Some Technical Aspects of Course Creation

One page or master class?

Before creating your course, you have to consider what format will give your student the best results. Depending on the coverage of your material, you may decide on a one-page course containing expandable lessons that can be completed in a sitting. Or you might go for a master class containing six or more modules that are delivered one a week, with a coaching call at the end of the week, Q and A between members , or private coaching.

Style customization

Depending on the software you're using, you can construct a course in a variety of visual styles. 10XPRO.io, for example, uses a "page builder" which lets you add blocks, images, videos, downloads, row, columns, lists, quizzes, tags, etc. You can start with a simple pre-made template and add on the style elements you want as you develop your course.

Assessments and completion

Gamification is a feature that makes courses enjoyable to go through, and you can achieve this in your course with a number of elements. An assessment at the end of each module tests the student as well as reinforces your training, and allowing students to mark the module as "completed" when they pass gives a sense of accomplishment. Like a video game, too, you can set things up so that completion unlocks the next lesson, or even allows access to another course if they complete a series of lessons.

Social interaction

Some courses, in particular master classes, have a social element, like comments, a social wall, private groups in a membership site, forums, live events, or Q and A. A software like 10XPRO.io allows you to add these features easily, and even offers "boosters" like a viral share campaign, offering free items when you tell a number of your friends about the course.

Integration

Your CRM system is the heart of your marketing. A well-integrated course software will work with your CRM system to coordinate and automate email sequences with a customer's progress through your course through the use of tags. A purchase will add a tag to a contact; watching so many seconds of a video will add another tag; webinar attendance adds another, and so on. These tags will trigger emails, such as, for example, sending a printable certificate upon course completion. As well as initiating email sequences, such tags can be used to build up points for lead scoring.

Importantly, too, an integrated course software will not require you to place your database into their system but will let you keep it in your CRM while automating things with their software.

Payments

A course software like 10XPRO.io that integrates with Stripe and Paypal enables you to have order pages selling courses, product bundles, ebooks, etc. You can also have strategic tools like one-click upsells or downsells, promo codes, or order bumps where the customer can add an aditional purchase item with a click. The built-in shopping cart should let you see your sales and stats as well as allow invoicing, refnds and tax calculation.

Incorporting media

Courses are made engaging with rich media such as audio and video. As with contacts, your media is best stored on a hosting solution of your choice and simply viewed through your course software. A great option for storing videos, audios and even PDFs is Amazon S3. For videos, you might also consider Wistia or Vimeo.

Preparing your course

A good guiding outline for course creation is the 4MAT style developed in 1980 by Bernice McCarthy.

Think first about your course and the modules you would need to cover your topic. Would people need to complete it from start to end, or could they take just one module to address a particular challenge?

For each module, create an introduction explaining WHY the topic is important.

Then discuss WHAT the topic is, defining it clearly.

Then go into the HOW, or what needs to be done, in detail.

Follow this up by addressing potential roadblocks. "WHAT IF this happens?" "What if that?"

You can finish up by recommending action steps that will complete the training.

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