

1

Teaching Online Courses

That Are Captivating, Inspiring & Profitable

Preparing Your Course

What is the information you want to share? What is your idea?



Set a Date

Decide a date for your next Online Course. Leave time for finishing your course and marketing. At least 3-4 weeks in advance.

2

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Effective Communication

FROM YOUR ESSENCE – What are your core values, what is important to you, your style, your experience, your wisdom, what do you enjoy?

VALUES	IMPORTANT	STYLE
EXPERIENCE	WISDOM	ENJOY

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Effective Communication

KNOW YOUR CLIENTS – Who are they, what they want, what are their problems, thoughts, feelings, and where are they today at this moment?

WHO	WANTS	PROBLEMS
THOUGHTS	FEELINGS	TODAY

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Choose the Title

It must be CLEAR & SPECIFIC.

The Description

Include: What it is about, for Who, the Problem and the Solution

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Organize Your Content

INTRO – Who you are, What you do, Why you do it.



THE PROMISE – What is included or will be covered in your Online Course.



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Organize Your Content

THE SECTIONS – as the chapters of a book. Write a list of your main topics.

THE LECTURES – inside each section, are the Lectures. Write bullet points for each Section.

A large, empty rectangular box with a dashed border, intended for organizing content. The box is positioned below the text and occupies most of the lower half of the page.

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Organize Your Content

THE BODY CONTENT – Write what the Body Content for each Lecture is about. Print this page as many times as needed.



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Organize Your Content

THE CONCLUSION – Write a Brief of what was covered as a reminder.



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What's Next

Talk about the next steps to take, tasks to do, what's coming up. Include a Call To Action if necessary.

A large, empty rectangular box with a dashed border, intended for writing notes or a call to action.