

How To Create An Online Course

What exactly am I building?

- Video Courses
- Audio Courses
- Written Courses
- Mixed Medium

How to know what to choose: You have to decide 4 things:

1. What does my target audience want?
2. What am I able to produce at a high level?
3. What is the best medium to learn the topic?
4. How much do I want to charge?

Creating the curriculum:

- The best way of thinking about this is reverse engineering your success.
- Explain it as if you are talking to an 8th grader.
- Break it down into actionable steps.
- Keep content in chunks of 10-15 minutes.

Record the content: Just do it.

- Somethings to keep in mind:
 - You are going to think it's not good enough
 - Keep content digestible
 - You can update the content later, but this is similar to writing.

What to build it on: [Teachable](#), [Thinkific](#), [Podia](#), [WordPress](#)

How to sell it:

1. Have a critical launch
2. Affiliates

General Conversion Rules:

Email List: 1,000

Conversion Rate: 2.5%

Cost: \$100

Potential Revenue: \$2500