

HOW TO CREATE A SUCCESSFUL ONLINE COURSE



Jerome White





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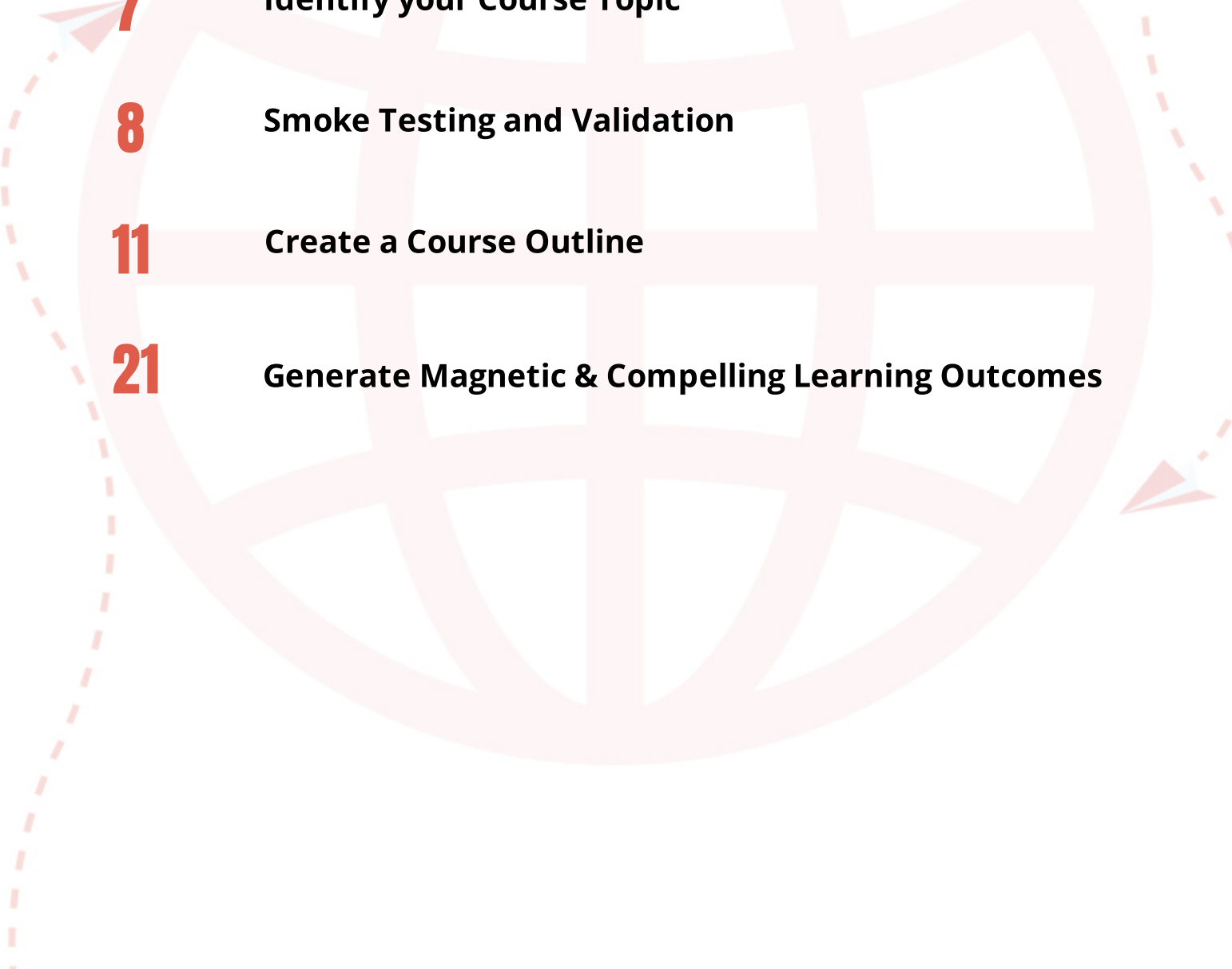




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Introduction



From time to time, we are experiencing distinct revolutionary changes and innovations from different fields. With the use and the engagement of information and communication technology, we are continuously introducing many convenient ways of living and learning. One area which has been influenced by the innovation brought to us by ICT is the learning discipline. It has brought a significant impact on both learners and educators.

There is a massive advantage of using technology to support both teaching and learning. Through this, technology introduces classrooms with digital learning tools, such as computers and portable devices. It develops course offerings, experiences, understanding, as well as learning materials. We can also seek for 24/7 learning support. Moreover, technology helps in building and strengthening the 21st-century skills and aids in increasing student engagement and motivation, accelerating their learning. This idea links educators to learners with professional content, resources, and systems to help them improve and develop their instruction and personalized learning.



Online learning opportunities, together with the use of open educational resources and other technologies, can expand educational efficiency. It can also continue by fast-tracking and facilitating the rate of learning, cutting down costs associated with instructional materials, and program delivery—a better way of making use of teacher time.

An existing platform that conveys these features brought by both technology and learning can have a look in many online schools and websites which mainly offers online learning courses. An online course is a series of educational experiences using the digital network for communication, learning, and discussion. This type of learning method does not require face-to-face interaction in a physical location. This feature makes it very convenient to many because they tend to experience learning across different locations 24 hours a day, seven times a week.

Online courses are available for both academic purposes and different specializations. In the academe, students use the internet as a medium of learning. Students are required to download course material through the internet, upload tasks and assignments, go through online assessments, and communicate with lecturers and staff. Online courses also serve as extended learning for students. For example, if they have struggles understanding their statistic lessons, they can enrol in some short courses, which will help them improve their understanding and aid them in passing the subject.

On the other hand, for those individuals who want to specialize in some skills (virtual assistants, content writers, web developers, etcetera); they use this platform to acquire, learn, and develop their abilities and enhancements their competencies.





Online learning classes obviously cannot provide many of the regular social interaction's learners have at an environmental learning organization and is far different from individuals who have a visual or kinesthetic way of learning. But some existing researches still give us information on how effective and convenient it is. A review of online education and its effective practice finds out that online instruction will be recommended as useful when there is a

1. Well-designed and organized course content, prompt interaction between the instructor and the learners, a well-prepared and fully-supported instructors;
2. Building a sense of online learning community and;
3. Using the swift advancement of technology.



But obviously, how can we enroll and attend online learning courses without any current course offerings and accessible resource persons, right? Behind these successful online learning courses is the expertise of an individual or a community who demonstrates and shares their knowledge and experiences through online learning courses. If you have an existing blog or website, you can extend its content by creating an online course. Upon forming the said subject, it will not just give you the advantage to present yourself as the leader of your chosen industry, but also makes a significant amount of money.

This figure reveals that global e-learning incorporates is expected to expand to a high valuation of USD 30 Billion over the forecast period, at a modest 13% CAGR.



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According to the data presented in the Global Corporate E-Learning Market Research Report, global corporate e-learning market unions, achievements, and joint courses recommend increasing. It will also enhance the economic dynamics of the industry, subsequently driving the market growth over the review period of 2019 to 2022. The study shows two types, wherein technology type includes Mobile E-Learning, Podcasts, Web-Based, Virtual Classrooms, and Learning Content Management Systems, while training type includes Outsourced, Instructor-led, and Text-based.



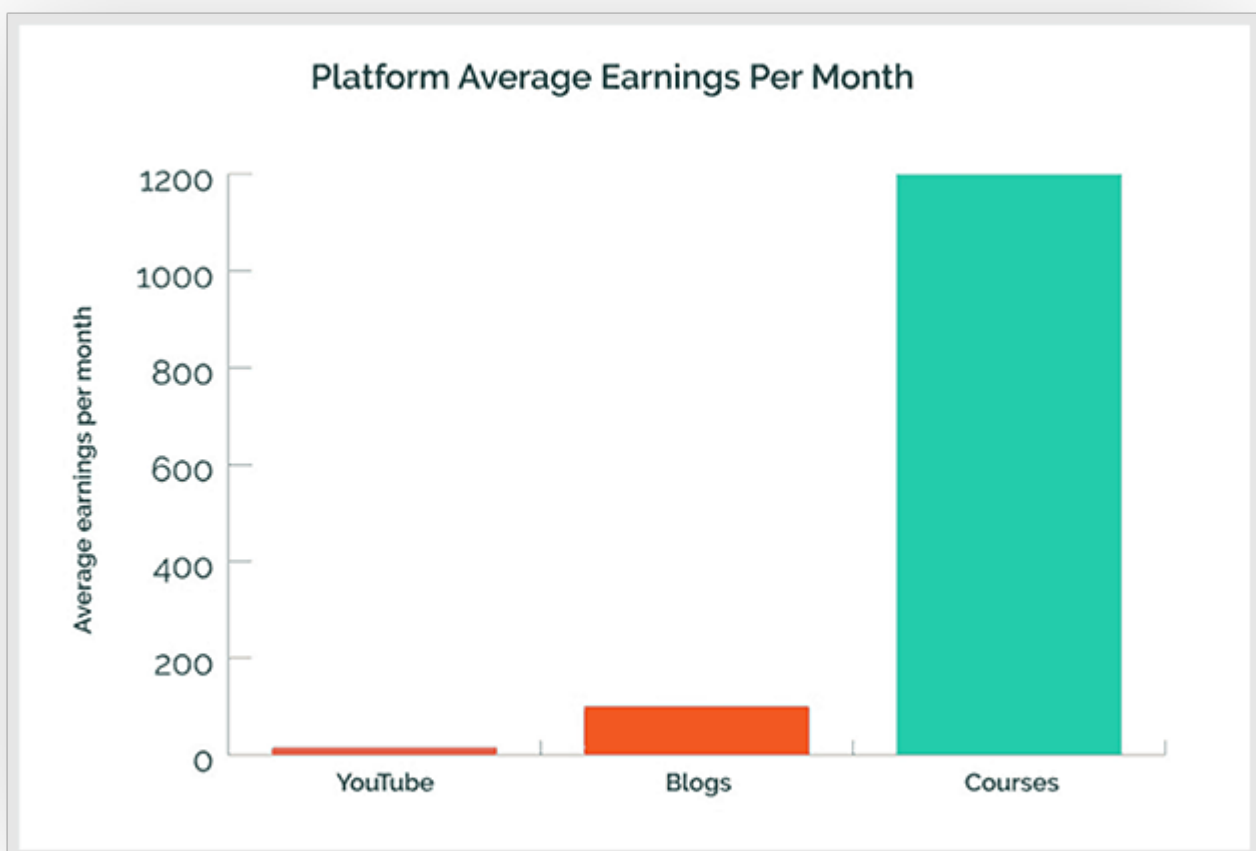


On the other hand, an online course platform, Teachable, provided data that instructors in their site are earning an average of more than \$5,000 from their courses. There is a huge difference when comparing their average income to website bloggers and YouTubers who can't even make more than \$1,000 per month. So, there's a significant potential for making money through online education.



As a potential instructor, realizing you have an advanced understanding that people want to learn about, you now have time designing an online course and teaching with some essential resources while earning a considerable amount of money. Think about it. If you have a specialized understanding that you know people would value, and you can provide the organization that will allow them to learn, you might have gold on your hands. Creating and designing an online course is an excellent option for that. But how can we create a unique online course for which everyone will be comfortable to register?

In this article, we will show you the steps and considerations in creating a successful online course.





Chapter 1:

Identify your Course Topic





Creating an online course is another way of teaching others our exact methods on how to find success. First and foremost, ask yourself why you should even build an online course? What can you offer to the global marketplace? Are you ready for a full-blown commitment?

As a starter pack, consider the innovation conveyed by the information and communication technology that brought some essential and fundamental changes happening in education today. If you are still thinking of teaching in the context of using lecture rooms and chalkboards, think again. Before creating an online course, examining the teaching setting and how it works is crucial.

Choose a Topic

"The entrepreneur always searches for change, responds to it, and exploits it as an opportunity." – Peter Drucker.

In creating an online course, the first step you need to do is to define the problem and come up with the right idea. Try to think of something which will try to solve a problem which you can offer for people to value. You have to deal with some kind of discomfort and just wanted that there is something out there that could make your life just that little bit easier. Providing solution upon a crisis that you already know exists means that there are people out there that are experiencing the same thing and are looking for answers.





After identifying the problem, define your possible expertise that will become its solution. It should be something that you love and passionate about, or else it will make your training sessions as engaging as a cardboard sandwich. Think about the skills, talents, and knowledge that you've experienced. In other words, if you love your topic, you are good at it, and you have experience (formal or life), then you have a problem that will work for you.

Choose a High Market Demand Course Idea

After choosing the topic you wanted, do some market research to see if it has a market high market demand. Please do not take it as a negative point when you found out that you have chosen a course topic with a high level of competitors. Do not change it! When it is popular, it is an excellent sign that your course idea will be powerful.

Lots of topic competition in your area displays that there is a high chance of there being a strong market demand for that course idea and is therefore well worth investigating further. In doing your market-testing strategies, here are the three things you need to check and consider:

1. Do people talk about it?
2. Are they asking lots of questions about it?
3. Is there a gap in what the competition is offering?

If you have three yeses to these three questions and have a similar but different idea from what is out there, then there is a chance that your chosen course topic will become a best-seller.






Chapter 2:

Smoke Testing and Validation





The majority of entrepreneurs in this modern age are aiming for disruptive innovation. You don't have to be the first and only one for your subject. As Pablo Picasso said, "Good artists copy, great artists steal." This phrase is somewhat confusing in today's entrepreneurial world, where innovation stands as the number one skill that a business person must have. Incorporating your course topic should also come within the so-called viral loop as part of your marketing strategy.

A successful key in creating an online course is identifying the exact outcome your audience is looking for. It will help your online course grow and reached out to lots of spectators in the global marketplace. Thus, in making your perfect online course startup idea, you don't need to come up with the most innovative and unique ideas possible. Otherwise, think of what others are doing and try to add value to what you can do to the current options.

To know how your online course startup idea will market you, validating it first will be the best option. It doesn't mean that if you feel you've already come up with a great idea, it will directly translate into a great product. It is a common mistake to assume what people wanted and just add features without getting any validation. Therefore, you need to know if you are just wasting your time and effort on something citizens don't want. Smoke testing is the best way to validate your course. It means you will start selling your session until it's all over.

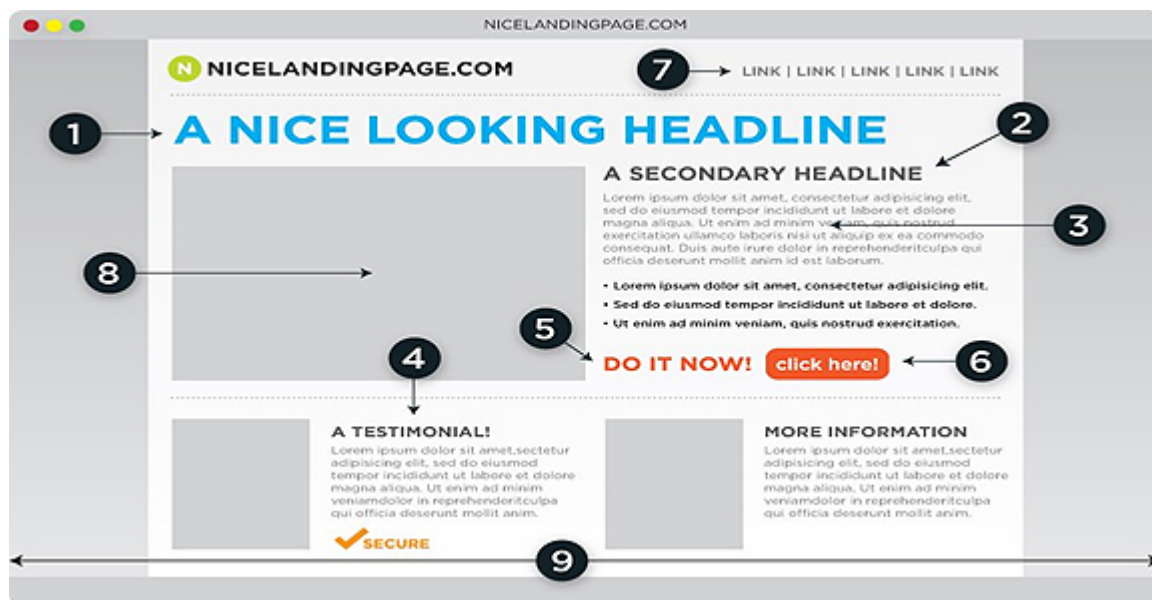
Foundr, a digital magazine that shows young entrepreneurs just what it takes to create a successful company, can help you get your smoke test done. They provided three steps for the immediate validation of your idea using the specific experiment.



Step 1. Create a landing page for your course startup.

A landing page is simply a web page created for marketing and advertising campaign purposes. It is a path where a visitor is guided to or "place" after they click on it, aiming to validate your course startup. A landing page will feature a single focus or goal, also known as a call to action or CTA. Make sure that when you create one, it will come out with an eye-catching visual design. If you already have your landing page, get as many people as you can to press the purchase button and to launch your online course conversion rate.

Your entire landing page should look like this:



Step 2. Get your page in front of your audience.

Cut down and figure out who the potential buyers are, and exactly where they can be tracked. Utilize your mailing lists and start seeding your landing page through forums and social media groups. You can also do social media blasting over your social media accounts.





Step 3. Collect the data.

As your landing page updates to the community, be patient and check over the data after a few days. In this step, look out for 100 true fans. If you have a hundred people who are willing to put down their money for your idea, then you have a validated product. Next, look for at least 5% of visitors clicking through your page to consider it as verified. Last but not least, ask for reviews to figure out what they want.

After following these three validations and smoke testing steps, you are now ready to select and gather your possible online course content and start outlining. Set your goals, build a clear vision, and let your idea take shape.





Chapter 3:

Create a Course Outline



Creating an online course is all about defining a detailed and persuasive outline. After doing the validation and smoke testing of your online course startup, you now have many ideas about what subtopics you can take and include in your first online course. To arrange your outline, you can input your topic using this template:

superfastbusiness								COURSE	
TOPIC	INTRO	1	2	3	4	5	6	7	SUMMARY
WHY?									
WHAT?									
HOW?									
WHAT IF?									
ACTION STEPS									

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But before you get ready for the course outline details to fill in your template, you need to follow some steps. It will help you learn how to provide a clear and comprehensive content outline for your course and the learners.

Creating and knowing what to put in your template would be the hardest part for you if you have not yet experienced teaching before. If you are paid for learners to learn, you need to start up your game. What people are paying for you is the ability you will use to guide them through their transformation process.

Remember that after you decided on your chosen course topic and created your online course startup, you have also done the smoke testing. As the 3rd phase of the cycle (data collection) comes to an end, do an in-depth analysis of your chosen subject. After you have already gathered all the information you needed, you need to do now is put it all together. First, break down ideas and information more even and divide them thematically into sections or modules. Enrolling into a module indicates that your student has successfully learned a new skill or feature of your topic. Make sure to keep your expectations reasonable to make them feel like they are succeeding.



INSTAGRAM DOMINATION

Course Status: In Progress

Expand All | Collapse All

Lessons		Status
1	Module 1: Getting Started	<input checked="" type="checkbox"/>
2	Module 2: Content Strategy	<input checked="" type="checkbox"/>
3	Module 3: Growth Hacks	<input checked="" type="checkbox"/>
4	Module 4: Shoutouts	<input checked="" type="checkbox"/>
5	Module 5: Analytics	<input checked="" type="checkbox"/>
6	Module 6: Bonuses	<input checked="" type="checkbox"/>
7	Module 7: Instagram Advertising	<input type="checkbox"/>

Now that you have these modules, break them down into individual lessons. These lessons should not go on hours at a time; the shorter, the better. The template featured above outlines each module lesson.

Module Topic	Why I choose this topic?
Learning Objectives	What I'm going to teach you, and what will you learn?
Lectures and Demonstrations	How to do it?
Adverse Result	What will happen if you will not apply this?
Activities	Action item.

After identifying the contents of this template, you need to pop up a module title, so your learners want to complete them. Keep it mouthwatering, sexy, and click-worthy!



Chapter 4:

Generate Magnetic & Compelling Learning Outcomes





Course topic done and the course outline is now attached. The next step you need to do is to generate a magnetic and compelling online course learning outcomes. As mentioned above, in our course outline, we need to come up with learning outcomes by creating methods on how to deliver it and provide action items required.

Learning Outcomes

In creating your learning outcomes, it should appear to the learners as interesting, engaging, and worthy, of course. In that way, there is a high possibility that eager learners will go for it. If you do not take learning outcomes seriously, then you are severely risking your reputation. It will let your course formation a frustrating one.

Think about it. Will you bet your money on something you don't understand and have no idea what it would get you? I bet you won't. It doesn't mean that your learners will also have the idea of what it is if you know what your course will offer to your learners.



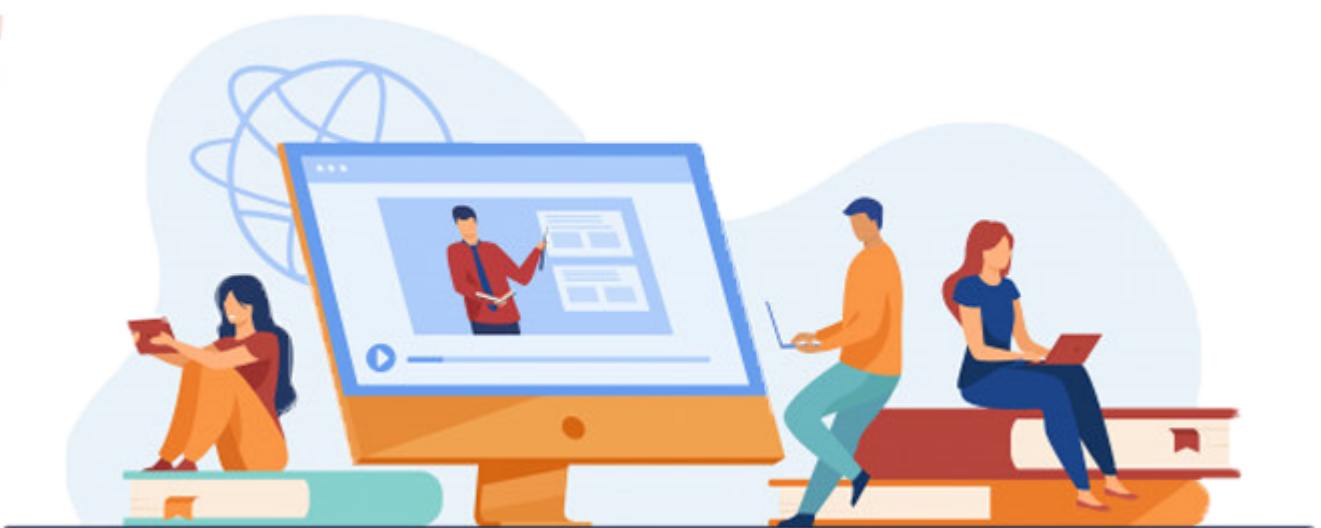
Learning outcomes simply explains the objectives of the course. It is basically what the learner will be able to do and what they will learn by the end of your session. It should come up with three categories – cognitive, affective, and psychomotor domains of the learners, specifically:

- What are the skills they will be able to establish?
- What new knowledge will they have to gain?
- What are the feelings they will have moved away from or to?

The next thing you need to do is sort through your piles of content. Eliminate anything that does not directly relate to achieving the learning outcome. Then, make sure that every learning outcome does have content placed and aligned with it. Only include content that delivers a learning outcome. It answers the questions learners about your topic or fills a gap that is not met by your marketplace competitors.

As a result, having clear and direct learning outcomes will ensure that the ones joining your course are the right learners. Thus, this will lead you to higher completion and satisfaction rates while having lower refund requests.

Afterward, it's your time now to look at all the content and start organizing them thematically. Then, order the lessons into modules logically. Now, you will have a module that will serve as the sequence of the lecture you will be teaching.



Methods in Delivering an Engaging and Effective Lesson

How can we achieve our learning outcomes without literally delivering it to our learners? In conducting online course lessons, you need to know first on what are the basic, yet engaging and effective learning preferences. You can use it to do your training to make sure that it's as effective as possible.

In providing your delivery methods, ensure that you have the correct balance of audio, visual, and practical methodologies. It will help your learners to be engaged and provided with the most pleasant learning experience. Choosing your delivery method will be your advantage because you can be as creative as you wish to.





The following formats will give you an idea of how to effectively deliver your online course modules and lessons.

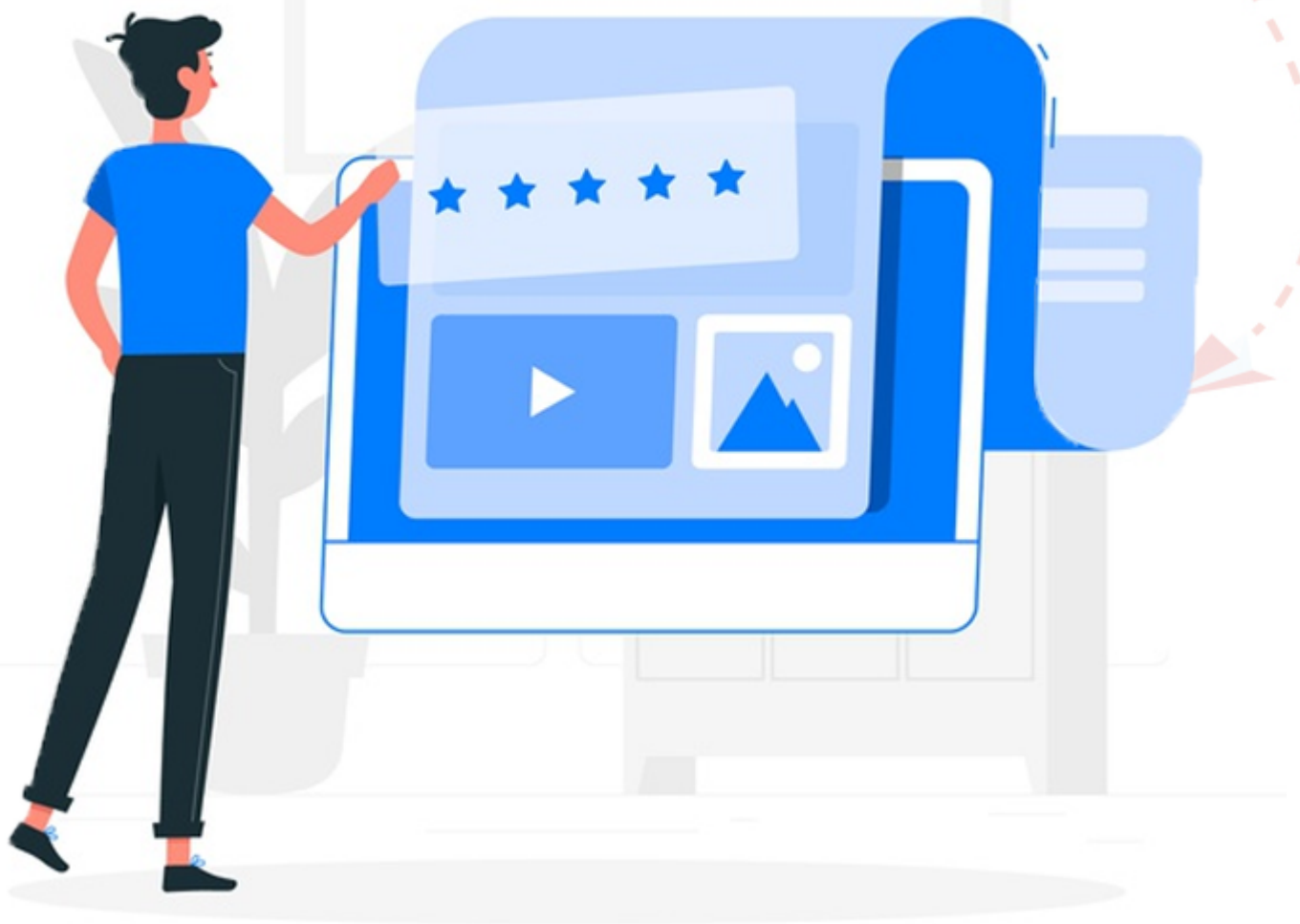
A. Video Recording. This is the most common method used in online course learning platforms. After organizing your module and course outline, grab your camera and start recording. Deliver your training as comprehensive as possible because learners will depend on how they acquire the knowledge on the way how you deliver it. Upon doing your video, you can record it using a green screen filming method. You can replace your background with anything you wanted after recording it. This method best works when you are doing lectures. However, a so-called screen casting also works. It will allow you to record your screen and also works fine when you're demonstrating something using your desktop.

B. Audio. Using audio as a method of delivering your online course will take your content "on the go" where learners can listen. It will be easy for you to use this method to grab any recording material and record the content.



C. Portable Document Format (PDF). This method guides learners as it will be easy for them to go back to a specific reference. Adding worksheets in your PDF will also walk through learners doing the work, but this will not be engaging enough for learners, as well as consider this the disadvantage of this method.

D. Text. Writing a text is the easiest and simplest way of delivering your content. If you are comfortable with writing, then this is the right mode for you. All you need to have is your writing skills, as it does not require any additional tools or skills. But along with PDF, this method is not engaging and compelling too.





If you are going to choose video recording contents, please note of the following reminders:

- 1.** Good lighting matters. When recording your audio, choose a place or an angle where there is good lighting. You can also use lamps and other sources of light for this one. Choose soft lighting, place it into two different angles, and test it to determine how you look in front of the camera.
- 2.** Put some external mics to improve the quality of your audio. It will help you deliver clear sound without any loud background noises in it.
- 3.** Speak like you are talking to a friend and not like you are lecturing to a class. You can also use this reminder when you wanted to create an audio recording for your content. Do not worry too much about your first video. Just put something in it to make it more visually engaging, aside from its contents.



In creating PDF content, include “how-to” guides, checklists, worksheets, product recommendations, flowcharts, scripts, and templates. Consider providing a visual hierarchy. It is essential because it will help your reader know the steps they need to follow. Alignment and spacing are important too. Everything in your PDF should always be on a grid form. Also, try not to put too much content into one page and allow your content to breathe.

Upon choosing a text for your course content, jot down the problem in there along with its possible solutions. Record your thoughts and organizations about the content if you are having a hard time starting to do it. There are existing transcribing sites that will help you with your first draft.




When choosing the delivery method you wanted for your online course, consider what you can do and what is the best process that is applicable for your content. Make sure that your ways align with your lessons. If you wanted to explain and demonstrate something, then better do a video recording. If you wish to your lecture to be off-cam, make an audio recording. PDF will work for you if your content is more on charts and worksheets. But if you wanted to solve problems using brief and easy ways without any hassle, try writing texts.



Chapter 5:

Name and Price your Course





What is the purpose of choosing your online course topic, creating a course startup, smoke testing, and setting up your course module outline if you don't have the plan to launch market it, right? In this chapter, we will talk about the last steps you need to know about starting and selling out your online course.

Name your Course

At this point, your content is already complete and is now ready to go! But wait, don't do it yet. We need to name and price your online course first. Let's get it right because it may either make or break your sales.





Remember that a name is the first thing anyone will encounter when they see your course. In naming your online session, think of something unique and will make it more interesting. If you got this right, it would intrigue their curiosity, make them in, and will alleviate their eagerness to learn more. But of course, if you got it wrong, they will just ignore it and look for another one. Let's say, for example, "Baking Skills 101: Learn How to Make Muffins". Here are the three typical things you will find in the most successful and top-selling online courses:

- a. Targeted.** When the name of your online course is chosen, you tell us who your future learners will be. You'll also state the skills or level to which the course gears.
- b. Result-oriented.** Your title will also indicate the expected outcome the learners will learn upon the completion of the course.
- c. Unambiguous.** Ensure that your title is clear and concise and will not make readers think of what type of online course you are offering.



Price your Course

Now that you have come up with your course name embedded with the three things mentioned above, it's time to pick the optimal price for your course. Pricing is the most significant aspect of building a business. It will bring you a direct impact on your whole online course business. Your online course price should matter from the type of promotion you can do to market your course to the kind of learners your course attracts. This will also matter on the extent of support and attention you can make available to your learners, and of course, the number of proceeds you can make from your course sales. But you don't need to be sincere and complex in making one.





It's okay to feel unsure about what to charge on your first course. By testing this, start at a low price point. From there, gradually increase your price until you identify the mid-price which will work best in your online course. When is the time to sell your online course for a low price?

- 1.** During the pre-launching period of your online course. This is the first time you've launched your session online.
- 2.** A deadline before the price increase. When it's time for you to lift the price, you're going to give offers to people who will purchase discounts. When you give deals now just to get more buyers, the price is considered low. This tactic will help to boost your sales






When you decide to take your course price into a premium level, consider these five things:

- 1.** Do not price your course according to its length. If you have a short online course that does not mean that you will also charge a small amount of price. Hence, come up with a price according to the value of your content. Make a simplified and short content with the exact idea a 7-hour video can show. By this, you can now charge a reasonable price.
- 2.** Take a glance at your competition. Getting the average price of your competitors is not reasonable pricing of your course content. Think of what support you can do for your learners all through the training and value the outcome that they will acquire at the end of the lesson. When you research the course market demands and competitors, do not base your price on what you can see in your research.
- 3.** Value the learning learners will receive. Quantify the amount of outcome the learners will achieve at the end of your lesson. Tell them your price if you want your learners to save money. The same goes if you want them to save time. In doing so, you can come up with a premium price in a no-brainer way. This means, for example, that if your course helps learners to earn a promotion or get hired on a particular job, then that is a quantifiable online course outcome.
- 4.** Assess different price points. The first time you launch your online course, remember to give your learners a lower price. That is the time you will start assessing different price points. Starting with a lower price, gradually increase your rate over time. When you can observe a resistance from your course's sales, it means that you have reached the maximum of what the market is willing to pay for your class. Hence, after several increases, you will eventually define the optimal selling price of your online course.





5. Reflect the credibility you have in your market. Ask yourself how credible and trustworthy you are in your market. When setting up a higher price for your course, consider asking how much time you invested in building your name on the platform. Are you recognized by many individuals inside and outside the market? If the response is not, and you are not yet an expert on your selected subject, then publishing free content is a more delicate way to gain interest from your market. Use social media platforms such as blogs, YouTube channels, and podcasts in reaching out to your market.

6. Make your course a great alternative. If you think that taking your class is equal to hiring coaches, enrolling in a college or university, or attending a seminar from other countries, it is an excellent option for you to offer a higher price. Learners will think that these options will be more time consuming and expensive than taking up your course. So it means that there is a high possibility that they will take your course as a bargain.

7. Consider your objective for your course. If you're planning to earn \$50,000 in income over the next 12 months, how many students do you need to enroll to achieve your goal? You need to identify the aim of your online course, how it relates, then price it according to your objectives.





There are also methods and models

which will help you to choose the right price for your online course. **Value-based** pricing will help you out with this one. It will help you set an estimate on how much a consumer can pay for what you're selling. In using this model, you will come up with a price that fits in with your customer's perspective. It will also allow you to earn more profit, which means you can now have more resources and grow your online course. When your price doesn't work, taking it to a lower level is not the solution. Instead, make it a better match to the customer value, which requires you to adapt a product that suits the market.





Chapter 5:

Launch and Market

your

Online Course

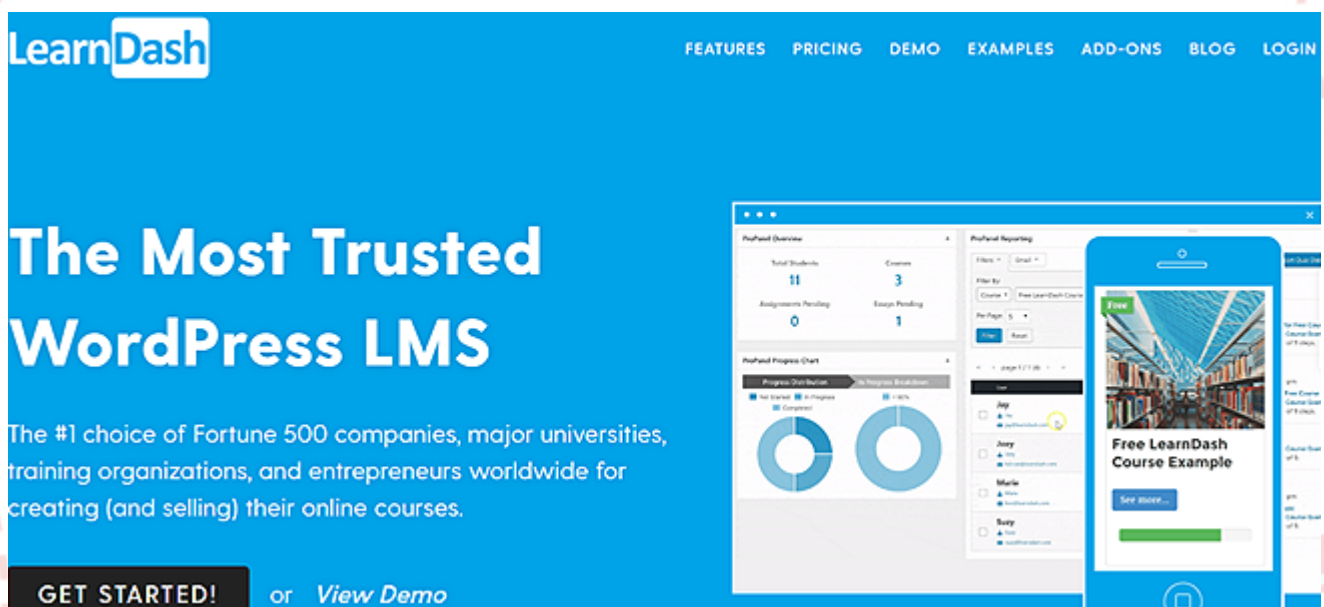


Tools in Building your Course

After all the efforts you have exerted to build up your online course, launching and marketing will follow. From choosing a course topic, smoke testing, creating course outline, and learning outcomes up to naming and pricing, now is the time to launch and market your online course.

How will you promote your course if you don't have any tools for it? Provided below are some devices to help you.

Learn Dash

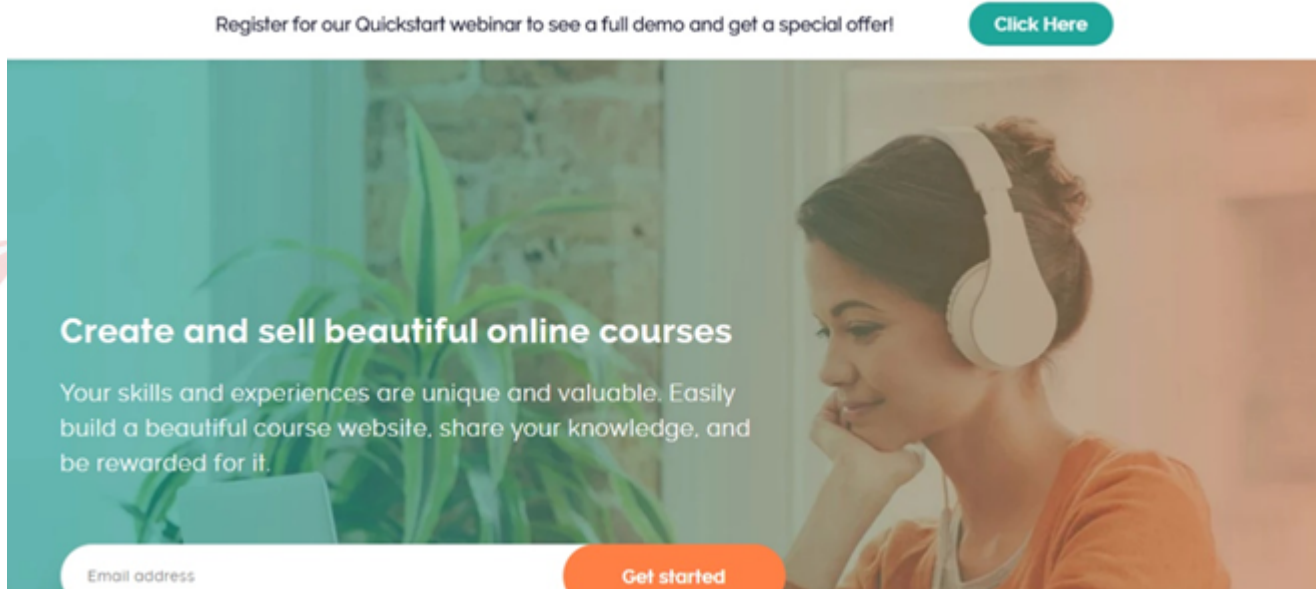
The image shows the LearnDash website banner. It has a blue background. At the top left is the LearnDash logo. To the right is a navigation menu with links: FEATURES, PRICING, DEMO, EXAMPLES, ADD-ONS, BLOG, and LOGIN. The main heading is 'The Most Trusted WordPress LMS' in large white text. Below it is a sub-headline: 'The #1 choice of Fortune 500 companies, major universities, training organizations, and entrepreneurs worldwide for creating (and selling) their online courses.' At the bottom left is a black button that says 'GET STARTED!' followed by 'or View Demo' in white text. On the right side of the banner, there are three overlapping screenshots: a desktop dashboard with charts and tables, a tablet showing a course list, and a smartphone showing a course example with a 'Free' badge.

LearnDash is a well-designed WordPress plugin cutting an edge in an e-learning methodology. They provide practical and experienced-driven guidance for organizations and individuals interested in setting up an online course. In LearnDash, you can create a module for your class. One of its features is making the learner impossible to skip a lesson without completing the first one.



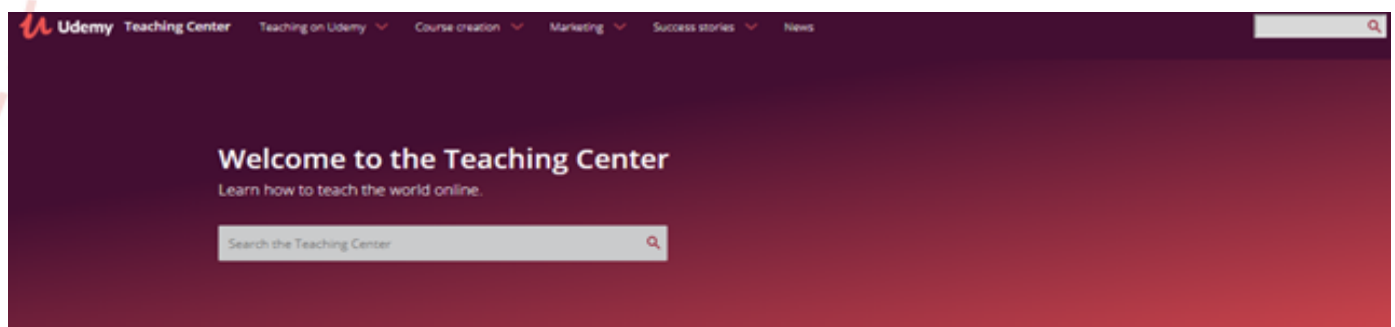
Teachable

Teachable helps you create and sell beautiful online learning courses. If you do not have any experience building an online course, this might help you. They will provide you simple and easy-to-use tools in creating your online course from scratch. You don't have to worry about technical issues such as hosting signups, payments, and learner demographics because Teachable will take care



Udemy

Udemy is another course creator that is simple to use and very inexpensive. In this site, they will provide you different templates and services to host your online course content. Publishing your online course in Udemy will be added to their database, making it easy for learners to find it.



Explore the Teaching Center



Launch your Online Course

All parameters are configured, and now, you are ready to go. It's time to launch your online learning course. In starting your online course, you are doing beta testing. Beta testing is having a product or a course ready to go on the market. This is very important because you will have it in your first class and possibly an essential batch of learners. They are your imminent case studies on how to improve your course, your source of success testimonies, and the future advocate of your online course.

Think of many ways to make your content very interactive and engaging because, later, learners will give you feedback. Feedback will help you know what the learner's struggles are and succeed in taking up your online course. What you need to do after your first class is to look for learner's comments and suggestions. It will also help you create another lesson to make in the future. Go as deep as you can because these feedbacks will lead you to another ton on gold. Remember to teach your students through their transformation process. Help them not just by giving worksheets to answer as if no one is talking to them. Look for possible content that will make them more progressive instead.



Market your Online Course


In launching your course, do not just rely on the tools and websites where you have published your online course. Consider how connections will make a good reach for possible customers. One perfect example of that are social media sites. Advertising your course on social media will help the community know what you are offering to them. You can promote it using your Facebook, Twitter, Instagram, as well as LinkedIn and Pinterest accounts. You can also do blogging, , podcasting, and eBooks, or look for promotional partners to promote your online course.

9 Ways to Fill Your Online Course



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Do not expect that you will wait until you make money out of it when you already have your online course created and launched. Remember, it is rare to have a completed course when you think there is something that needs to add up. What you need to do is look for additional information that you can provide to keep your online course updated. In doing so, you can make survey forms for your students for you to stay informed on how well your class is doing.

To make your online course keep going, the most important thing you need to do is to create loyal students. **Make sure your learners will stay motivated through the whole course experience.** Show them actual results on what they have already achieved. In that simple way, they will keep on giving their bests to finish the course.

When you already build a community and gained trust from your students, it is now the time to add up your course price. Giving up your course for a lower price or free, gradually make its rate higher. In charging up more from your course price, the engagement of your students will also increase. The data below from [Teachable](#) shows the comparison of having free content from paid content. The difference is extremely high because learners might think that if the content is free, it's less reliable. They anticipate a respected outcome if a course is charged, which would make them more involved in the class.

In selling out your online course, you need to consider the abovementioned ways to reach out to your possible customers. Remember that the community will find the highest interest learners. Learning can be both an individual and social process. You need people to speak out their ideas, especially those on the same journey. It is incredibly stressful to think that you will answer all the questions by yourself. Hence, you can provide a group or community which can be consists of your students. In this community, let your students ask questions to be answered not by you but by other students who are in there. You are allowing your students to enrich self-sufficient on the information they wanted to know by asking for answers not to you but to the community you built. Same as feed backing, this community will also help you learn some ideas you have never thought before.





Conclusion

Now that you have reached the end, you will realize that creating a successful online course is not easy but possible. If you know to yourself that you have something you can share – experience or solution, and you can sell, then creating an online course is for you. If you follow the steps outlined here, you will surely have a successful online session, and all your efforts will pay off. The keys to making your successful online course are:

- Choose a topic that is in demand and is according to your forte. If you know your course topic, then you know what to teach. This will help you to create your online course startup.
- Do smoke testing and validation to know if your chosen course topic will market. It will also help you to understand the things that you can offer and add upon building your course outline.
- Gather all the data from your smoke test and create a module. Take note of how your module should look; students will be willing to start and finish until the end of the course.
- Provide a magnetic and compelling learning outcome that will help your students know the skills or experience they will acquire at the end of your lesson. Make sure to take this part seriously because afterward, it will help you market your online learning courses.
- In presenting the lessons and activities in your module, think of an attractive and effective way to come up with a very engaging experience. Choosing the right kind of format will help your students understand the topic throughout the transformation process.
- Name and price your course. Choose a name that is amazingly simple and clear, yet still attracts your customers. And rate your session according to the value of the outcome you can provide to them.
- Lastly, choose a host that will help you sell out your online learning course. But do not rely on this one. Make sure to build a community to help you keep updated on the trend. Plus, they will also give you an idea of what possible course you can offer. Make use of the different kinds of linkages to reach out to more potential students that are willing to enroll in your online course.





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