



A Breakdown Of A Course Creation Case Study

Josh Hall started creating courses in 2018. To date, he has nine courses to his name and makes a healthy income off of them. What is his process for creating and marketing his product? We've tried to break it down below.

Picking a topic

This will depend largely on your expertise and your audience's need. Josh's background is in web development. A family crisis pushed him to rely on his, then, one source of recurring income, a website maintenance plan. He realized then how valuable this could be to other web developers, who often struggle to achieve recurring income. His first course therefore was about building and selling maintenance plans.

A succeeding course was on CSS and Divi, an often-requested topic by his audience.

Setting enough time to create

Depending on the scope of your topic and how technical it is (and whether you have a team helping you), it could take from a few hours to several days to make your course. Josh gives himself deadlines, making sure he has enough time realistically to get it done. He takes into account at the same time his launch date. Note, it helps not to give oneself too much time, as work tends to expand to fill the time-frame you set.

The step-by-step

Over two years of creating courses, Josh has come up with the following creation process:

- 1. Build the sales page** - Here he identifies needs and discusses what the results will be, forcing him to plan his content accordingly.
- 2. Listing the structure** - In bullet points, he then outlines the course: how many modules, how many lessons per module. Each lesson will have a video and content.
- 3. Writing the lessons** - This will serve as the script for his videos, keeping him on track during the recording.

At this point, he sets an official launch date and does a pre-order. The launch date is typically announced a month before the course comes out, and two weeks or so



allotted for the pre-order.

4. Recording, editing, post-production, linking

Planning the launch

Having set the launch date, Josh tries to build content around the topic. This may be tutorials, webinars, free training, or podcast episodes. This builds anticipation and sets your audience's frame of mind to be ready to invest in your course when it does come out.

Pre-orders

A pre-order discount sale can be quite effective in getting purchases before the product even comes out.

Having enough content

Whether your course goes out drip-style or all at once, it's a good idea to have enough content to provide momentum and keep people excited as they move through the course. Making it all-at-once available may even be preferable these days when people tend to binge-consume courses like they do Netflix series.

Marketing the course

Courses can be difficult to market consistently. They're more a self-improvement product than an on-the-spot problem solution. Besides identifying the need, you have to create urgency and explain why someone needs it now. What's key is always bring up the course, keeping it top of mind. There are a number of ways to do this.

Josh, for instance, has tutorials on YouTube to which he can attach a mention of a related course, with perhaps a promo code.

A webinar or free training that scratches the surface of the course topic is another way you can get people to know and trust you, hopefully making them more likely to buy your course if promoted afterwards.

In short social media videos or podcasts, you can also mention your courses tastefully, being careful not to come off as pushy or desperate.

Check out more resources on effective course creation inside [SuperFastBusiness membership](#)

We recommend [10XPRO.io](#) for building your course the fastest easiest way