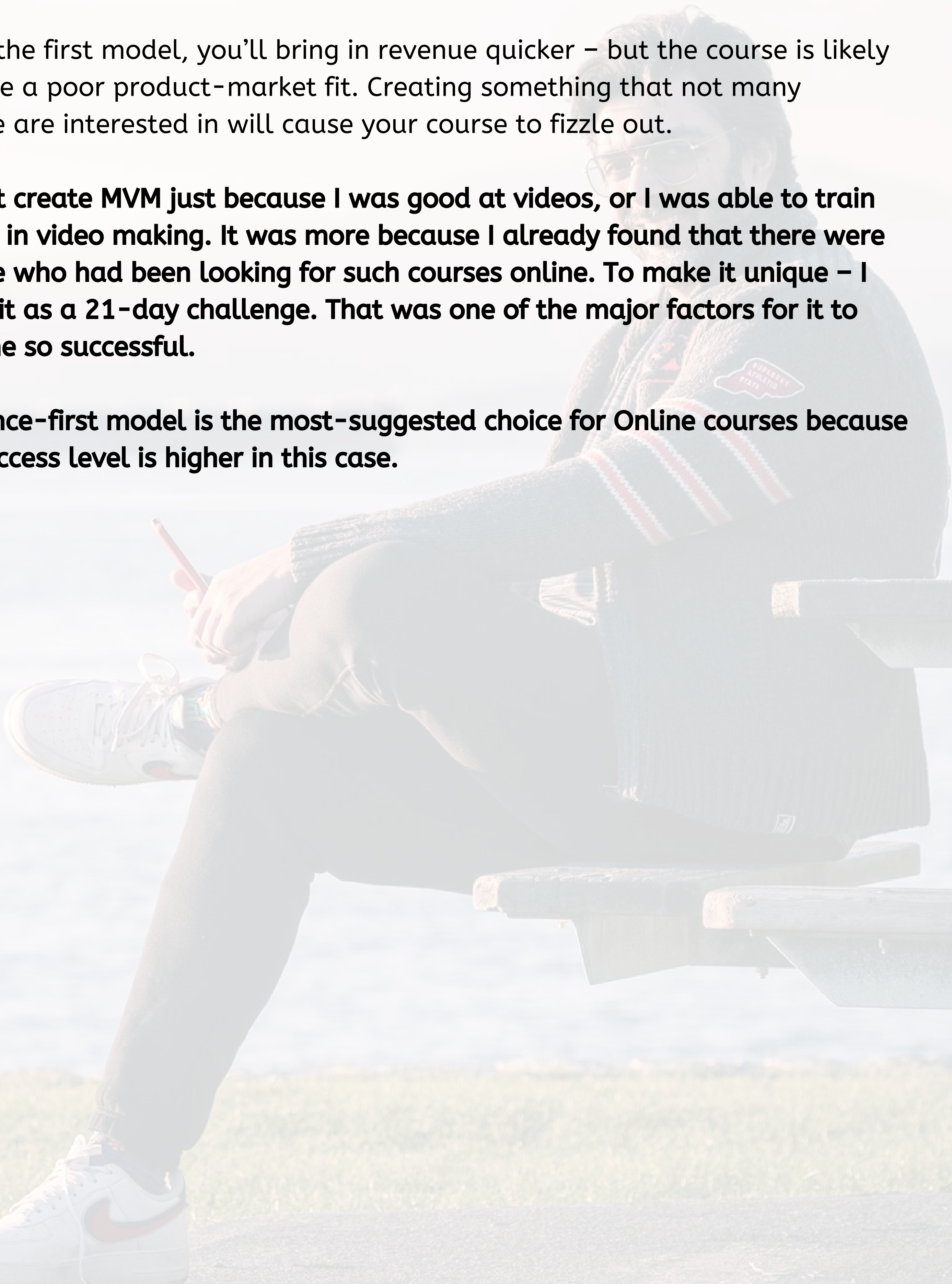
Finding customers first and building a product **you know they will buy** is much more effective (in this case).

Both models have their advantages and disadvantages. Neither is better in all cases.

Using the first model, you'll bring in revenue quicker – but the course is likely to have a poor product-market fit. Creating something that not many people are interested in will cause your course to fizzle out.

I didn't create MVM just because I was good at videos, or I was able to train others in video making. It was more because I already found that there were people who had been looking for such courses online. To make it unique – I made it as a 21-day challenge. That was one of the major factors for it to become so successful.

Audience-first model is the most-suggested choice for Online courses because the success level is higher in this case.



Here are the tools that will help you build an audience for the audience-first model

Tool #1: Podcasts



Image: Podcasts.png

Think of a podcast as an on-demand internet radio show. It typically features one or more people discussing facets of a select niche.

Podcasts represent [10% of all audio heard](#) today.

Why Podcasts?

- Just like courses, podcasts have no bounds.
- You can discuss anything from sports to economics.
- Podcasts are easy to fabricate in general. All you need is an outline of the topics you want to cover, a good microphone, a computer (even an older one will work), and a subscription to a podcast host.

Things to remember while getting into podcasting.

- Once you've found your niche and narrowed your ideas down, it will be easier to appeal to an audience. The more specific you are about the topic, the better.
- You can avail podcast hosting services from companies like **BuzzSprout**, **PodBean**, and **Transistor** and get your content online in just a few minutes.
- To ensure that you appeal to the listeners that do tune in, you must ensure that podcast is available in the highest quality.
- Although a podcast can be simple to fabricate, you must also ensure that you're offering unique value to your audience and that you're hitting pain points consistently. [74%](#) of all podcast listeners tune in to learn new things.
- Research your audience and find out as much as you can about them – from their interests and preferences to their lifestyle choices. It will help you find lapses in the content they're already being served with.
- With [54% of podcast listeners](#) reporting that they're more likely to consider buying an advertised product, a podcast is the most effective tool to generate profits. With a dedicated podcast audience on your side, marketing your course later will become much less of a worry.

Tool #2: Free Digital Products in Exchange for An Email (Email List)

As reported by the *Direct Marketing Association*, email boasts an [ROI of 4300%!](#)

You can build an email list effectively using ‘lead magnets.’

Think of lead magnets like bribes – except you offer irresistible value in exchange for the reader’s contact information.

Solving a problem quickly with your lead magnet, and being specific about what problem you’re solving help create an efficacious lead magnet.

The most popular digital products distributed as lead magnets include:

- Checklists
- Cheatsheets
- E-books
- Guides
- Tutorials
- Toolkits

It’s easy to get confused when **you are** trying to pick the right lead magnet. Don’t fuss – anything enticing that provides enough value for the reader to supply you with their contact information will work.

However, you must make sure that you *create evergreen content*. Make the digital product irresistible so it will remain potent for months, or even years.

A more extensive email list translates to more subscribers and a larger targeted audience – which **will help you** generate more conversions.

Do you know, Open rates for emails hover around the [20-30% range](#), and click-through rates are generally around the **3% range**, making the email list the second most-effective tool on this list?

These numbers make it clear that you should never ignore Email Lists while creating an Online course.

Tool #3: Social Media Promotions

According to [Our World in Date](#), “The percentage of US adults who use social media increased from 5% in 2005 to 79% in 2019. Even on a global stage, the speed of diffusion is striking.”

You should not take Social Media easy while trying to reach out to your target audience.

Strategizing and planning your approach is the first step to promoting your content on Social Media. You don't want to be engaging audiences randomly. Therefore, you must first figure out where your target audience is most active on – Facebook, Twitter, or Instagram, LinkedIn, or some other platform.

Looking at the [demographics](#) and tallying your needs with the numbers will help you find the ideal platform to promote your content.

To optimally engage users on all three platforms, you must formulate a content marketing strategy. If you don't create content people don't want to read, it is difficult to get people to follow you.

Users of each platform respond differently to different kinds of promotions.

- On **Instagram**, you must focus on designing graphics and images that convey your ideas. Mastering hashtags and leveraging larger audiences with Instagram account takeovers are great promotional tactics that furnish great results every time.
- *Content Marketing* is super effective on **Facebook**. Each piece of content on the site has enormous potential to go viral, and hence, you must curate content that will be clicked on and shared almost instantly.
- On **Twitter**, you must focus on writing enticing hooks and captivating users to click on your links. Posting visual content, using hashtags, and optimizing your post time are great tactics that will propel your growth on Twitter.

You need to keep figuring out to know where your best audience is. I never thought I would ever need to get on to TikTok as I always considered it more like Teenagers' Platform. But, lately, I have been getting a lot of requests from my followers asking me to be more active on TikTok, and I am planning things accordingly!

Funnel the Traffic

Funneling traffic from one page to another is a handy tactic to grow your audience on every platform. You can do this by either connecting your social media accounts or *by leaving a link to your social media accounts in your Bio.*

Additionally, **optimizing your post time to maximize engagement** is a tactic that works well on every platform.

Tool #4: Paid Ads

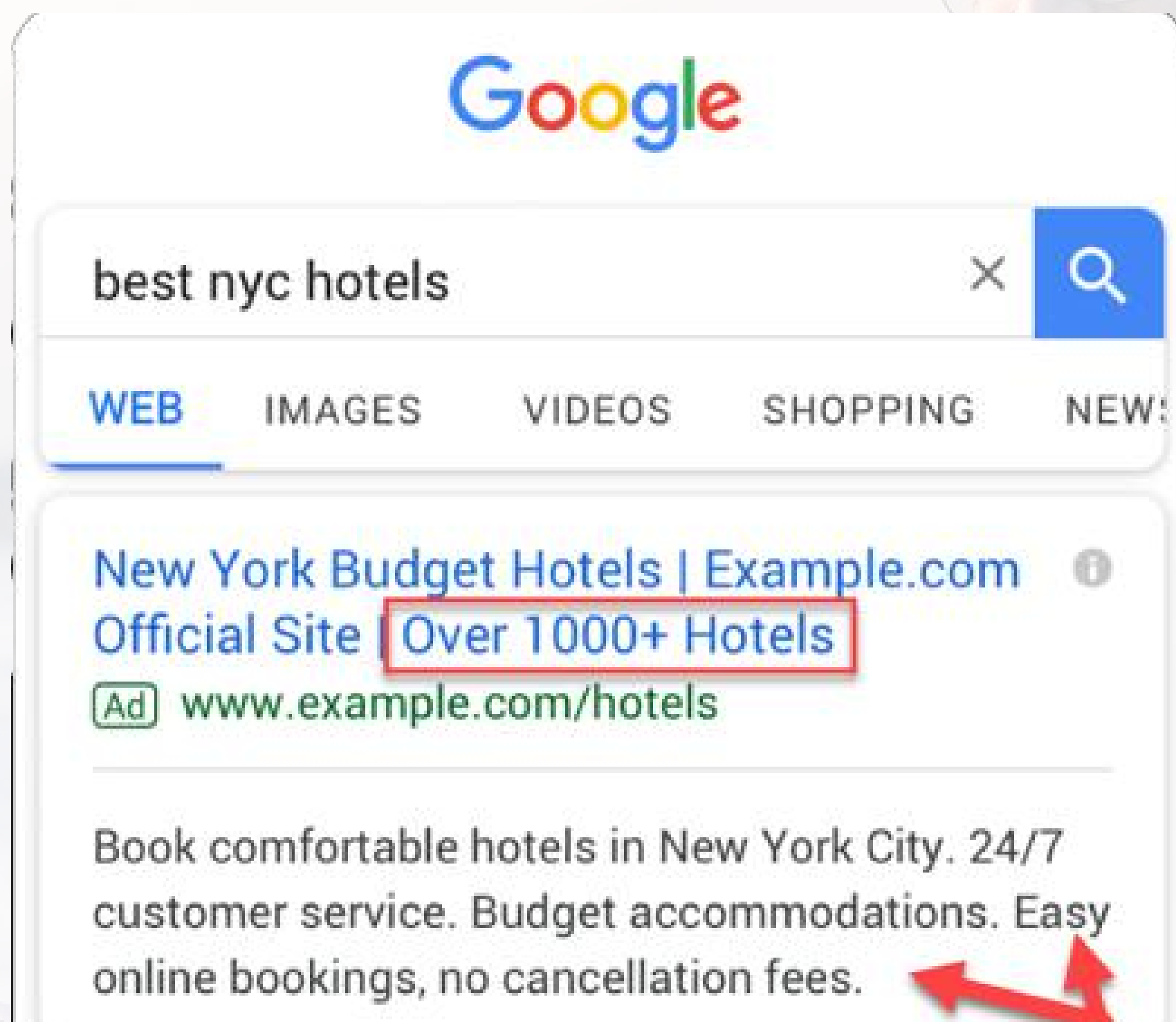
Paid ads are another effective tactic that can help you **brilliantly** in driving more **and relevant** traffic to your site and your social media outlets.

Terms like marketing, targeting, traffic, and all may sound complicated. Believe me, you will find everything simple once you start working on it directly. Once you get that hands-on experience, it will hardly take 10 to 15 minutes to set your online campaign.

There are three things you must know about paid advertising –**types of paid ads, payment models**, and what tools help you get your content where.

First, let us look at the different types of paid advertising.

- **Text Ads:** These are the ads you see on your Google search page. They are generally affordable and help you target audiences effectively. However, for text ads to work best, they must be coupled with solid keyword research and A/B testing.



- **Display/Banner Ads:** Display ads are very popular and come in a variety of sizes. These ads can be useful, but they do not target users and attempt to engage users not actively looking for products.



Image: Display-Banner-Ads.png

The two main models of payment are-

Cost Per Click (CPC)/ Pay Per Click (PPC): In this model, the advertiser is only charged when a user clicks on the ad. These tend to be more expensive.

Cost Per Thousand (CPM): 'M' means thousand in the Roman numeral. In this model, *the advertiser is charged every thousand times the ad is displayed on a screen.*

Where should you list your ad?

Google Ads: Google offers both display and text ads based on the keywords your business is associated with. Having a Google Ads campaign is a must.

Facebook and LinkedIn Social media ads combine both text and display elements and are targeted based on the users' preferences, location, and demographics.

Tool #5: Personal Branding

The goal of personal branding is to demonstrate your expertise in your niche. And **one of** the best ways to build your personal brand is blogging.

Helpful, long-form content will set you apart in the online space and help you establish authority and credibility. **And, you are all set to build your personal brand.**

You can also build your brand entirely off of social media by posting tip sheets or BuzzFeed-style lists, which can provide your audience with the information that matters to them in their daily lives.

Being authentic and transparent is one of the best things you can do since these characteristics give your brand the personal touch that established brands and massive companies lack.

Make use of Collaborations - At its core, personal branding is a form of marketing. And marketing is a collaborative effort. Although it's called personal branding, you cannot **make it a complete element** all by yourself.

Forming good relationships with other **experts** in your niche will help you stay in the loop. Having friends **or like-minded people** in the field will also attract more clients, which will propel your business further ahead.

Tool #6: Giveaways

I am a big fan of giveaways – on both the giving and taking sides. Aren't you? You can showcase your creativity, create loads of fun and buzz, and make the giveaway game interesting and engaging.

Giveaways have high potential to go viral and spread rapidly. You must remember that incentivizing your target audience is at the crux of the giveaway, and not the actual product you're giving away.

Don't give away the first thing you get your hands on. Finding the right product related to your niche and your brand boost the chances of attracting a new audience.



**Affiliate Marketing
Blueprint: Start Your
FREE Training**

Get 10 Lessons in Your Email Inbox.

Your Name

E-mail

Start FREE Training

Hi! I am Kulwant Nagi. I have been blogging since 2011. I have traveled the world and made \$500,000+ with blogging so far. This 10 days training will teach how to start your affiliate marketing career with ease..

Image: Giveaways-example.png

Best Examples:

- Let's say you own a clothing brand. Giving away something exotic like a kimono will attract a diverse new audience.
- If your business supplies a service and not a product, you can provide your services for free to one lucky winner or give the winner a discount.

Giveaways are a simple yet effective tactic to give your brand a boost.

- Each of these tools can expose you to massive audiences with high conversion potentials. However, it takes patience and perseverance to get the response you want.
- Only after you've built an audience base of at least a few thousand people you can think about generating any product ideas.
- No one understands the audience base you built better than you – they love your content, and you've given them a lot of value.
- The audience will be more than happy to give your product a chance and share invaluable feedback.

That's it. You have successfully built your audience. What's next?

STEP #5: Understand the Needs of Your Audience

Although you may understand your audience base better than anybody else, you must realize that the audience's needs come before yours. **Your best bet in the online space is to think from your audience's perspective on everything you do!**

The tools listed above will only help you gather the audience. However, **listening and observing more than you publish and advertise is the right path to success.**

In addition to learning what your target audience wants, when you take the time to sift through the comments and the feedback, you will also get valuable insights into the different perspectives that people have about your brand.

You can use this information to improve your approach. Responding to comments and thanking your visitors is a great way to let all your followers know that you appreciate them.

I follow a schedule to make sure I attend every comment I get on my personal profiles as well as on my Social Media groups/pages because those feedbacks help me work better on my courses.

Listening and gaining insight is one passive benefit that comes with having an active audience. Another way to gain insights or receive feedback about specific aspects of your page or course is by directly asking your followers.

Don't be afraid to sound blunt or temperamental – asking questions and needing opinions about something you put time and effort to build is but natural.

Having an **open-ended conversation with your audience** is the best way to create a strong, flourishing relationship with the audience.

STEP #6: Plan the Content of the Course

After finding your niche and topic, **it's time to** get down to specifics. **You need to refine your Course Idea** at this stage. *Meaning, you must ensure that your course will solve a specific pain point of **your audience**.*

Let's go back to the interior designer example.

An excellent course idea would be 'Modern Interior Design for Bedrooms.' On the other hand, "Interior Design 101: Everything You Need to Know" does not fix a specific problem.

While the content in the latter might be great, the learner may end up skipping around the content to the pain point they want to solve.

Tweeting out to your audience and asking them what they struggle with the most will give you an unfiltered idea of what problem your course can solve. You can also use your email list and **conduct a survey**.

Trying to supply your learner with everything you possibly can is not a good idea.

Your efforts will not reap the fruit, and you will end up losing both time and money.

If you do want to create the ‘ultimate’ course for a topic in your niche, you should consider creating a course bundle!

A bundle will combine the classes of your choosing in one package, giving the learner the freedom to choose what they want to learn and skip what they already know.

The first step to planning your course is to create an outline. There’s no need to **go deep into details**. Grab a pencil and a piece of paper. **Now**, jot down the process, you will guide your audience through.

*Let’s say you formulate a nine-step process to designing the interior of a bedroom. You must now create modules based on the steps most closely related to each other. **For instance**,*

- Module 1 will have steps 1 and 2
- Module 2 will have step 3
- Module 3 will have steps 4 and 5
- And so on

Now that your outline is ready, you must now jot down the nitty-gritty details of each step. Pour every bit of your knowledge and passion into these, because all of your efforts will diffuse into how well you execute the next steps.

STEP #7: Set The Pricing Of Your Course

Now that all is set, your next question is, “How much should I sell my course for?”

Pricing the course **is sometimes** anxiety-inducing – it is one of the most crucial steps in creating your online course.

While pricing it too high will limit the chances of it being bought, pricing it too low will undermine the value of your material, leaving you high and dry. However, this is the wrong approach to setting the price of your course.

Here are some pointers that will help you price your course right:

- **Market research:** Find out how much competitors are charging for their course and how much real value they are supplying for the price. **You may choose a lower or higher price depending on the value you are offering, compared to your competitors.**
- **Personalized support:** Price your course based on how much support learners will need to achieve promised results. **People don't hesitate to pay a few bucks more if they are promised with personalized support.**
- **The outcome of completion:** Price the course based on how significant a problem you solve in the learners' life.
- **Expertise:** Price the course based on the difficulty of the concept you teach in the course.

STEP #8: Look For The Best Platforms To Launch The Course

There are loads of great platforms **available online** on which you can launch your first course.

Websites like **Udemy** and **Skillshare** host your content pretty much for free; however, a cut of your revenue goes to them.

At the end of this guide, you will find a list of the best course platforms, and you can pick the platform whose policy aligns well with your teaching and business goals.

There is no need to overthink it – since the content in the course and your marketing efforts are what decide your destiny.

However, you must make sure that you're happy with the policy of the platform, and that you're okay with how much control you have over your content, the pricing, and your data.

You can also upload your course on your website. However, hosting the course on your website costs a lot of money – between hundreds to thousands of dollars a year.

- You must pay to host the site
- Get the right theme
- Buy an LMS for your course, and
- Maintain every component

But the pay-off is significant, and all the money you make goes right in your pocket.

Doing this is not recommended initially, and uploading the course on one of the many existing online learning platforms is the way to go.

STEP #9: Start Production (Shooting, Editing Videos)

Production starts with creating slides, animations, and other polished material from the mash-up of ideas you have jotted down.

After solidifying your material, you can go ahead and record yourself, guiding the audience through the content.

You can also do sections with just your voice recorded wherever needed; however, **I recommend you to** put in clips of you taking the learners through the material.

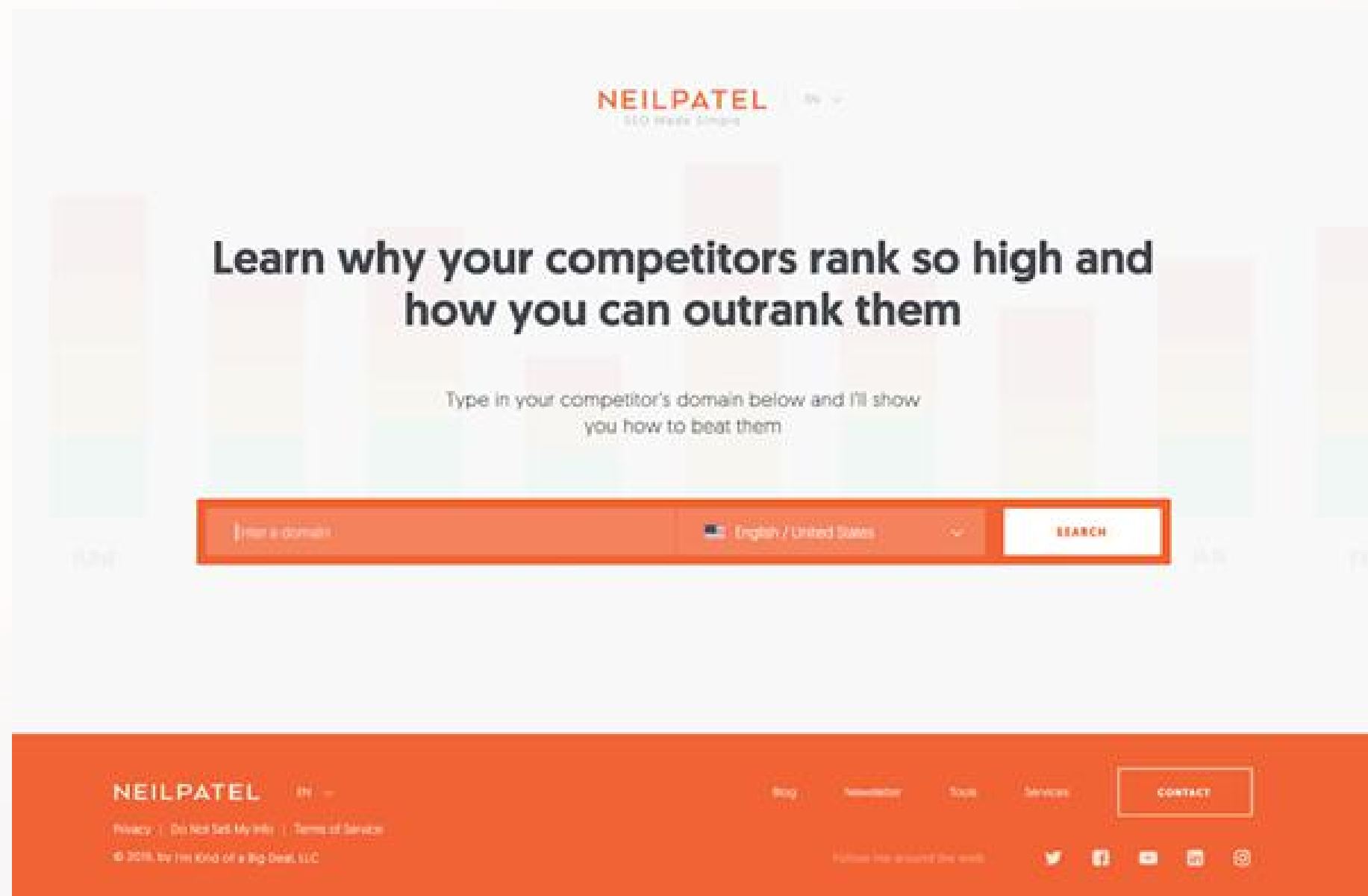
Next, you must test your draft course. Testing the material on a friend who is unfamiliar with the concepts in the course will help find lapses in your material and fill the gaps before launching your course.

You can also create supplemental/bonus material like workbooks or worksheets to help learners solidify what they have learned. **They work great to motivate them and keep them right on the learning track.**

STEP #10 Create A Landing Page

The landing page is where you must write your leading hook – since it is the page that someone visits when they're checking out your course.

The content on your landing page must be persuasive and flattering, to convince the visitor to buy your course instantly. **Consider it as your sales copy.**



How the visitor reaches your landing page shouldn't be your concern. The content on the writing page must be able to convince anyone that visits the page to buy the course.

The landing page must include,

- Who the course is for
- **An outline of the course – modules, tasks, activities, and so on**
- **FAQs**
- **Testimonials**
- **Enquiry form**
- **Call-to-action**

All these will help the visitor to get a taste of what they will learn in the classes.

Make sure that you remove any slow writing or any sentences that do not push your agenda – persuading the visitor to purchase the course.

STEP #11: Launch the Course

Two weeks before launch, you must start warming up all your followers for the course.

Every two days or so, I **highly recommend you to** put up,

- Targeted blog posts
- Webinars
- Enthralling marketing emails
- Videos
- Any content that shows your followers what you have to offer

“Make sure you don’t overdo the marketing, though; you don’t want to annoy – you want to persuade.”

After a maximum of two weeks of warming up, launch the course and notify all potential customers on all social media platforms.

STEP #12: Market the Course

You are not yet done. There is still time for you to sit back and relax. Now that your course is up in the market, it’s time to start increasing the reach. How?

Here are some of the best ways to increase the reach.

- As the course starts to gain momentum, you must keep track of the positive reviews and begin showcasing customer reviews.
- *On average, a page with at least five customer reviews [converts 270% more](#) than pages without reviews.*
- Push your agenda and titbits of your course material on your podcast, too, since listeners are very likely to buy your course if they hear about it on the podcast.
- Hosting webinars with a guest or better yet, hosting it on a guest's channel is an excellent move since you get to leverage untapped audiences.

- Offering exclusive discount deals a few months after launch is an excellent way of keeping the ball rolling.

When it comes to marketing, there is no limit how you want to do it. Make sure to research deeply where your potential customer mostly would be available. Try focusing more on those platforms, create the right content and brilliant creatives, and give proper call-to-actions.

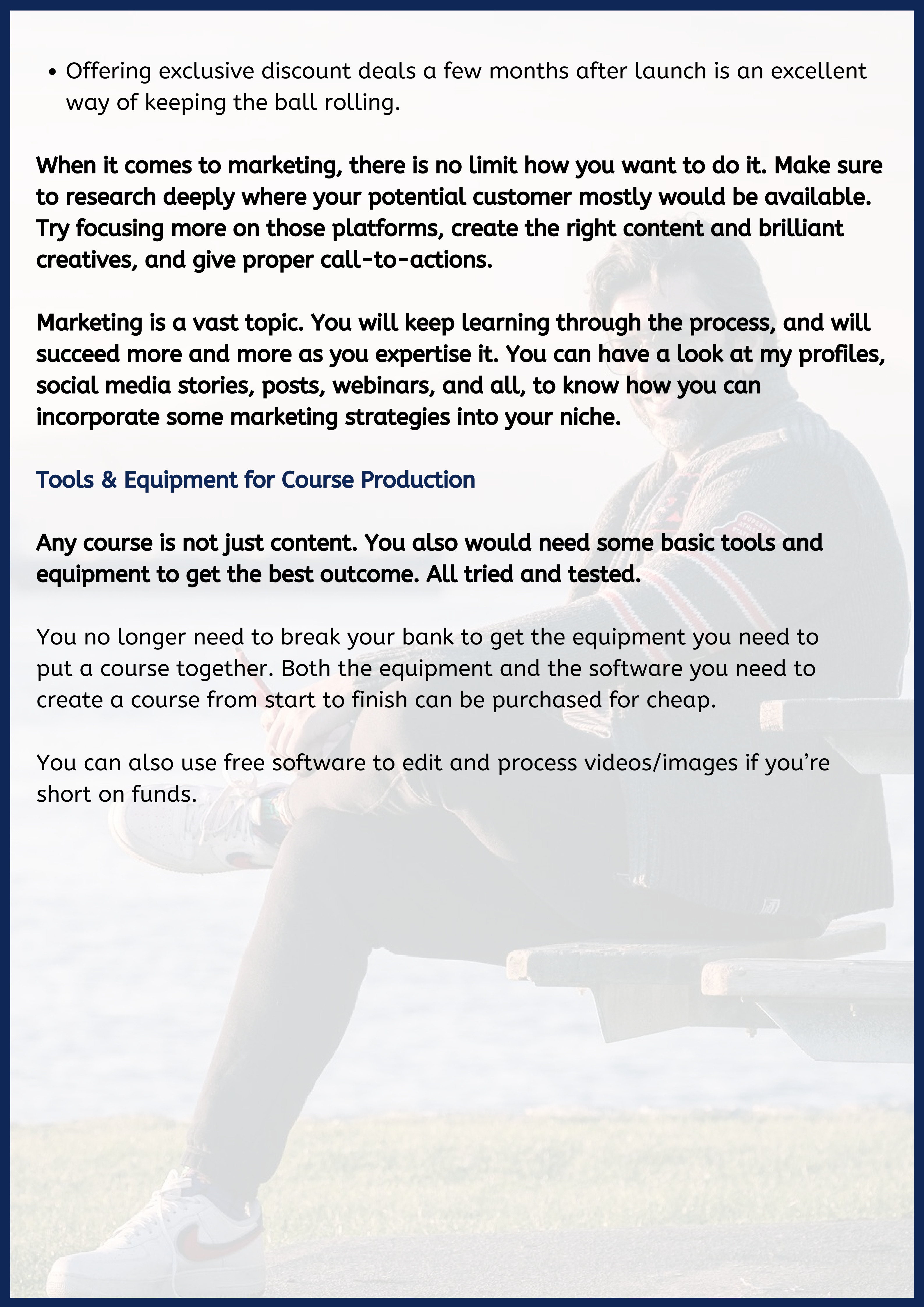
Marketing is a vast topic. You will keep learning through the process, and will succeed more and more as you expertise it. You can have a look at my profiles, social media stories, posts, webinars, and all, to know how you can incorporate some marketing strategies into your niche.

Tools & Equipment for Course Production

Any course is not just content. You also would need some basic tools and equipment to get the best outcome. All tried and tested.

You no longer need to break your bank to get the equipment you need to put a course together. Both the equipment and the software you need to create a course from start to finish can be purchased for cheap.

You can also use free software to edit and process videos/images if you're short on funds.



Here's what you will need besides a computer and an internet connection:

#1 A Great Mic For Crisp & Clear Voice Recording

Getting the right mic is crucial for the success of your course since audio quality matters much more to your students than video quality.



Since you will do most of your instructing speaking, you need to make sure your mic picks up your voice correctly, and there are no quality issues.

You can find excellent microphones online for amazing prices. There are different kinds of microphones (cardioids, omnidirectional, shotgun, etc.), so make sure you do your research to find the mic that fits your unique needs.

Here are some recommendations:

- [Blue Yeti](#)
- [Audio Technica AT2020](#)
- [Rode NT \(USB\)](#)

#2 A Camera with A Tripod

If you're short on funds, you can use your smartphone with a tripod if it has a good enough camera on it. For your first course, the mediocre video quality will suffice.

You can go ahead and spend that money on audio equipment. Make sure you *don't skimp out on sound quality!*

However, if you *can* afford it or when you get your first few sales, here's what you can upgrade to:

- [Nikon D3400](#)

The D3400 is a simple DSLR camera, that will help you capture high-quality videos even in mediocre light conditions. If you decide to get this camera, you will need to learn how to use it, since it boasts a plethora of settings.



Image: Nikon-d3400.png



[Canon PowerShot G7 X Mark II](#)

The G7 X is super easy to use and produces video of exceptional quality even in low light. It has a sturdy flip-screen, too.

Regardless of how good the camera's stabilization is, you will need a tripod. Something like the [Mactrem PT55](#) will work.



#3 Proper Lighting

A lighting kit is the best way to increase the perceived quality of your course significantly.

Poor lighting makes a video look amateur – *distracting the learner from the content of the course.*

Hack: You can design a DIY setup with the lamps and desk lights in your home if you're short on funds.

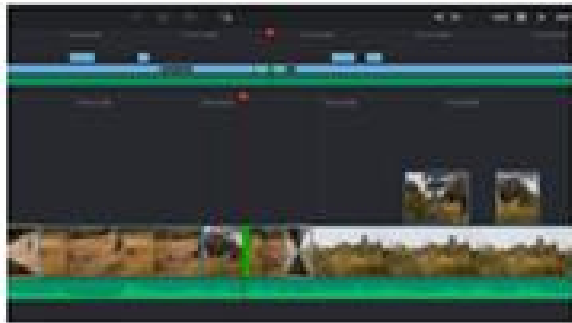


[A Neewer Lighting Kit](#) or the [LimoStudio LMS103](#) should help you brighten up your space and shoot high-quality video.


You can also search for Adobe stock videos and add them directly into your project files, making finding relevant yet unique clips for your course super easy.

It is worth spending a bit of time with this software since it speeds up the entire editing process and is easy to learn.

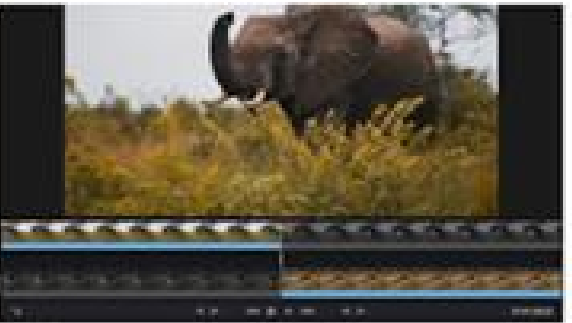
4. DaVinci Resolve




Dual Timeline
Revolutionary dual timeline lets you quickly navigate the whole edit and trim without wasting time zooming and scrolling.



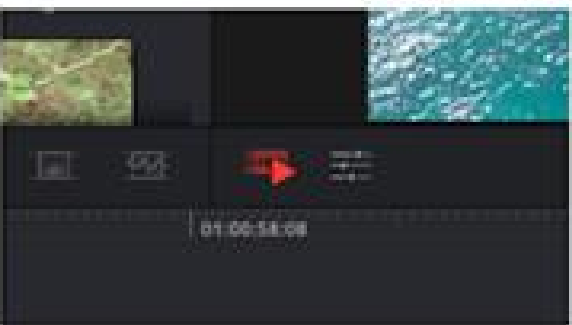
Source Tape
Quickly review all clips in a bin as if it was a single "tape" so you can select and add shots to the timeline without having to search a bin.




Dedicated Trim Interface
The new trim interface in the viewer lets you see both sides of an edit and trim in frame accurate detail so you can create the perfect cut!




Intelligent Edit Modes
To save time you don't have to place in points in the timeline as the edit modes can intelligently sync clips and edits for you.



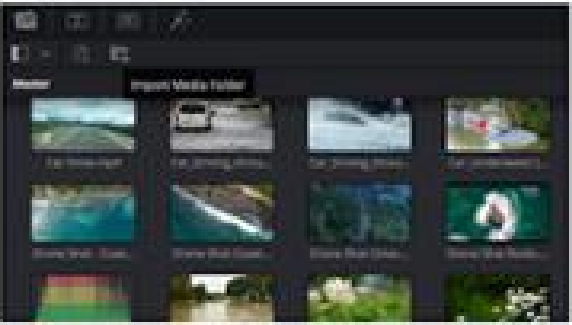
Fast Review
Quickly review an entire timeline or clips with variable speed playback that's automatically set based on clip length.



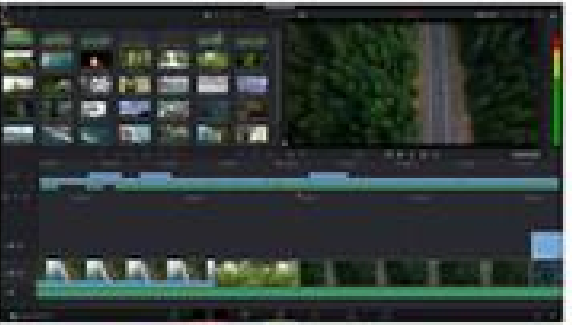
Transform, Retime and Stabilize
Built in tools for picture in picture effects, retiming, stabilization, dynamic zoom, text, audio and more, all in one place!



Quick Export
Instantly render, upload and share your project to popular online services such as YouTube and Vimeo!



Media Import
Quickly import individual files or entire directory structures with subfolders as bins into your project right from the Cut page.



Portable Editing
The interface is scalable and works well on smaller laptop screens, giving you the highest amount of usable space!

DaVinci Resolve is a free video editor that features an intuitive interface for most routine functions.

#4 Green Screen – To Set Animations in the Background (Totally Optional)

A green screen will enable you to use images (and even videos or animations) as your background.

Having a background fitting the context will help the videos look polished and professional.

For example, if you're teaching something business-related, having the picture of an office in the background will add another layer of context to your video.

This is entirely optional, and you can skip getting a green screen if you're short on funds or prefer not having one.

On most modules, you will only be using the camera to record yourself talk for the first and the last bits of the video. However, if you think getting in front of the camera is a necessity for what you teach, **I suggest you** get a green screen.

A cheap [Neewer Green Screen](#) will get the job done.

#5 Presentation Software

Students are much more interested in **watching** visuals that support and enhance the material than look at someone talking. **Visuals help them memorize the concepts effectively.**

Having a presentation ready in advance will help drive the points you make more effective, and will also help the students take better notes.

Keynote and PowerPoint are the most commonly used software for making **brilliant** presentations. However, if you don't own any of these, you can also use a free alternative like **LibreOffice** or use **Google Docs** to make slides free of cost.

#6 Video Editing Software (Use any of them as per your convenience)

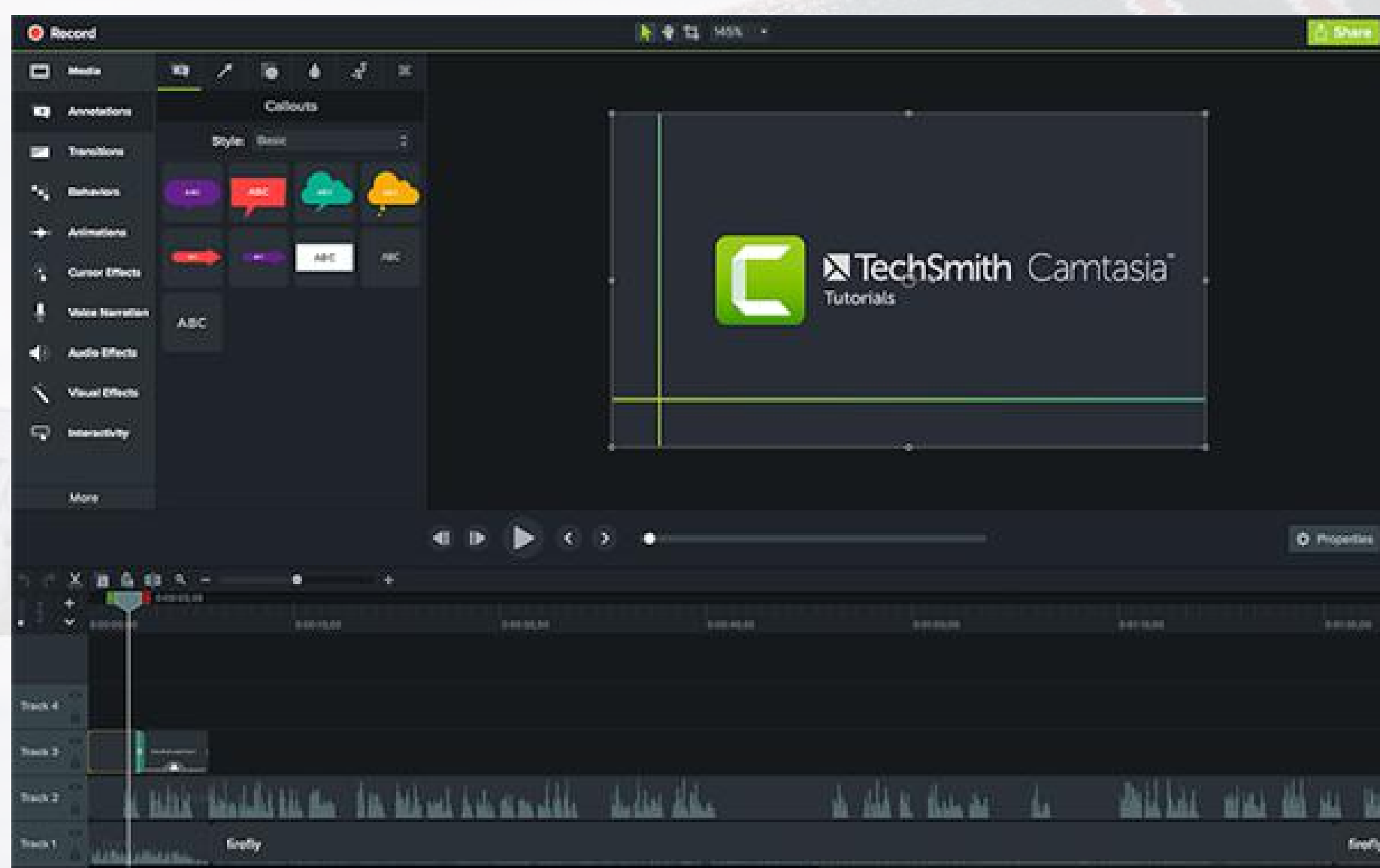
You don't need to spend a lot of money or learn a ton of advanced skills to create your **a video** course. Learning some basic editing skills and investing in the right software will go a long way when you create a course.

Mastering editing software is a long journey, however, looking at just a few tutorials will help you find the right features to work with, and you will see an improvement in video quality right away.

Here is a shortlist of some of the best video editing software on the market:

1. Camtasia (Screen Recording)

Camtasia should be your go-to software if you're not used to editing. You can learn how to use it in just a few hours of playing with it.



Start Your Free Trial

[Click Here](#)

It is an all-in-one solution – you can record your screen, your audio, and edit your recordings as well.

Camtasia is an entry-level editing tool, and it doesn't offer too many special effects.

However, the user does get access to essential transitions, animations, and annotations.

The software is available on both PC and Mac, and unlike some other editing software, there are no annual or monthly fees, and you permanently own a copy with just one payment.

2. Final Cut Pro



It is not recommended that you use Apple's Final Cut Pro if you have no experience editing videos.

However, for those with some experience editing videos, Final Cut Pro will give them the power to create quality content.

The software features a non-traditional trackless timeline and boasts a wealth of sophisticated options available on the software. These features can confuse amateurs not familiar with the software.

The software is meant for use by professionals and will take a long time for you to learn from scratch.

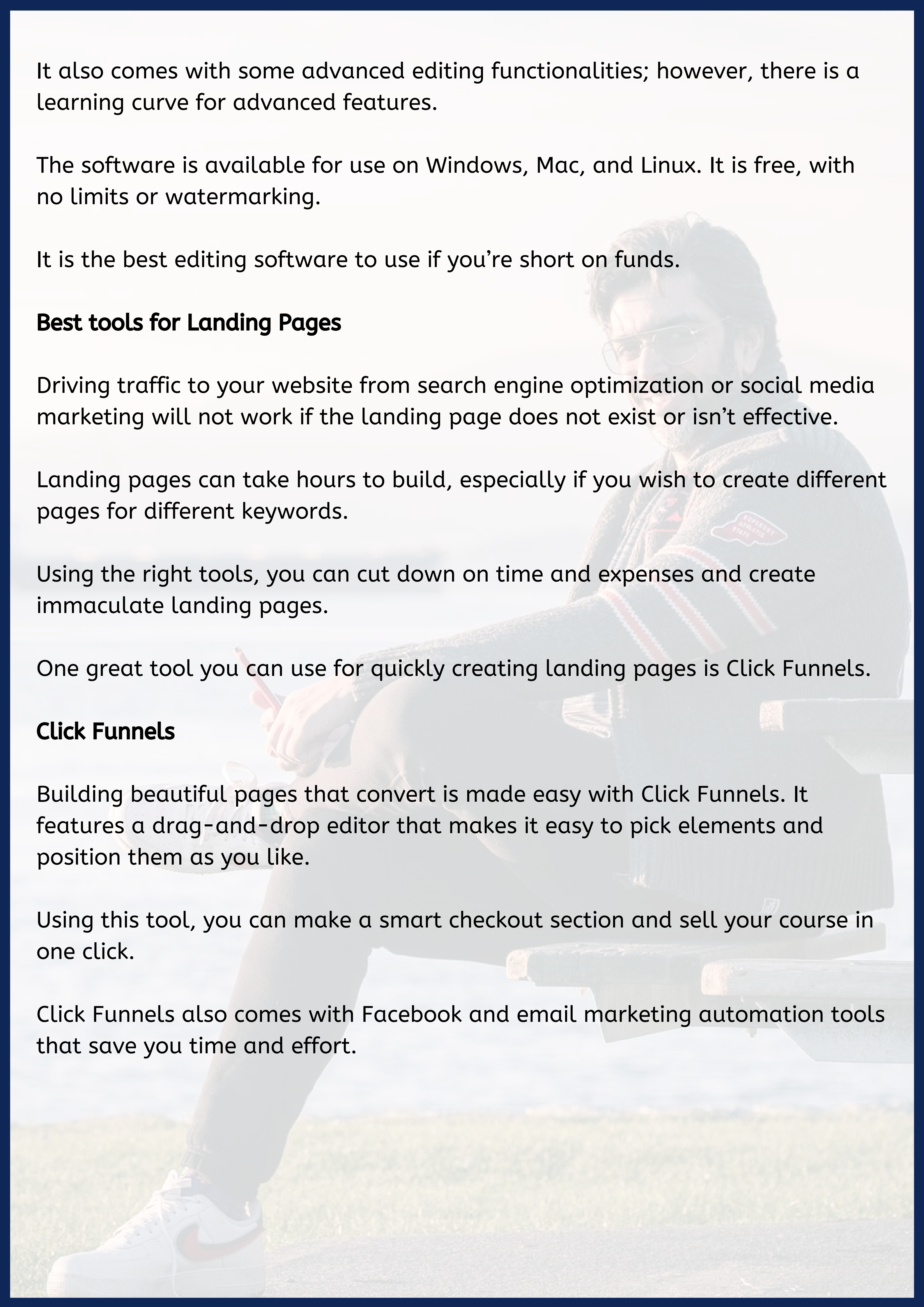
If you wish to get results quickly and not have to learn too only to create a basic video, try your hand at some other software on this list.

3. Adobe Premiere Pro



Adobe Premiere Pro is great for both beginners and advanced users alike. The familiar nonlinear editing interface is easy to use and helps edit videos to your liking quickly.

The software supports editing HDR video and boasts class-leading collaboration capabilities.



It also comes with some advanced editing functionalities; however, there is a learning curve for advanced features.

The software is available for use on Windows, Mac, and Linux. It is free, with no limits or watermarking.

It is the best editing software to use if you're short on funds.

Best tools for Landing Pages

Driving traffic to your website from search engine optimization or social media marketing will not work if the landing page does not exist or isn't effective.

Landing pages can take hours to build, especially if you wish to create different pages for different keywords.

Using the right tools, you can cut down on time and expenses and create immaculate landing pages.

One great tool you can use for quickly creating landing pages is Click Funnels.

Click Funnels

Building beautiful pages that convert is made easy with Click Funnels. It features a drag-and-drop editor that makes it easy to pick elements and position them as you like.

Using this tool, you can make a smart checkout section and sell your course in one click.

Click Funnels also comes with Facebook and email marketing automation tools that save you time and effort.

ClickFunnels Can Do A LOT Of Amazing Things...

Instead of having your marketing and sales stuff scattered all over the place...
ClickFunnels brings all of your digital marketing needs under one roof.



Get Rid of Your
Coders and Your
Shopping Cart!

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Marketing Automation,
Email & Messenger
Marketing!

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Replace Your
Affiliate Software!

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FUNNEL BUILDER & PAGE EDITOR



actionetics



Pypeline



backpack



wasabi



Replace Your Designers
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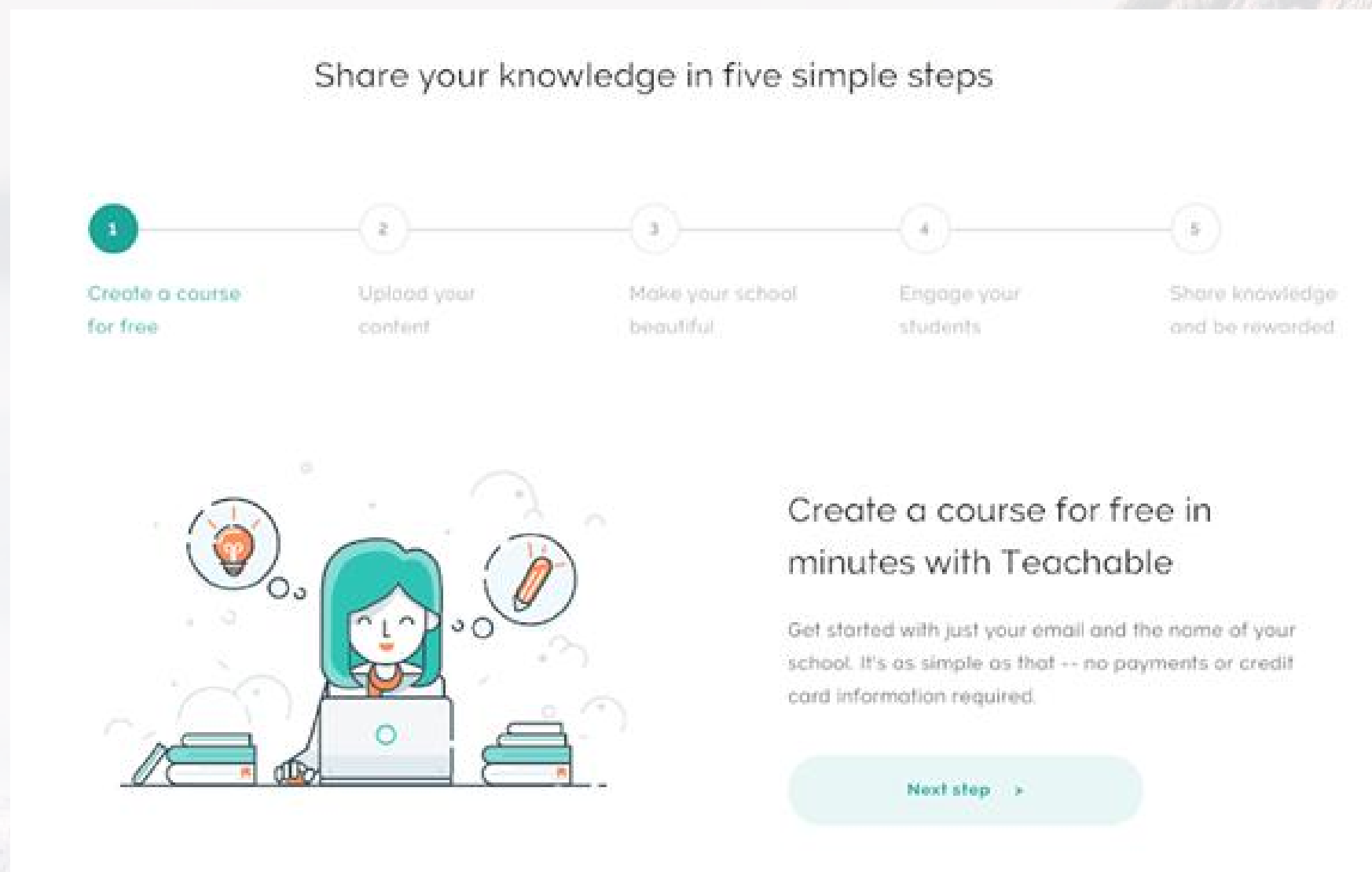
Best Platforms to Sell Your Course

As mentioned earlier, overthinking about where you want to upload your course isn't worth the worry.

As long as you ensure that you're happy with the platform's policies regarding the pricing, the ownership, and your data, any and every platform is the right choice.

That being said, here is a list of the best platforms you should consider uploading your course on.

#1 Teachable



With more than three million students, *over 7500 instructors, and 20,000 courses*, Teachable is the vast platform that welcomes instructors to teach all kinds of skills.

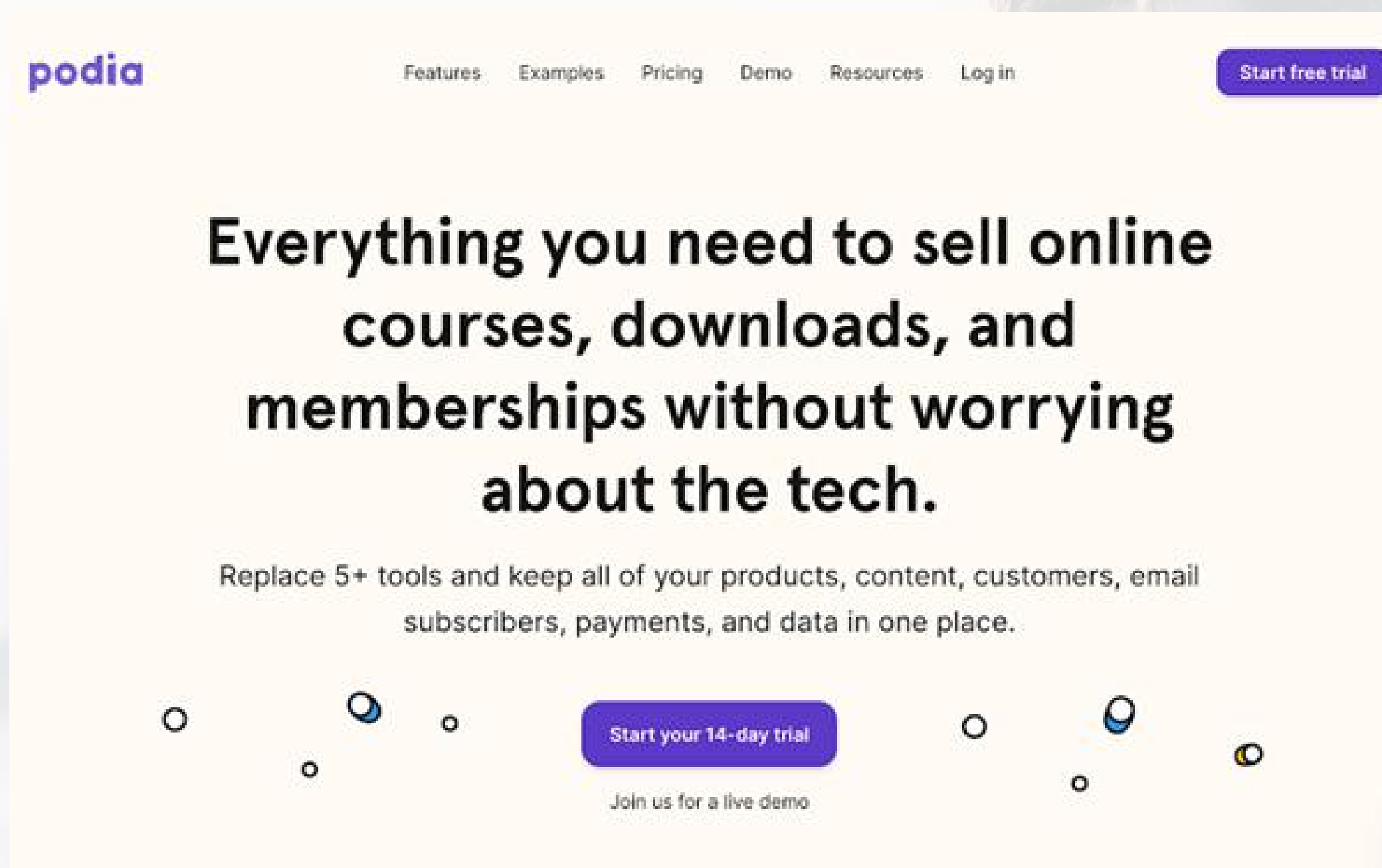
Teachable also offers

- Marketing tools for instructors
- Email marketing solutions
- Coupons
- Landing pages
- Support for international payments
- Affiliate programs

The platform also has multi-language support, and the integrated blog gives instructors a better chance of improving SEO.

Memberships are pocket-friendly, and it is a well-rounded platform to be a part of.

#2 Podia



Start Your 14 Days Free Trial (No credit Card Required)

[Click Here](#)

Podia is a versatile tool that you can use to sell memberships, courses or digital downloads.

It is an intermediary of sorts – you can host your site with your course on Podia, but not have to spend time on configuration or maintenance.

Designing sites is comfortable with the clutter-free interface, making it accessible for use by beginners.

Pricing is fair, and the platform is worth checking out if you don't want to share your revenues with the platform and opt for paying a flat fee instead.

[Click Here](#)

#3 Thinkific

thinkific

Create & Sell
Beautiful
Online Courses



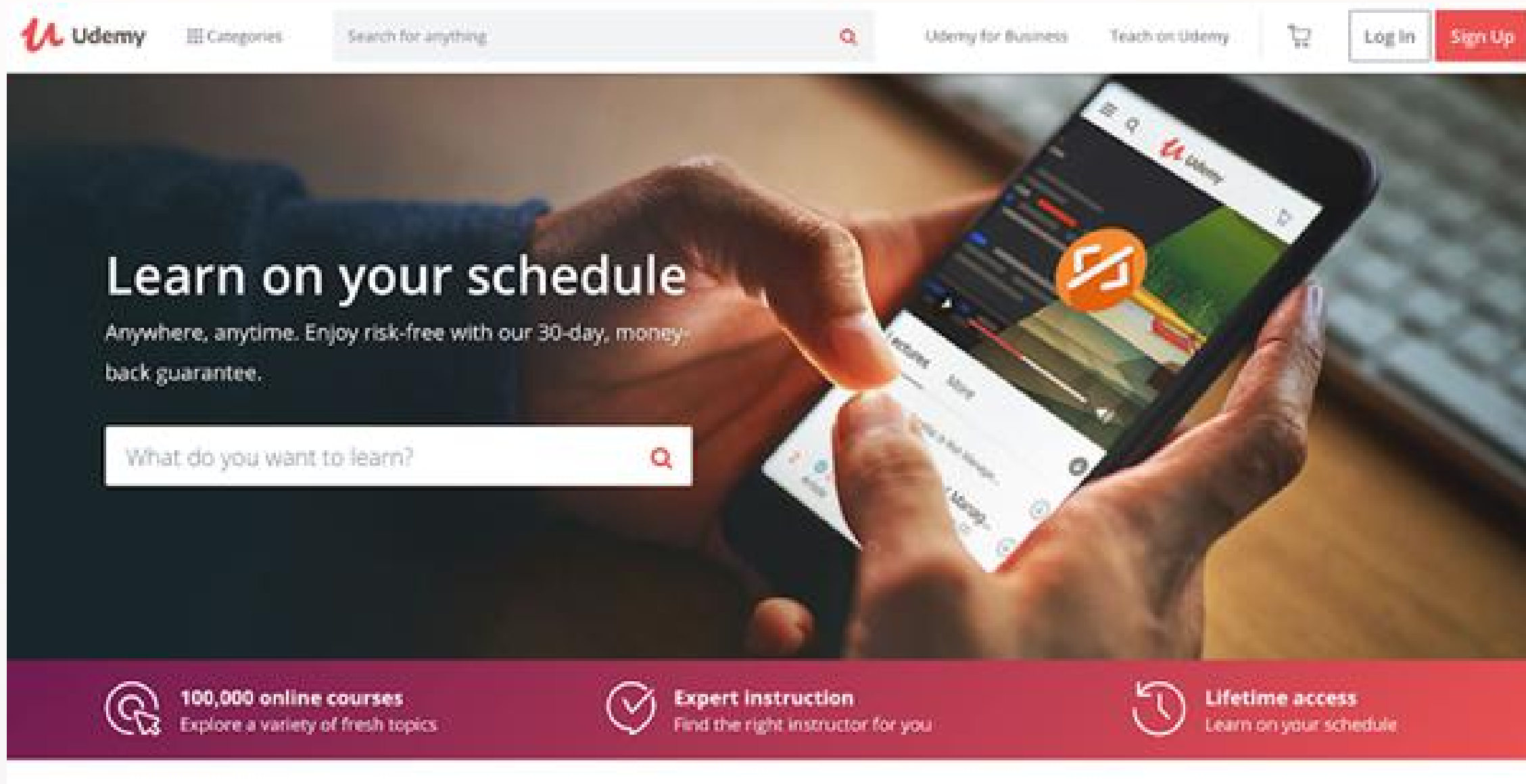
Start Your 30 Days Free Trial

[Click Here](#)

Uploading your content is made easy with Thinkific's simple drag-and-drop course designer. All you need to do is stack the course's content and move it around vertically.

Thinkific features logical plan tiers. You can upload your course on it free of cost and later upgrade to one of their three plans as your course gains momentum.

#4 Udemy



Udemy is by far the most popular platform for selling online courses. It boasts a formidable network that helps instructors bring in more students.

Udemy takes a 50% cut from every student. They help sign up for your course. However, if you get students to sign up without Udemy's help, 100% of the revenue goes to you.

You can also upload a course for free, as long as you're not charging anything for it.

#5 Teachery

Teachery is unique because the platform has no transaction fee model at all.

Where other platforms look to take a cut from your course revenue, Teachery gives you most of your profits.

You will not need to use advanced tools and keep upgrading your plans to keep profits coming in. Your profit margins on Teachery remain stable due to the lack of hidden fees.

It is the best platform for those tired of paying commissions and looking to maximize profits.

Quick Recap

The majority of people around the globe are looking to learn new skills without spending a ton of money or going back to college. **They also look for easy-to-access learning methods.**

Online courses are affordable and offer learners the convenience of learning at their own pace. These are the two chief reasons why the market for online courses is exploding.

Creating a course is one of the best ways of delivering your expertise to the people that need it. It not only helps them pick up new skills, but it also helps polish your own and make some money in the process.

Creating an online course is a puzzle with many pieces. It is easy to lose track of progress and get discouraged since the process can get monotonous and hectic at times.

Now that you have this roadmap handy, navigating your way through creating lucrative courses should be easy.

If you look back into the guide, creating an online course is as simple as,

- Finding the right topic in your niche
- Collecting the data on your potential audience
- Setting up the budget
- Building your audience
- Understanding their needs
- Planning the content
- Setting up the right price
- Finding the right platform to reach your audience

- Starting with production
- Creating the landing page
- Launching the course
- Marketing it for better reach
- Choosing tools and equipment for course production

Now, set a deadline, prepare a task calendar, and follow all these steps. Eventually, success will follow you!

But that's not it, I have a special gift for you as you completed this E-book.

LIFETIME ACCESS just as the price of a movie ticket to my
"THE MVM CHALLENGE" Course



THE MVM CHALLENGE

THE ALL-IN-ONE DIGITAL MARKETING BUNDLE YOU NEED TO BUILD A STRONG PERSONAL BRAND AND INCREASE YOUR BRAND PRESENCE.

VIDEO LESSONS-MICRO NICHE E-BOOK-VIP LIVE MASTERCLASS-MVM MASTER CHEATSHEETS-ONLINE COURSE CREATION GUIDE

GET YOUR ACCESS NOW

Final Words

Hope, I have been a good help to let you understand how you can create your first online course in simple steps. What next? Are you ready to implement what you have learnt so far? Experts highly recommend to start implementing any course right after you learn it.

So, I sincerely suggest you to get it going as soon as possible. Do you still feel you are not good or deserving enough to start a course? Self-confidence and that push is the first thing you need if you really want success in life.

Do you know, I had stammer issues once, and I was bullied very badly everywhere? With my mother's support and self-motivation, I took it up as a challenge, and today, I am one of the top-paid speakers.

Use your life lessons and put them into bite-sized videos, and create your own online course to help others. In turn, you get authority and revenues that you never thought possible.

You never know what life has for you unless you take that big-step. Just tell yourself, "I can do it. Yes, I can do it!" Now take your first step towards success.

I hope you find this comprehensive guide helpful. Check out other sections of our blog to get an in-depth look at the concepts underlined in this course

Good luck!