Create the Perfect Online Course
A Step-by-Step Guide

Welcome to the Course – Course Overview

I am thrilled you decided to take this course. I am going to walk you **step by step** through the process of creating courses and programs that will great the optimal learning experience for the learner which includes keeping them engaged throughout the course, so they finish it.

- ❖ Keys to Creating a Highly Effective and Engaging Course

- ❖ Course Planning & Structure

- ❖ Building Programs

- ❖ Pre-Production

- ❖ Production & Filming

- ❖ Post-Production

- ❖ Course Metadata

Keys to Creating a Highly Effective and Engaging Course

Keys to Creating a Highly Effective and Engaging Course

- ❖ **Make it Engaging**
    - ❖ You must be engaging (and passionate about what you are teaching)
    - ❖ Add storytelling elements to your course. Real life examples of what you are teaching are invaluable

- ❖ **Make it Interactive**
    - ❖ Ask the learner to do things. Hit a button, answer a question, take a quiz, do an offline exercise or activity, submit an assignment.

- ❖ **Make it Actionable**
    - ❖ I have **How To** courses where you tell the user how to do it and what to do then to be more impactful than
    - ❖ Give the learner something they can walk away with an implement right away.
    - ❖ Guide or tip sheets along with tools allow them to take action more easily

- ❖ **Speak it, Show it, Read it**
    - ❖ Support your video-based courses with onscreen graphics and videos summaries with key points

Keys to Creating a Highly Effective and Engaging Course

❖ **Know Your Audience**
  ❖ It is best to create your course for a specific audience where your content will resonate with that audience.

❖ **Keep it Focused**
  ❖ Keep your content focused on one narrowly defined topic
  ❖ Don't try to cover too much information in one course. You can always do another course

❖ **Create an Easy-to-Follow Outline / Framework**
  ❖ The first thing you should do is create an outline for the course. Name each lesson first. Then create a list of bullets on what information you want to cover. Keep it simple.
  ❖ I recommend storyboarding the course so you can see it visually
  ❖ Go one step further and build a framework out of that which weaves everything together in a logical way
  ❖ Create course content is all about packaging that content into easy-to-understand pieces

❖ **Break it Down**
  ❖ Break down your lessons into steps, points, tips, processes etc. Learners' love this.
  ❖ Use bullets points whenever possible

Course Planning and Structure

Course Planning

❖ Course planning is probably the most important step in the process. Below are some helpful guidelines while you are designing your course.

    ❖ **Course length**

        ❖ Ideal Course length is between 15 – 30 minutes (experts say)

        ❖ We recommend a target of 20 - 40 is an acceptable range (including quiz)

        ❖ Break course up into 5 – 8 lesson segments.

        ❖ Lessons are between 2 – 5 minutes each (students love to see their progress)

        ❖ There is a huge drop-off in viewership for courses longer 1 hour or longer

Course Planning

❖ **Lesson Segments** – Each lesson should take between 2 to 5 minutes to complete.

    ❖ The reason is learners love to feel like they are making progress.

❖ Video should be the dominant part of the lesson

    ❖ Readable text can act to support the content in the video in any of the following ways:

        ❖ Lead-in or overview

        ❖ Summary

        ❖ Key points

        ❖ Tips and tricks

❖ **Pro Tip** – Consider turning off Auto Play and require the learner to press the Next button – engaged them more.

Course Planning

❖ **Course Flow** – Below is a suggested flow for your course.

  ❖ **Introduction** –

    ❖ Keep it short – 2 – 3 minutes

    ❖ Brief background about the instructor – 1 Minute – Build creditability

    ❖ Try not to name your introduction, Introduction

    ❖ Great to start off telling the student a few things about what they are going to learn. You can include a handful of key points that you want to make sure the student takes away from the course.

  ❖ **In-Depth Lessons** – This is the bulk of the content broken down into 4 – 7 lessons in total.

    ❖ One lesson – Limit to One Concept / Idea / Tip / Technique, etc.

    ❖ Use **Onscreen graphics** to engage the user and increase their comprehension.

    ❖ **Knowledge checks** – These are a simple multiple choice, multi-choice, fill in the blank or matching question. Not every lesson needs a knowledge check but the more interactive the course the more the user is likely to complete it.

Course Planning

❖ **Course Flow** – Below is a suggested flow for your course,

  ❖ **Final Quiz (5 Minutes) –** Some networks require a final quiz which signifies to the company that the student successful completed the course.

    ❖ We recommend a 5-question quiz

    ❖ Set passing grade at 80% (4 correct answers)

    ❖ Quiz types: multiple choice, multi-choice, matching and fill in the blank

    ❖ For right and / or wrong answers, you can provide explanation text

Course Planning

❖ **Course Flow** – Below is a suggested flow for your course,

   ❖ **Workshop (optional) –** Adding a workshop is great way of getting the user engaged and make your course more interactive. All networks allow workshops as long as you don't reply on quiz functionality to deliver it. Here is our suggested format for workshops:

      ❖ **Video Walk Through** – A short video that explains the tasks / activities you are asking them to do

      ❖ **Workbook / Worksheet** – We recommend that you include either a worksheet (Excel / Google Sheets) or workbook (Word / Google Docs).

   ❖ **Promo Video (optional) –** A great way to get learners to take your other classes is to add a very short (60 second) promo reel at the end highlighting your other courses and programs. This can be easily updated and swapped out as long as you keep it as a separate lesson.

Course Planning

❖ **Course Flow** – Below is a suggested flow for your course,

   ❖ **Course Guide (Optional) –** Student's love the ENN Course Guides. This is a PPT (PDF) presentation that contains the course notes. I used the notes from filming as the basis for the course guide.

      ❖ Length / Format – There is no prescribed length or format. Presentation format using bullets tend to work the best.

      ❖ File is delivered as a PDF so students are not required to have a presentation program

      ❖ Add your contact and other information for marketing purposes

         ❖ Additional courses offered

Course Planning

❖ **Course Flow** – Below is a suggested flow for your course,

    ❖ **Examples –** Here are a few links to ENN courses in the format described:

        ❖ Unique Competitive Advantage – 30 Minutes

        ❖ Identify Market Trends You Can Capitalize On – 40 Minutes

Building a Program
(A Collection of Courses)

Building a Program

❖ Programs are an assembly of shorter courses woven together seamlessly to create a more comprehensive learning experience.

❖ **Ideal Structure and Length**

    ❖ 5 short course, 30 minutes each

    ❖ Total run time between 2 – 3 hours

    ❖ 5 question quiz after each short course

    ❖ Final exam at the end (optional)

❖ **Planning You Program**

    ❖ **Reuse and repurpose** - When building short courses, they should work both as standalone course and fit together like puzzle pieces into a program

    ❖ Map out your plan for a program before you start developing your short courses so your end product will be a cohesive program and separate short courses that can also be published.

    ❖ Consider adding additional elements to a program like an intro video, articles, additional exercises and workshops or even a live component to enhance the experience.

    ❖ **Certification** – We recommend issuing certifications at the end of the program

Building a Program

❖ Best practices to also consider when developing programs:

   ❖ Users love to track their progress especially when the learning experience is longer. Either mark each course / section as complete and make sure you save their progress.

   ❖ Consider pre-requisites – If the program requires prior knowledge, then you might want to direct the user to other courses they need to take before

   ❖ Gated vs ungated – Determine whether the learner must complete courses in order (gated) or they can jump around (ungated).

Course Planning

❖ **Multi-Part Courses / MasterClasses –** Here is an example of a 4-part course with a total run time of about 2 hours.

    ❖ Create a Profitable Pricing Strategy – The Fundamentals

    ❖ Create a Profitable Pricing Strategy – Competition and Margins

    ❖ Create a Profitable Pricing Strategy – Pricing Models

    ❖ Create a Profitable Pricing Strategy – Price Influencers

Course Pre-Production

Pre-Production

❖ **Course Production Guidelines** –

    ❖ Courses should have on screen personality giving the contents of the class.

    ❖ Don't drive your course via PowerPoints only – This is not a webinar

    ❖ On screen personality must be engaging and upbeat.

    ❖ On screen graphics should be used to highlight key points and allow the student to digest the information.

    ❖ Don't write a script for the course. I find this is a waste of time. And don't read a script which is even worse. You need to be natural when you present it.

Pre-Production

❖ **Course Production Guidelines -**

    ❖ Content must be well organized. Ideally break things down into steps if possible. A more structured class tends to work better

    ❖ Consider using multiple backdrops in any given class. Changing positions at least once is recommended. Also vary standing up and sitting down.

    ❖ We would advise against sitting behind a desk.

    ❖ We have found props to be rather successful to engage the student. Props should only be used if they help engage a student to watch

Pre-Production

- ❖ **Trigger Slides and Teleprompter** – Everyone is different when it comes to on camera filming. We have found the following useful.
  - ❖ **Trigger Slides** – We have found building trigger slides which contain an outline of each section of your class (rather detailed) on a series of slides to be very helpful during filming.
    - ❖ Just a concept per slide
    - ❖ Use rather large print. We use 40pt or above
    - ❖ Use white text on black background (makes it easier to read)
    - ❖ Best not to read the slide but rather use it to trigger the points you want to bring up.

Pre-Production

- **Trigger Slides and Teleprompter**
    - **Teleprompter** - This can significantly increase the amount of content you can get through in a filming day. Options:
        - Use an Ipad Pro or a television monitor right behind the camera
        - For more advanced shots you get a teleprompter which uses and Ipad and mirrors
    - **Foot Pedal**
        - Whether you use a teleprompter or just an IPAD, we highly recommend foot pedal to control your slides or note.
            - Cost is about $100.
            - We recommend AirTurn

Course Production

Production

❖ **Production Guidelines:**

    ❖ Shoot in 4k. Allows for better editing capabilities

    ❖ Do a 2-camera shoot if possible. Allows for different editor to switch angles to add more interest to the viewer. Also helps cover up any mistakes

    ❖ Use two mics if possible (one on person and one overhead)

    ❖ Lighting is key so invest in some basic lights for filming

    ❖ Make certain you adjust your background and setting. Consider sitting in some shots and standing in others.

Course Post-Production

Post Production

❖ Postproduction Guidelines:

   ❖ **Video output**

      ❖ Output files 1080p (1920 x 1080) is recommended.

      ❖ Use a cloud storage system (Dropbox, BOX, etc) to move and store files

      ❖ If you are distributing courses, create a structure that makes it easy for others to use your course assets.

   ❖ **Onscreen Graphics**

      ❖ Create your own graphical template that you can use repeatedly. This helps with your branding and consistency (which learners love)

      ❖ We recommend having a minimum of 4 templates

         ❖ Section Screen – Either opens each video or each section with the name of the video or section on it

         ❖ Title / Bottom Bar – Great for short pieces of information

         ❖ Right side (1/3 of screen) – Can be used for lists and bullets

         ❖ Full Screen – to display more content

Post-Production

- Post-Production Guidelines:
  - **Intro**
    - Intro should be placed at the beginning of the course. Right after that you can have a slide that introduces you and your company if you would like.
  - **Outro**
    - We recommend you use the ENN outro at the end of the final video of the course.
    - Remember do not put contact info or your website at the end of your video.
  - **Subtitles**
    - We highly recommend subtitles as more learners are used to consuming information that way.
    - Also important for accessibility
  - **Transcripts**
    - We highly recommend transcripts for each video. A great reference for learners

Course Metadata

Course Metadata

A standard set of data that goes along with every course. This is the superset of information you will need.

❖ **Course Description** – An overall description of the course. Most networks don't have a word count limit, but we suggest keeping to 2 – 4 paragraphs.

❖ **Learning Objectives** – A minimum of three learning objectives

❖ **Course Runtime** – Both the time it takes to complete the course (including readable text, knowledge checks and final quiz) and the runtime of all videos.

❖ **Lesson / Video Title** – The title of a lesson (or video)

❖ **Lesson / Video Description** – A short description of a lesson (or video). A few sentences usually works great.

❖ **Video Lesson Runtime** – The runtime for each lesson video.

❖ **Course keywords** – Keywords for the course to help the network search engine find you.

❖ **Course Tags** – Used for categorization

❖ **Course categories** – 3 of the most ideal categories your course fits into.

❖ **Price** – The recommended price you would like to charge
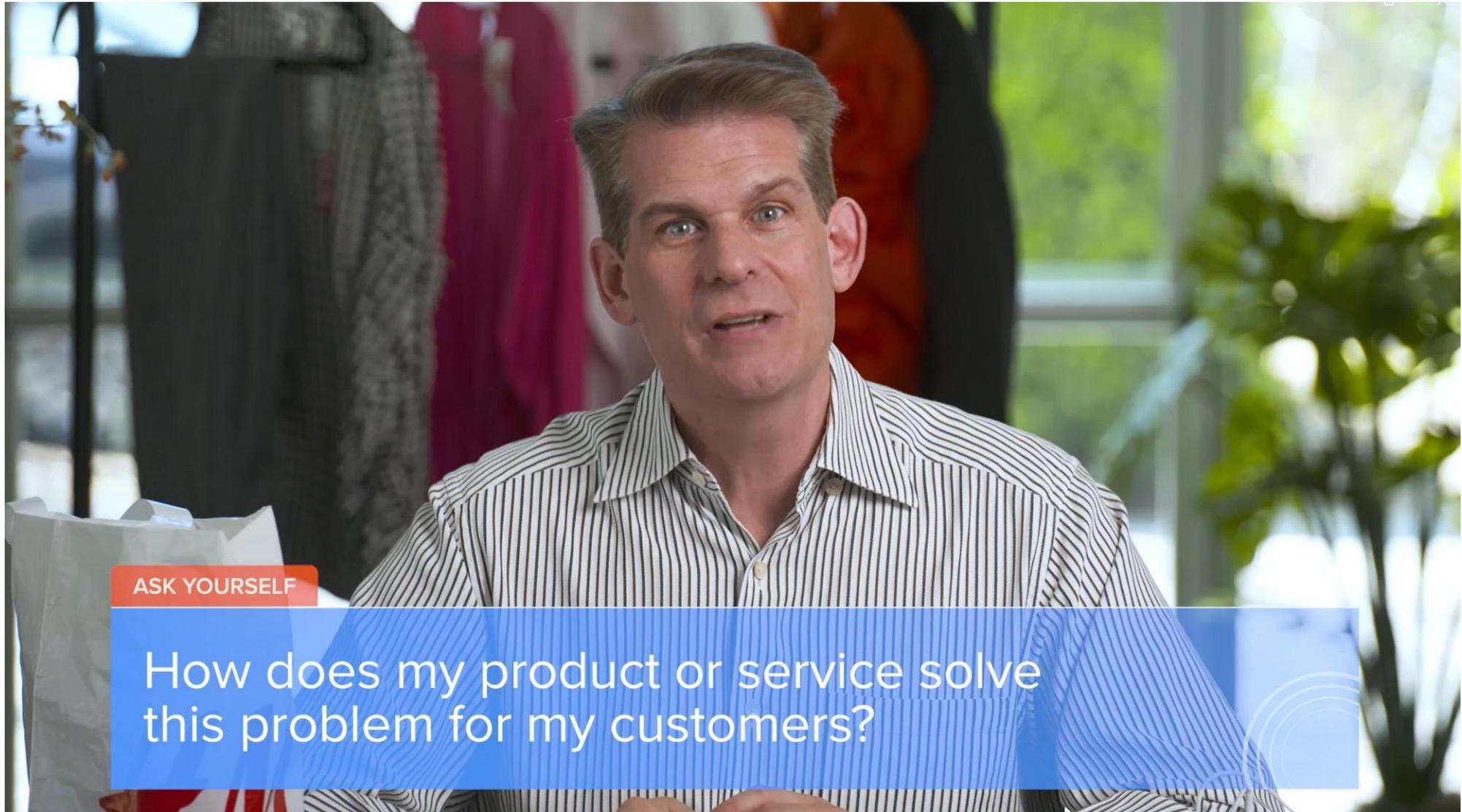
Extras

On Screen Graphics – Example

On Screen Graphics – Example

ASK YOURSELF

How does my product or service solve this problem for my customers?

On Screen Graphics – Example

On Screen Graphics – Example

On Screen Graphics – Example

Studio Setup Photos