

TOPICS

- 1. Have you identified your ICA?**
- 2. What Topic Should You Pick?**
- 3. What Type of Course Should You Create?**
- 4. How to Name Your Course?**
- 5. What are the goals and objectives of your course?**
- 6. How do I choose what I'm going to teach?**
- 7. What tools do you need to develop your course?**
- 8. How will you market your course?**
- 9. How will you price your course?**
- 10. How do you launch your course?**

Checklist

1. Before, we get started, let's define the term niche. Niche is a small section of the market. You've probably heard the phrase: If you are talking to everyone, you are talking to no one. If you want to be successful as a course creators, it's important that you narrow down your target audience so that you'll be able to talk to stand out as an expert. So, the more you understand about the struggles of your ideal clients and solutions they are looking for, the clearer your messaging will be and the more effective your marketing will be.

Let's take a look at an example: Let's say you want to create your course for people who want to learn how to eat healthy. You will be a lot more successful if you niche down a bit. So, your niche may be: Women who want to eat healthy to lose weight or middle age women who want to learn how to eat healthy to maintain their ideal weight or women who want to learn how to eat healthy to lose 10 lb and stay healthy.

List all the options you can think of and identify their painpoints. In most case, you'll find that people want to invest the most in courses that help them solve their relationship, money, or health problems. People invest because they aspire to be you. They want to know that because you did it, they can do it too. People also like to invest in transformational courses as opposed to informational content.

2. So, you've made your first step towards identifying your desired course topic, but what's the point of creating a course that no one wants to buy, so now, you need to do the keyword research and topic research to confirm that there is a real need. This is very important as analyzing your audience will allow you to make money from your course and scale without exchanging time for money.

Market research is crucial for ensuring your idea is viable. Market research will help you narrow down your target audience and whether there is a demand for your idea. You also want to conduct market research to ensure that people are actually spending money for their problem. For example, if you want to create a course for children, then you need to understand that children don't have money, so in reality, your target audience is their parents. So, now the question is- Will these parents be willing and interested to spend money on your course? You want to select a course topic that will not only resonate with you but will also be profitable. Again, you want to make sure your ideal clients are willing to invest.

So, how do you conduct audience analysis? The first step is to research your competitors so that you can understand who they are targeting, how they are targeting, and most importantly, how do they attract their idea client. Why do people want to buy from them? This can be done in several ways. First, you can simply Google your competitors by typing the keywords or your niche in the Google search box. You should only focus on the first page of the results. Click on each link and identify the ways and methods they use to target people. What type of Lead Magnets do they have? Do they offer freebies? What kind of content do they put out? Do they write a blog or do a podcast? What Social Media channels do they use? Are there courses on the similar topics? Are there any reviews on this topic?

Another way is by researching Instagram and Facebook groups. Research profiles by searching keywords your competitors may use. For example, if your niche is healthy eating, then you may want to search the following keywords: “Nutritionist”, “Healthy Eating”, “Healthy Lifestyle”, “Healthy Coach”.

Then, check their profiles:

How are they attracting their ideal client?

What content are they posting?

What are they linking to?

Then, do the same thing with Facebook Groups.

Now that you've identified and narrowed down your niche, come up with your elevator pitch. For example: “I help busy women reach their ideal weight through developing healthy eating habits without following diets, having to control cravings, or restricting what makes them happy.” So, as you can see, I am targeting busy women who want to develop healthy eating habits, but do not want to starve themselves to death or follow any specific diets.

Next, we'll want to answer questions related to your positioning and your elevator pitch. These questions will help you write your copy for the landing page of your course. What experience and knowledge do you have that would help you solve the problem? What will make you stand out? And, most importantly, what specific issues in your life you've overcome that would help other people create the results they want? This last question is of utmost importance, as answers to these questions will also help you attract and nurture your idea clients as well as build trust with them. Your answers will also help you add the element of storytelling to your positioning statement and your landing page. So, please don't ignore this part and spend adequate amount of time here as this will bring lots of clarity to your course and your business in general. In my course creation program, I teach exactly how to do that.

3. Now that you know your target audience, you'll need to decide on the type of course you are creating. There are four main types of courses. They are: free lead magnet course, a mini course, a targeted course, and a signature program.

a. Your free lead magnet course is not more than 5 videos in length. One simple way to do it is to make a list of top 5 burning questions and answer them in a format of a course. You can use your free mini course as a lead magnet to collect email addresses and add people to your list or you can also use it to upsell your paid course to those who complete it.

b. The next type is the mini course. This is a slightly longer course which aims to answer one single question or address one single problem. This course is typically about 60 minutes long. It is relatively easy to create it as you don't need to get deep into anything and just help your audience started in your area of expertise. The best way to do this is to write out all burning questions your audience has about a particular topic and answer them in a video format with slides. You can also use this mini course to upsell to your targeted courses or signature program.

c. The next is your targeted course. This course focuses on just one topic. For example, if your niche is helping busy women lose weight, then your targeted course may focus on the foods that women need to eat and the foods they need to avoid to lose weight. You may also focus on what they need to do to lose weight, and then upsell to your signature program where you'll guide them through the entire process of losing weight, and also talk about exercise, stress, and so on.

4. The signature program is your complete course that includes all the steps and details people need to know to get the desired results. Your signature program should include additional materials, resources, templates, and guides that would help learners achieve truly transformational results and retain the knowledge obtained in your program. Your signature program will include the entire framework of what you are teaching and causes transformation that people are looking for. If you are just getting started, then creating a signature program might be an overkill, so I usually recommend starting with a kickstarted or a mini course.

So, if we go back to the types of courses we discuss- informational, inspirational, and transformational, then your free lead magnet will be more of an informational type of course.

Obviously, you can't expect people to achieve transformation by taking a few short lessons. Your mini course is usually informational and inspirational because you want to inspire people to achieve big results, so that they would then purchase your signature program. Your targeted courses can be informational, inspirational, and somewhat transformational. And, your signature program should always be transformational. This is the program you can charge the most money and this is the program where people will get the results they want.

Now that you've decided on the type of course you will be creating, you can start thinking about its content. Courses can be either informational or transformational. Informational courses are typically much cheaper than transformational courses as they do not change the behavior. Typically, lead magnet and mini courses are informational, and your complete program is transformational. Your goal is to take learners from point A, where they are completely lost and confused to point B, where they already know how to solve their problem and start making actionable steps to transform behavior and get results.

- o 4. So, by now, you should know your course topic and your audience pretty well, so let's brainstorm a bit about your course title. Many people mistakenly believe that course titles aren't important or they think that selecting a funny or creative title would make their course standout. Maybe they are right and people would really find their title fun and creative except that they would need to REALLY search hard to even find it. That being said, the first, and probably most important rule is to select the title that is searchable. In other words, your title should be exactly what your target audience is typing into Google. And your keyword research will come handy here.

- o When people Google something, most of the time they type something like: How to and then the keywords or Steps to +keywords or The process for+ keywords.

- o For example, if your keyword is Losing weight without dieting then, the title of your course might be “How to lose weight without dieting” or “5 steps to lose weight without dieting.” It's that simple and there is no need to overcomplicate things.

- o Also, in your course title, you want to think about your target audience. Who will buy this course? Try to specify who your course is referring to as this will help you with the tone of voice and your choice of words, and it will also help your learners better understand whether your course is the right fit for them. Another important point to make is that you should specify the skill level covered in the course. Is it for absolute beginners or for those who already have experience or knowledge about your topic and your course will provide additional advance training? This is important because you want your potential customers to know exactly if the course is for them. Otherwise, you risk getting lots of refunds.

- o Some other formulas that work great for course titles are Adjective + Guide to something. For example: Your Ultimate Guide to Holistic Nutrition or The Expert's Guide to Eating Healthy on a Budget. Another formula that helps people see transformation is the From to To formula. For example: From Plus Size to Ideal Body in 3 months. Transformation is extremely important for customers. Most people buy from you because they hope for transformation, so showing the results in your title can help you increase your sales. For example: If you look at the title “Eat More, Stay Healthy, Lose Weight”, you automatically know that this course is about how to eat healthy without dieting and still lose weight. If you want to make it clear that your course is for complete beginners, you can use the 101 formula. For example “How to Eat Healthy on a Budget 101”.

- o You also want your title to be memorable, so that if people want to recommend your course to someone else or they want to search for it in Google, they can easily remember the name.

5. Create learning goals and objectives.

- a. When creating your learning outcomes, you need to ensure that they are measurable. If you don't have measurable outcomes, how will you know whether your students are learning anything? How will they know that your program has been beneficial to them? By clearly stating what your students will get from your learning product or program, you are increasing your chances of success, great testimonials and results, and reducing the likelihood of complaints, refunds and bad reviews.

b. All objectives should include four components, known as the A-B-C-D format. These components are:

- i.** Audience
- ii.** Behavior
- iii.** Condition
- iv.** Degree

c. The behavior element of the objective should state what the learner will be doing using action verbs to describe the behavior. Most behavior statements are worded should be able to. However, many course creators prefer the will be able to statement. While both statements are correct, it is highly recommended you use should be able to in your objectives. The “will be able to” statement automatically makes a promise while the “should be able to” statement does not promise any definite results. Whether or not learners achieve the objectives depends on many different aspects not always under your control. For instance, your learners may be distracted while taking your course.

d. When writing behavioral statements in objectives, you should avoid using such verbs as know and understand as they are not measurable and observable. Instead, consider using apply, identify, and explain.

e. When writing objectives, it is crucial to know the target audience. For instance, if you are creating a course on Teaching English as a Second Language (TESL), the audience component of the objective is the TESL learner.

f. Objectives should include the condition under which the tasks are performed. Conditions should provide context that supports all other elements of the objective. For example:

- i.** given a desk reference guide, or
- ii.** after completing a real-life simulation

g. The last element of effective objectives is degree. It is the level at which learners must perform the task. Some examples of degree statements are:

- i.** without error
- ii.** successfully five times within one hour
- iii.** by giving fact on two different issues

- h.** Each course should include both terminal and enabling objectives.

Terminal objectives describe what the learners are expected to be able to do by the end of the course. They focus on the result, not the process.

Example of a terminal objective:

- i.** Given realistic scenarios depicting the most common writing problems of high school graduates, you should be able to write essays without errors.

Enabling objectives support terminal objectives. They define the skills, knowledge, or attitudes learners must obtain to successfully complete terminal objectives. Enabling objectives are more specific than terminal.

Example of an enabling objective:

- ii.** Given handouts and videos related to essay writing, you should be able to complete essay-writing activities with 100% accuracy.

All of these degree statements are measurable and observable. After seeing them, learners should be clear of what they need to do to meet the objectives.

- i.** As you create your objectives, think about the KNOW, DO, FEEL factors and incorporate all of them to help learners glean the most of your course.

- j.** To ensure that your objectives are well-written, you should use the SMART approach. SMART objectives focus on the result rather than the activities and allow learners to measure their own success. SMART stands for Specific, Measurable, Attainable, Relevant, and Timely.

- k.** Specific – Objectives should clearly state the knowledge or skill the learners need to demonstrate as a result of training. Specific objectives define what needs to be done by answering the What, Why, and How questions. Even individuals without any background knowledge about the topic should be able to read the objective and interpret it correctly.

- i. Example** – Increase enrollment of ISD learners in X University through participation in the local job fair.

l. Measurable – Focuses on the evaluation standards and includes some type of quantifiable measurement such as standards or parameters. Course creators should be able to evaluate this element through assessment.

i. Example – by 15%

m. Attainable – Even though your objective can be both specific and measurable, it may not be feasible during the proposed period or with the limited resources available. The attainable part of your objective is responsible for the capability of satisfying the expectation. Action verbs such as observe, identify, participate, demonstrate, and communicate can help represent the behavior the objective is trying to measure.

i. Example – Participate in the local job fair

n. Relevant – Emphasizes the practicality of the objective and clarifies why something should be done.

i. Example – Increase enrollment of ISD learners in X University over the next three months through participation in the local job fair.

o. Time-bound – Identifies the time when something will be done.

i. Example – Over the next three months

p. Since learning outcomes must be successfully demonstrated by the learner, you must establish unambiguous pass/fail criteria for quizzes, tests, assignments and other individual or group activities.

q. By mapping each course unit to clearly-defined specific learning objectives, and then providing your learners with clear guidelines about what constitutes “success” in your course, you will give your learners everything they need to know in order to successfully meet those standards and ensure that your design successfully delivers the information that meets the required learning objectives.

- o When we talk about learning objectives, it is important to also talk about Bloom's Taxonomy. Understanding Bloom's Taxonomy can play a vital role in helping eLearning professionals create highly effective learning objectives; organize learning into logical structures to help make learning a seamless process; inject focused interactivity into courses; and design course assessments that truly evaluate whether learners have mastered desired learning objectives.

- o When you write your objectives for any of the three domains, you should always aim toward the most complex behavior.

- o The best way to use Bloom's Taxonomy is to use the content of the course to develop measurable learning objectives. Then, categorize these objectives based on the levels of learning and include appropriate activities in each category.

- o There is no doubt that learning objectives play a very important role in course design. Typically, course creators use a classical approach to writing their objectives. As a result, the first element learners see when they start a course is the objectives. Even though the purpose of objectives is to help learners focus on their learning experience, most learners do not like to read the objective list and skip it whenever possible. Because of this, the value of objectives is diminished. However, if learners do not know the objectives, they cannot truly benefit from the course. The dilemma that course creators face lies in approaching learning objectives in the most interactive way possible while avoiding long and boring bulleted lists. So, what can you do to turn objectives into motivators?

- o First, before writing objectives, you need to identify a business goal for the course. Then, think about the actions necessary to reach that goal. Once a list of actions is compiled, the objective makeover can begin. Not only should objectives be measurable and observable, but they should also be motivational and relevant. Remember, you design courses for adults, and most adults are busy people. Therefore, you need to ensure that objectives meet your learners' needs. For example, even though the objective with an action verb define is measurable, it is most likely useless as in most cases people do not need to be able to define something to solve a problem or master a skill. While it is still a good idea to include definitions in training courses, turning them into objectives may be impractical for adult learners.

- o Incorporating scenarios will add meaning to your learning objectives. The goal of the objectives is to help learners understand the benefits of learning the content in the course as well as the risks associated with not learning it. Objectives that use the pronoun you instead of the word learner are more personal as they speak directly to the learner. For example, saying “By the end of the module, you should be able to...” is more personal than saying “By the end of the module, the learner should be able to...” Also, turning abstract concepts into real situations that learners will experience on the job adds meaning to objectives. For example, instead of “After completing this module, you should be able to describe the four stages of the ARCS model of Motivational Design,” consider, “After completing this module, you should be able to design motivational courses for your learners.”

6. To ensure that your courses meet the desired instructional objectives, start mapping various elements of the course (Modules, Chapters, Lessons, Activities, Assessments) to specific learning objectives. Be very careful not to confuse Training Objectives (which may be much broader in scope, like “obtaining a driver's license”) with individual Learning Objectives for that course (like “understanding the rules of safe vehicle operation”). For each of the learning units that learners will be exposed to, your mapping will offer an overview of the competencies required, the topics to be discussed, and the activities to be performed.

- o Now you've written your objectives and should start thinking about the content to go under each objective. My favorite way to do this is through mind mapping and the use of the sticky notes.

- o Now is the most tedious part is to make a list of keywords related to your topic. This will help you target the topics people are searching for. There are many tools on the market both free and paid that you can use. My favorite one, however, is Ubersuggest. So, how does the keyword tool work? Let's assume, your keyword is “eating healthy”. When the results pop up, as you look at the volume, your goal is to look for keywords with a low or medium level of competition.

- o There are two best ways to do your research – one through Amazon and one through Udemy. Here is how to do this. Open up Amazon and type up the keywords. We will only focus on the first page. Click on the first book and open up the table of content. Write down all the topics and move on to the next one. Go through all the books on the page and follow the same approach.

- o The next great way to find the topics for your course is through Udemy. The process is the same as Amazon. Type your keyword in and see what comes up. Again, I only recommend focusing on the first page.

- o Now you have a complete list of topics. Of course, you'll notice that a lot of them repeat themselves, so be sure to go through your list and filter it.

- o The next step is to go through the list and identify the topics you are comfortable talking about. Now that you narrowed down your list, take a bunch of sticky notes and put them on the wall. Divide them into three categories and color code them. One color for must-know content, one color for need-to-know content, and one color for nice-to-know content.

- o Now, let's talk a little about the three types of content – must-know, need-to-know, and nice-to-know.

- o The must-know information is what the learner absolutely needs to know to obtain knowledge or learn the skill. The need-to-know information is not as essential as must-know but may clarify certain concepts for learners. The nice-to-know information, on the other hand, is not needed at all. It may be helpful to the learner, but achieving objectives and learning new skills is possible without being exposed to the nice-to-know material.

- o Now, look at your topics and decide what is must know, need to know and nice to know and separate them into categories.

- o In your outline, you should focus on the must-know content. Then, move to the need-to-know content, and finally, include your nice-to-know content. In fact, nice-to-know content can be in a form of bonus or downloadable material.

- o Create your curriculum outline - create topics, decide on the content type, key points, and prompts of what you plan to teach in each lesson.

There are many different tools on the market that you can use to create and build your courses, but today, I want to cover just the tools I like to use and find helpful.

7. Tools

Camtasia

Camtasia Studio from TechSmith is a video-based screen capturing software program. The software is installed on the computer, so the screen captures are directly recorded in a digital video format with high quality audio. Camtasia can be customized to capture the entire screen, a specific window, or a user-defined region. Screen capture videos can be recorded with or without voice narration and annotated after recording. With Camtasia, you can create demonstrations, website tours, narrated PowerPoint presentations, and explanations of lecture notes. Camtasia also allows the production of podcasts and vodcasts.

This tool features the Camtasia Recorder for audio video capture and the Camtasia Editor for multimedia authoring. This tool is considered to be a powerful toolset when it comes to video production. You can work with HD production settings and navigate your way through this tool's user-friendly interface.

Some of the most prominent features of Camtasia are the quizzing feature, the Hotspots that learners can “click” for more information, and the Smartfocus for key frames and additional close captions.

8. SnagIt

SnagIt is another software from TechSmith. This screen-capturing tool allows instructional designers to create highly engaging images, presentation videos, tutorials, and training documents. SnagIt is especially useful for developing technical training.

9. Screencastomatic
10. Loom
11. Kajabi
12. Thinkific

13. Teachable
14. Slack
15. Asana
16. Trello
17. LeadPages
18. ConvertKit
19. ActiveCampaign
20. LastPass
21. Google Drive
22. Canva
23. Planoli
24. Hootsuite
25. MeetEdgar
26. Click Funnels
27. Deadline Funnel
28. Boosted
29. Gsuite
30. Zapier
31. Stripe

8. Marketing

9. Pricing is the hardest part for many course creators. Many course creators are afraid to price their courses high because they think that no one would buy from them. However, it's important to understand that you want to attract certain types of customers. Let's look at the analogy – think Walmart vs Nordstrom'. Think Toyota vs Lexus. Think about Giant vs Whole Foods. This goes back to your idea customer avatar. These brands do not have the same ideal customer avatar. So, think about yourself and your customers. Do you want to be a more luxury brand or do you want to be known for selling cheap courses? Also, think about who you serve? Typically, if you sell your course for less, you may attract more customers, but if you price your course high, you'll probably attract less customers, but will still make the same amount of money. For example, let's assume you sell your courses for \$47 and 10 people buy from you. You make a total of \$470. But if you sell your course for \$497 and only one person buys from you, you essentially make the same amount of money. So, it's all about who your ideal customer is and how you want to be perceived – are you a luxury brand or do you appeal to those who can't afford Whole Foods or Nordstrom's? Keep in mind that pricing your courses too low may result in lots of customers who will be constantly contacting you with bunch of questions that you may need to look for help earlier than you planned to. And, guess what? Attracting 1 person is a lot easier than attracting 10 people.

Another important thing to consider when pricing your courses is whether your audience can afford your courses. For example, if your course is \$1,000, and you sell it to someone who runs a business, your chances of selling the course are much higher than if you are trying to sell a \$1,000 course to a teenager.

When you price your courses, think about your worth. All these education and experience that you have must be considered! Think about how much would you pay to someone to share all this information with you when you needed it the most. I like how Sarah Cordiner, said it “What you have to offer is both extremely valuable and in many ways priceless. Never undersell yourself.”

As you think about the price tag for your courses, think about how much your learners will save by taking your course. For example, let's say your course is about doing your own taxes. Think about how much they'll save if they do their own taxes vs if they hire an accountant. Also, think about whether your course will help people earn more money or start a new career. For example, if you teach JAVA programming, you can probably charge more than if you teach how to cook delicious dinners for your family because after completing your course, the learner will be able to either go out and get a job as a JAVA programmer or ask for a raise at his current job.

Think about your expenses. Do you do everything yourself or do you have to hire help? Most people do end up hiring a VA at least for some tasks. For example, you may hire a graphic designer to work on your landing page or a web developer to build your website or maybe a copywriter for your emails. These are one time expenses, but you still want to cover them. Or, maybe you decide to hire an admin person, these are also expenses that you want to calculate. Another important thing to consider is your time. How much time do you spend creating and marketing your course? How much time do you spend on customer service? Your time is valuable and you don't want to end up working for free. Your goal is to cover all of your expenses and still make profit.

Your credibility and experience is another thing to consider. Obviously, someone with 0 experience cannot charge the same amount as someone who has 10 years of experience + relevant education and who is well known in the field.

Always think about the quality of your course and the results that people will get after completing it. What transformation do you offer? If your course is purely informational, you can't put a high price tag next to it and hope that people will buy it. But, if you know that after completing your course, people will experience significant transformation (assuming that they do the work), you can price your course high without thinking twice. And, remember, the amount of information in your course or your course length should not dictate your price. Your course can be very short, but still provide transformation and significant results to put a luxury price tag next to it or it can be 40 hours long but only provide information and no transformation and people wouldn't want to pay even a quarter of what they paid for your short, but transformational course. Low prices may also decrease the perceived value of your course. In fact, some people will not want to buy it because to them cheap equals bad or of poor quality.

People usually associate higher price tags with quality and luxury items. You want to attract quality clients because you want your clients to get the results they want. Low paying clients will most likely either procrastinate or not do the work at all whereas people who pay more will most likely stick to the end and complete your course because they are much more determined to get the results.

The last thing I want to talk about is payment plans. Payment plans make your courses more affordable and accessible, which means you can help more people get results and that also means that you will make more money too. However, it's important to understand that there are downsides to payment plans too. For example, once in a while, you'll get a student who purchases your program with a payment plan, and then stops the payments, but he already got all the content, so it's like you just gifted them your course. Now, there are programs and services that can help you hunt down the students who don't pay, but if you are just starting out, it may not be worth adding them to your expense list. One recommendation I'd like to make is to add a cushion to your price, so that even if your learners end up cancelling their payment, you will still cover yourself. For example, if you charge \$1,000 for your course, you can divide that \$1,000 by 12, which is a bit over \$83 and add about 20% to it, which comes down to about \$99 a month. So, students who select a payment plan, will end up paying \$1,188 instead of \$1,000, when paid in full. You may also consider adding some incentives to those who pay in full. For example, you may give them 10% discount or add some irresistible bonuses.

Never doubt yourself. If you know that you are worth the money, ask for it. It's all about your mindset.

Now, let's talk a bit about outsourcing and getting a VA to help you with your online course business. When course creators are just starting out, they tend to do everything themselves. However, is it always worth it? There are so many things that a course creators needs to do – create content, graphics, write copy, record audio, edit video and audio, make workbooks and other supplementary materials, create a website, market the course on Social Media and through email marketing. The list goes on and on. Needless to say, all these things can be overwhelming. Additionally, it is nearly impossible to be good at all of these things. And, if you think about each hat that we wear as course creators, you'll realize that you plan a role of a content creator, copywriter, marketer, a graphic designer, a web designer, a video editor, and these are just some of the roles.

So, what can you do, when you cannot afford to hire full time help but still want the results? I recommend outsourcing. The best sites to use at the beginning are Fiverr and Upwork. But, be sure to interview your candidates, ask for samples, and read reviews. With these sites, it is easy to run into people who claim to be professionals, but in reality, they are not. One thing that I often do is I pick some best qualified candidates to complete a short test or do a sample job for me. I still pay them for it, but at least, I know that, if I end up hiring one of them, I can rely on them. Also, if you need help with web design or graphic design, you can look for freelancers in India or Philippines as they don't charge as much as virtual assistants in the U.S. In fact, if you are interested in learning more about virtual assistants from Philippines, check out Chris Ducker and his guide to virtual assistants in Philippines ([**https://www.chrisducker.com/how-much-do-i-pay-my-virtual-assistant/**](https://www.chrisducker.com/how-much-do-i-pay-my-virtual-assistant/)).

You are probably wondering, what are some of the things you should outsource? Let's do this exercise. Take a piece of paper and divide into four columns. Title the first column as "Tasks I don't like doing." Title the second column as "Tasks I can't do" and title your third column as "Task I shouldn't do." Now, let's look at your list. Things that you don't like doing, even if they are minor and only take you about 5-10 minutes to complete, can still add up and eventually, if you outsource them, you can free up at least an hour or two for more important tasks that really require your presence such as content creation or going live on FB. Things that you can't do, should be your priority for outsourcing. Of course, you can learn how to build a website, but how much time will it take you and will this website look even close to professional? And, most importantly, how much time will you lose while building your site? This time can be much better spent on building your audience, creating content, recording your course and doing other things for your business. Lastly, there are tasks that you shouldn't do because they can easily eat up a lot of your time that could be much better used elsewhere. These tasks include low-level tasks like uploading blog posts or captioning videos. So, ideally, you should only do the essential things that only you can do such as creating content, going live, and recording videos. Of course, when you are just starting out, outsourcing the entire list can get very expensive, so I recommend starting out with the essential things you cannot do yourself. Then, as your course creation business grows, you can start cleaning your plate a bit more.

10. Launching your online course