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# Online Course Creation Guide

## Module 2 Resource

OAS WEE Train-the-Trainer Program



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Welcome to the world of online course creation, where your knowledge becomes a valuable global educational resource. This guide will walk you through creating an engaging online course, whether you're an educator, expert, or passionate about sharing your insights.

Online courses empower you to connect with learners worldwide, but success demands careful planning, content creation, marketing, and dedication. This guide covers each step: from defining your course idea to launching and marketing it effectively.

Learn how to structure content, select the right technology, create a dedicated website, and develop a marketing strategy to attract students. Whether you aim to teach a skill, share your passion, or generate income, this guide equips you with the knowledge and tools for success in online education. Let's embark on this journey together and transform your expertise into a thriving online course!



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## 1. Define Your Course Topic and Goals:

- Choose a subject you are knowledgeable and passionate about.
- Clearly define the learning outcomes and objectives of your course.
- Identify your target audience and their specific needs.

Potential Topic	Learning Outcomes	Objectives	Target Audience
<i>How to Start Your Business 101</i>	<ul style="list-style-type: none"> <li>● Gain a comprehensive understanding of the key steps and strategies required to successfully start and manage a business, from idea generation to sustainable growth.</li> </ul>	<ul style="list-style-type: none"> <li>● Define and refine a business idea or concept.</li> <li>● Develop a solid business plan, including market research, financial projections, and a marketing strategy.</li> <li>● Understand the legal and regulatory aspects of starting a business.</li> </ul>	Aspiring entrepreneurs looking to launch their own businesses, whether they are first-time business owners or experienced professionals seeking to transition into entrepreneurship.

## 2. Market Research:

- Research your competition to see what similar courses are available.
  - *Identify Key Competitors* - Start by conducting a thorough online search, using google, social media and relevant industry directories, to identify businesses or individuals offering products or services similar to yours. Look for both direct competitors (those with similar offerings) and indirect competitors (those solving similar problems or catering to the same audience in a different way).
  - *Analyze Competitor Strategies* - Examine your competitors' websites, social media profiles, marketing materials, and customer reviews to understand their branding, messaging, pricing, and customer engagement strategies. Pay



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attention to their strengths, weaknesses, and unique selling propositions (USPs). Tools like SEMrush or SimilarWeb can provide valuable insights into their online presence and traffic sources.

- Benchmark and Differentiate - Compare your own offerings, pricing, and marketing strategies with those of your competitors. Identify gaps in the market where you can offer something unique or better. Focus on differentiating your business by emphasizing your strengths and addressing any shortcomings you've identified in the competition. Additionally, stay updated on your competitors' activities to adapt your strategies as needed and remain competitive in the long run.
- Identify gaps in the existing courses that your course can fill.

Target	Current State	Gap	Future State
Aspiring entrepreneurs with diverse backgrounds see online resources on how to start a business.	Limited course content on how to start your business available online.	Incomplete course content and materials available online for potential entrepreneurs.	Develop and finalize comprehensive course: including video lectures, written materials, quizzes, and assignments.

- Survey potential students or use keyword research tools to gauge interest.

Potential Survey Questions	WHY?
What specific challenges or obstacles are you currently facing in your journey to start your own business?	This question helps identify the pain points and unique needs of your target audience, enabling you to tailor your course content accordingly.
What type of business are you interested in starting, and why?	Understanding your audience's business ideas and motivations can help you create relevant and engaging course materials that align with their interests and goals.
What prior knowledge or experience do you have in entrepreneurship or business management?	Knowing the skill level and background of your audience will help you determine the appropriate level of content complexity and whether you need to include foundational or advanced topics.



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What are your expectations and goals for taking this course?	Learning your audience's expectations will allow you to set clear learning objectives and ensure that your course meets their needs and delivers the desired outcomes.
What specific topics or aspects of starting a business are you most interested in learning about?	This question helps you identify which areas of entrepreneurship your audience is most curious or concerned about, allowing you to prioritize these topics in your course curriculum.

### 3. Outline Your Course:

- Create a detailed course outline with sections, modules, and lessons.
- Outline the content, assignments, and assessments for each lesson.
- Consider the ideal course duration and structure.

[Access Course Outline Template here.](#)

### 4. Choose a Learning Management System (LMS):

- Select an LMS platform to host your course (e.g., Teachable, Udemy, Thinkific, or custom-built solutions).
- Ensure the LMS aligns with your course goals and features the necessary tools for your content.

[7 Best Online Course Platforms in 2023](#)

### 5. Create Course Content:

- Develop high-quality content for each lesson, including videos, written materials, quizzes, and assignments.
- Ensure your content is organized, engaging, and easily digestible.
- Consider using multimedia elements to enhance the learning experience.

[Chat GPT Created a Full Online Course With Slides in Minutes](#)

### 6. Create a Course Website

- Set up a dedicated website or landing page for your course.
- Include an enticing course description, pricing information, and a clear call to action.
- Optimize your website for search engines (SEO) to attract organic traffic.



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## [How to make online course website in WordPress for Free](#)

### **7. Build a Sales Funnel:**

- Develop a marketing strategy to attract potential students.
- Create lead magnets (e.g., free webinars, ebooks, or mini-courses) to capture email addresses.
- Implement email marketing campaigns to nurture leads.

## [How To Create A Sales Funnel For Your Online Course](#)

### **8. Price Your Course:**

- Determine the pricing strategy for your course (one-time payment, subscription, or tiered pricing).
- Research the market to ensure your pricing is competitive and fair.

## [How To Set The Right Price For Your Online Course: A Step-by-Step Guide](#)

### **9. Set Up Payment Processing:**

- Integrate a payment gateway to accept payments securely.
- Ensure your payment process is user-friendly and supports various payment methods.

## [Caribbean Payment Gateway For Online Store or PopUp Shop](#)

### **10. Create a Launch Plan:**

- Plan a launch date for your course.
- Build anticipation through teaser content and promotions.
- Consider offering early-bird discounts or bonuses for early enrollees.

## [Step-by-Step 6-Week Course Launch Plan](#)

### **11. Test Your Course:**

- Enlist beta testers to review and provide feedback on your course.
- Test all technical aspects, such as video quality, quizzes, and LMS functionality.

## [How to Beta Test Your Online Course](#)



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## 12. Launch Your Course:

- Announce your course to your email list and through various marketing channels.
- Monitor the launch closely, address any technical issues promptly, and provide support to students.

## 13. Continuously Improve:

- Collect feedback from students to make improvements to your course.
- Update content regularly to keep it relevant and up-to-date.
- Consider adding new features or bonus materials over time.

## 14. Promote Your Course:

- Keep marketing your course through social media, email marketing, and partnerships.
- Encourage satisfied students to leave reviews and testimonials.

### [How to Promote Your Online Course Like a Pro](#)

## 15. Provide Ongoing Support:

- Offer customer support to address student inquiries and issues.
- Consider creating a community (e.g., a forum or Facebook group) for students to connect and get help.

Creating an online course requires dedication and ongoing effort. By following these steps and continuously improving your course, you can create a valuable learning experience for your students while building a sustainable source of income.