

# THE 20-STEP COURSE CREATION CHECKLIST

Over the past 13 years, I have developed and refined a 20-step plan to creating online courses quickly and effectively. I think you will find this to be a useful process as you create and manage courses for your business and your clients. These 20 steps serve as the outline for our latest Online Course Creation and Management Certification at Freelance University.

## PHASE ONE: PLAN

**Step 1:** Determine your course niche.

- What will the focus and topic of your course be?

**Step 2:** Research your niche market and evaluate potential.

- How do I know if this course idea will be viable?

**Step 3:** Profile your "Ideal Student" audience.

- What are their demographics, interests and challenges?

**Step 4:** Define your WHY for your online course.

- What is the primary motivation for create this course? How will you impact others?

**Step 5:** Select course type and delivery method.

- What kind of course will you create (Ie. 7-Day Email Course)? How will you deliver it (Ie. Live, on-demand)?

## PHASE TWO: DESIGN

**Step 6:** Create compelling learning outcomes for your course.

- What do you want your students to achieve by taking your course?

**Step 7:** Gather course content.

- What ideas, sources and resources can you compile for your course?



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## **Step 8:** Structure course plan

- How many modules and lessons will be included in your course?

## **Step 9:** Determine course deliverables

- What will be specifically included in your course (videos, pdfs, Facebook Group, live Q&As)?

## **Step 10:** Design course slides and resources

- What design templates will you use for your course materials? How will you present your course content in an engaging and learning-friendly way?

## **PHASE THREE: DELIVER**

## **Step 11:** Select your course creation tools

- What technology will you use to create, edit and produce your online courses?

## **Step 12:** Define your teaching style

- What will your authentic teaching persona and voice look like?

## **Step 13:** Prepare to deliver your course

- What are the last things you need to get ready to deliver your course?

## **Step 14:** Set up your course management platform

- What online technology will you use to host your online course? (I.e. Thinkific, WordPress Plugin)

## **Step 15:** Test and get feedback

- What feedback and comments did receive from your pilot student group and what improvements can you make?



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## PHASE FOUR: MANAGE

### Step 16: Engage and support students

- How will you keep your students engaged and on track with your course?

### Step 17: Test and evaluate course results

- How has your course impacted your students?

### Step 18: Update course content and learning platform

- What course materials need to be changed or updated?

### Step 19: Determine marketing plan for your online course

- What marketing strategies will you implement to attract students?

### Step 20: Identify next steps

- What are plans for future courses?

Take a deeper dive into these twenty steps and join us for the **Online Course Creation & Management Certification**.

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