

Questions To Ask Yourself Before Creating An Online Course

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Questions To Ask Yourself  
Before  
You Create An Online Course



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Hiya! I'm Susan Weeks

I Make  
Online Course Creation  
Faster & Easier  
For You!

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With my  
training &  
support...

Cut through your learning curve  
Follow a plan that works  
Learn all the techy stuff too!

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It makes me so sad that so many business owners let technology hold them back from success.  
I'm on a mission to help you learn the skills to transform your business and life through the power of online courses!

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Creating an online course is an adventure,  
a journey that takes time, money and effort.

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So I'm here to help you make a great start  
Set off in the right direction  
I'm here as your GUIDE...

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Questions To Ask Yourself Before Creating An Online Course

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Today I am sharing lots of questions to ask yourself!

- The 5 foundations of a successful online course
- The 3 delights that success will bring you

- What is an online course?
- Why create an online course?
- What is holding you back?
- The KEY TO SUCCESS
- Next Steps

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What Is An Online Course?

- ▶ NOT talking about 'live class' or 'workshop' thru Zoom or Livestream
- ▶ With those you have merely changed your location from an in-person, physical location to an online location
- ▶ You still have to turn up and teach each time, again & again

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Pre-recorded, on-demand, well-structured videos and supporting resources

Watch when convenient  
Ideally from a secure & convenient online service.

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Videos & learning resources that provide a specific step-by-step transformation for your students

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Why Create An Online Course?

- ▶ When you build an online course you are building a strategic business asset
- ▶ But why would you WANT TO build an online course?
- ▶ Let's look some typical business problems that can be solved by adding an online course into your business plans and revenues.

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Fully Booked Service Business

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Fully Booked Service Business  
Trading Time For Money

- ▶ No more capacity to serve clients
- ▶ Hit a revenue ceiling
- ▶ Raise prices?
- ▶ Can't clone yourself
- ▶ Don't want to hire staff
- ▶ Waste time repeating yourself over & over?

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- Move some of your repetitive work into an online course?
- Free-up time for higher value work & clients
- Provide different ways of working with you

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Already Teaching In-person Classes & Workshops

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Already Teaching In-person Classes & Workshops

Trading Time For Money

▶ Need stability & certainty

▶ Hassle organising and travelling to venues

▶ Cancellations and hesitant bookings

▶ No more weekends or time slots

▶ Exhausting & repetitive

▶ Worried about moving online & keeping up with competitors

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Artist / Maker / Artisan / Crafter / Creative

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Artist / Maker / Artisan / Crafter / Creative

Want Additional Income

▶ Not reliant on lumpy seasonal demand

▶ Leverage your time & talent

▶ How-to's & special skills

▶ Bring kits to life with videos rather than printed instructions

▶ Encourage purchase of materials & equipment

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If can't work then can't earn money

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- A successful online course doesn't have to be limited to your business
- What about a hobby or a life skill you are asked about over & over

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What is holding you back?

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What are the barriers in your way?

- ▶ Practical AND the ones in your head!
- ▶ Not enough of an expert
- ▶ All your competitors have courses – why bother to create yours
- ▶ You tell yourself you are rubbish at tech and it's all too hard
- ▶ So many free videos on YouTube why will anyone pay
- ▶ Haven't a clue where to even start
- ▶ Don't have any time...

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The longer you delay, the longer you wait for course sales to pop into your bank account!  
And your competitors could be launching their courses.....

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The key to success is to block out time to learn the skills you need, sort out your plan and start making progress.

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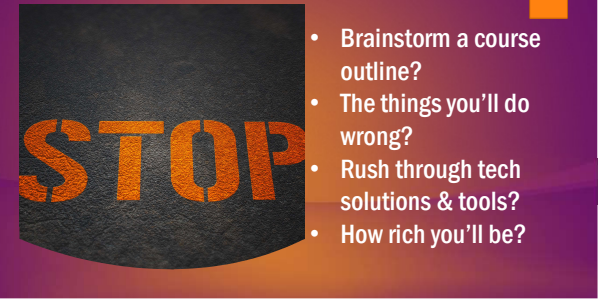
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- Brainstorm a course outline?
- The things you'll do wrong?
- Rush through tech solutions & tools?
- How rich you'll be?

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THE FIVE FOUNDATIONS OF ONLINE COURSE SUCCESS

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Your Business Model

- ▶ Very simply – your plan for making a profit!
  - ▶ Products or services you sell
  - ▶ Your target market
  - ▶ Anticipated expenses
- ▶ How will your current business model
  - ▶ SUPPORT
  - ▶ SUFFOCATE

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Your Business Model

- ▶ What changes must you make to invest your time into creating important business asset
- ▶ Diversify and grow income without making yourself ill!
- ▶ What is the least profitable / most hassle way of making money?
  - ▶ Time to ditch that?
- ▶ How much time do you need
  - ▶ To learn, build & launch
  - ▶ Ongoing student support
  - ▶ Ongoing marketing

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Your Business Model

- ▶ How will your business model IMPROVE with the addition of an online course?
  - ▶ Excellent ROI of a course
  - ▶ Up-front investment of resources & effort
  - ▶ Then ongoing marketing
  - ▶ And ongoing profit

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What Can You Free Up or Invest To Give A Strong Foundation?

TIME	
MONEY	
PEOPLE	
EQUIPMENT	
SKILLS	

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- The more you 'bootstrap' the longer it takes
- Keeping momentum going is difficult
- There's a danger you will never launch your course!

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- Lot to learn & not much cash?
- Best investment is to get ADVICE
- Avoid money traps & create solid plan to move forward from

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- Probably will need to buy or upgrade some equipment & software
- Create a good enough quality course that people are happy they bought it

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What Can You Free Up or Invest To Give A Strong Foundation?

TIME

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EQUIPMENT

SKILLS

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Do You Have A Course 'Inside' You?

- ▶ Like helping people?
- ▶ How camera confident are you?
- ▶ How confident 'putting yourself out there'?
- ▶ What are you willing or not willing to do?
- ▶ Fear of the techy stuff? Find a suitable teacher!
- ▶ Position you as an expert... OWN IT!
- ▶ DETERMINATION to make tough decisions and make this a success?

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Your course is the **SHORTCUT** to the **OUTCOME** or **RESULT** that your students desire

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Your Course Concept

- ▶ Start smaller, then repeat
- ▶ How can you help them learn faster & easier?
- ▶ Converting an in-person course?
- ▶ Beginner or advanced?
- ▶ How long over what period?
- ▶ Purely self study or guide them through
- ▶ Supporting community group?
- ▶ Always available / open & close?

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Your Course Concept

- ▶ Pricing
  - ▶ Free, Cheap, Premium
  - ▶ Higher price takes less students to become profitable
- ▶ Existing competition?
- ▶ How can you be unique?
- ▶ A stepping stone into your other business offerings?
- ▶ Extra or different way to work with you?
- ▶ A sensible way into a business pivot?

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Your Course Audience

- ▶ Get VERY CLEAR who your course is aimed at
- ▶ What audience building activities do you do?
- ▶ Need to increase your audience building to sell courses
- ▶ Email marketing is the key for selling online courses
- ▶ Ongoing course sales success is a numbers game
  - ▶ But usually don't need many to
    - ▶ Make a good start
    - ▶ Recoup your investment

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With a strong foundation, consistent action, and determination you CAN create a successful business asset with your online course

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AND THE THREE DELIGHTS?

**MORE TIME**  
You escape the time for money trap

**MORE CONTROL**  
Your efforts determine your results

**MORE MONEY**  
You build a business not a JOB



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What can you achieve and enjoy if you have More Time, More Control, More Money in your life

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- Focus on how your life can change
- Use as motivation to get started
- Use as determination to get it done

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- If you are excited about creating an online course and know you need help to do so
- I have a variety of ways to support you

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You Are The Hero... Let Me Be Your Guide!

Crafty Online Course Creation [£497 or 2 x £274] **price £750 1<sup>st</sup> May**

Start today, learn everything you need (inc. the techy stuff) to build & launch your course

Pump Up Your Plan [£99] [coming soon]

Use my proven online course creation plan. Stop wasting time. Start making progress.

Focus 60 'power hour' [£99]

Personal strategy, guidance, techy troubles, brain-storming, planning, brain-picking...

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# Questions To Ask Yourself Before Creating An Online Course

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You Are The Hero... Let Me Be Your Guide!

Other Online Courses

Teachable, Canva, Instagram, Pinterest

Course Creation Quick Start [Free]

To help you get started. Step-by-step plan & checklist & techy tools guide

My LEARNING CENTRE videos on [VIRTUALITYWORKS.COM](#)

Dive deeper into many of the topics highlighted today

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I'm Always Cheering You On!

IG: [@susan.l.weeks](#)    FB: [@susan.l.weeks](#) or [@theMissingTraining](#)    LI: [susanweeks](#)

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