

THE COURSE CREATION CHEAT SHEET

by Katie Hornor



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To help you through this cheatsheet, there is an on-demand training you're welcome to access to help walk you through some of the more demanding parts of this process.

[Click here to watch the on-demand training with Katie Hornor now.](#)

Introduction



Hi! I'm Katie Hornor, Creator of Successful Online Courses, Premier Your Course Idea and 22 other courses that have served over 6,000 students in the last 3 years alone, and I'm on a mission to help you create a premium online course of your own.

I'm so excited you want to create your own premium course. I've been creating curriculum and courses for over 12 years now, and it's completely changed my business and my life.

With that said, I remember how difficult it was to get started. My husband and I started with just \$5 to our name and I told him "When we get to the point that this is earning income for us, I want to teach others how to do this too."

Unfortunately that didn't happen for several years because I didn't know all the steps.

I had to learn, experiment, take courses, hire coaches, make mistakes... and now based on all that I've learned, I can save you that trial and error.

You can skip right to the creating and marketing piece learning from my years of experience both

with a master's in education and curriculum development and with a master's of life experience in online business. I've boiled everything down for you.

Creating your premium online course will open up new opportunities for you and your business that you can't even imagine yet!

The time to start is now, and I'm happy to help you along the way. Which is why I created this cheat sheet.

I've taught thousands of people how to create courses, digital products and content and marketing plans. Several have used the cheatsheet you're reading, many have joined my premium courses to help them succeed, and I've even personally coached a few people in person, too.

The checklist (a.k.a. Cheat Sheet) will outline all of the steps you need to do to get your course created, and also the things you can do to begin marketing it too.

There are many people who will help you throw a course together to make a quick buck, but my specialty is also how to make sure your course has quality content, an amazing student experience and actually gets your students through to their desired transformation. That's why I'm glad you're here!

In this checklist, you'll notice certain steps that are bolded and highlighted with a box around them...

Sort of like this ...

These are extremely important aspects of your course that aren't totally easy to get on your own.

To help you, I've created a free on-demand training to help you through those parts. I'll be referencing this very checklist, so all you have to do is follow along.

To watch the on-demand training, click on the link below this paragraph, or you can find the link at the bottom of each page of this document too.

<https://www.bloggingsuccessfully.com/CCwebinar>

Good luck, and I hope to see you in the training, and soon selling your course online with the rest of us!

– Katie Hornor

Host of Successful Online Courses, Premier Your Course Idea, Doing Business with God, How to be GDPR Compliant, Content Planning Masterclass, Business Branding Masterclass, Media Kit Creation Masterclass, Emails that Convert, Blog Well Retreats, and many others.

Creation Step 1:

You and Your Future Course

Make a Commitment

- ☐ I'm going to commit to start working on my course (and actually follow through).

Collect Your Tools

- ☐ iPhone camera or DSLR camera
- ☐ Microphone (I recommend the Lavalier lapel mic)
- ☐ Pop filter or windscreen (to reduce B & P sounds from blowing air into the mic)
- ☐ iPhone stand

*See other resources I use and recommend at <https://bloggingsuccessfully.com/resources/>

Prepare For Your Course

- ☐ Decide why you are creating your course.
- _____
- _____
- _____
- ☐ Know who your course is for. What kind of a person? Describe them / their problem below.

- ☐ How will your course help them? What transformation will they get from going through your course?

- ☐ What will you offer, include or bring to the table that will help your course stand out?

Determine Your Course Details

- ☐ Course Title (40 Characters or less is recommended):

☐ Subtitle (a one-liner description of your course):

☐ Keywords (what keywords would you ideally love to rank for? Choose 5-7):

☐ Course Description (A more detailed description of your course, often 1-2 paragraphs in length. Be sure to include keywords. Can be 1st or 3rd person):

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

- ☐ Get main Artwork for course created.
- ☐ Decide if course will be written, audio, video, live interaction, or some of all.

Creation Step 2:

Planning Your Course Content

Modules

- ☐ Decide how many big steps it will take to get your students to the desired transformation. These are your modules. (I recommend 3-5.)

- ☐ Each module will have as many lessons as necessary to complete that one big step. Plan out your Modules and lessons here:

Module 1:

Module 2:

Module 3:

Module 4:

Module 5:

Creation Step 3:

Recording and Editing Your Course

Set Up Your Equipment

- ☐ Install software to record (if necessary).
- ☐ Connect your microphone to your computer or to your phone.

Set Up Your Recording Software

- ☐ Install your editing software (Garageband or Audacity will work for audio - both free. iMovie or Audacity will work for video - both free.)
- ☐ Set up your microphone as an input device.
- ☐ Create several test recordings to find the correct settings for your microphone. You may need to adjust the input level.

Set Up Your File Organization

- ☐ Create a master folder for your course.
- ☐ Create a subfolder for your recordings.
- ☐ Inside the subfolder, create a folder for each module of your course.
- ☐ Add your course image to the master folder.

Video Lighting

- ☐ If recording video sessions, test your lighting, and be sure your background is free of distractions.

Record Your Lessons

- ☐ Create an outline based on the step in the transformation you want your student to achieve in each lesson. Don't script the whole thing.
- ☐ Be consistent with where your mouth is in relation to the microphone and always face the microphone and camera.
- ☐ Minimize distractions.
- ☐ Record where you can minimize echo and background noise.

- ☐ Picture your student.
- ☐ Be yourself and have fun.
- ☐ Don't worry about mums and uhhs.
- ☐ Pay attention to the tone of your voice.
- ☐ If you mess up, don't stop recording. Take a deep breath and keep going.
- ☐ Shorter lessons are best, so students can consume the content in smaller chunks, getting quick wins more frequently.

Edit Your Lessons

- ☐ Save your lesson with your file name.
- ☐ Edit the body of the lesson.
- ☐ Add any intro or other transition sounds/music (optional).
- ☐ You want to save/export edited audio lessons as .mp3 files and video lessons as .mp4 files.

Creation Step 4:

Preparing Your Course for the World

Set Up Your Course Host

- ☐ Teachable is the best platform for first time course creators. For a special for Teachable, go to <https://bloggingsuccessfully.com/teachable>

Choose the monthly option and use the coupon code

7J8FPO0RBDM417NM0LJ3002X to get 2 months free on the Professional Plan.

- ☐ Under admin/settings connect to your Paypal account.
- ☐ Go to courses, add course.
- ☐ Add your course information.
- ☐ Add your course image.
- ☐ Go to curriculum.
- ☐ Add new section (module) for ea. module of your course.
- ☐ In the section, add new lecture (lesson) for each lesson of the module.

- ☐ In the lecture (lesson) you can upload your audio/video file from your computer, add text, or add code. The text box editor is similar to WordPress.
- ☐ Click the cloud icon to enable downloads for students (optional).
- ☐ Click publish to make lesson visible to students.
- ☐ Click preview to view the lesson as students will see it.

Set Up Your Course for Sale

- ☐ Go to pricing to set price.
- ☐ Go to pages to edit the sales and checkout pages.
- ☐ Under “information” click “publish course” to make sales, checkout pages, and course live and visible to the public.

Creation Step 5:

Preparing to Launch Your Course

Create a Launch Plan

- ☐ Let your audience know the date you will open course registrations.
- ☐ Create images for sharing on social media.
- ☐ Add an email opt-in to your sales page to collect wait list emails.
- ☐ Email your list and tell them it's coming - ask them to opt in on wait list.
- ☐ Ask friends, former students to help you share about it.
- ☐ Submit to guest on podcasts that will air near your launch dates.
- ☐ Guest post on blogs that will publish near your launch dates.
- ☐ Prepare your launch week emails.

Launch Week

- ☐ Publish a blog post about your course.
- ☐ Share your course news with your email list and social media. Registration is open!
- ☐ Day 2 - Share your course news with your email list and social media. Answer questions and objections.
- ☐ Day 3 - Share your course news with your email list and social media. Share testimonials.
- ☐ Day 4 - Share your course news with your email list and social media. Time is running out! (optional- share an extra bonus).
- ☐ Day 5 - Share your course news with your email list and social media. Registration closes tonight!

Creation Step 6:

Delivering Your Course

Overdeliver

- ☐ Make your students feel welcomed, wanted and respected.
- ☐ Be sure to remind them in advance of live classes/calls and send a notice when new modules release.
- ☐ Include games and competitions when possible to encourage them to move through the content.
- ☐ Recognize student achievements.
- ☐ Make yourself available to them.
- ☐ Collect feedback on each module.
- ☐ Collect testimonials at the end of the course.

On-Going Marketing of Your Course

- ☐ I cover these tips on a lot of live trainings and free tutorials in our Facebook Community: [CourseCreators.club](https://www.facebook.com/CourseCreators.club)

- ☐ I also teach a lot of strategies and tactics to my students in [SuccessfulOnlineCourses.com](https://www.SuccessfulOnlineCourses.com)

In addition, here is some helpful content I created that may help you market your course to even more people:

Community, the Key to Successful Courses: <https://bloggingsuccessfully.com/community-the-key-to-course-success/>

How to Have Effective Business Conversations: <https://bloggingsuccessfully.com/effective-business-conversation/>

How to Cultivate Relationships with Facebook Groups: <https://bloggingsuccessfully.com/loyal-fans-facebook-groups/>

DON'T MISS MY FREE COURSE CREATION WEBINAR!

As a quick reminder, if you'd like to get even more details about the highlighted portions of this checklist, please join me on my course creation training webinar, which you can easily register for below.

We also uncover a lot of course creation myths that could potentially hold you back from ever getting started. I want you to succeed!

Join me here at:

<https://www.bloggingsuccessfully.com/CCwebinar>



In addition to helping you through the green highlighted items in this checklist. I'll also share some things you should look out for so you avoid burnout!

[Join me for my free on-demand course creation webinar.](https://www.bloggingsuccessfully.com/CCwebinar)

Click the link at the bottom of this page to check out the on-demand webinar if you haven't already.

Finally, if you want additional help, please consider taking advantage of the opportunity to enroll in my premium course Successful Online Courses.

There you'll find detailed videos examining every step of the way here in the checklist, you'll also get access to other students who have started creating their courses in our Private Student Center, as well as direct access to me once a week in office hours to answer any questions you might have.

Click here to learn more about enrolling in Successful Online Courses.

<https://bloggingsuccessfully.teachable.com/p/successful-online-courses/>



Thanks, good luck, and if this is a helpful checklist for you, and you'd like to share it with someone, I'd be forever grateful! The best way to share is to direct them to:

<https://bloggingsuccessfully.com/coursecheatsheet>

Thanks again, and happy creating!

Katie Horner
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