

HOW TO CREATE AND LAUNCH YOUR ONLINE COURSE.

A guide by Maria Chandler



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HEY, I'M MARIA

I help content creators generate passive income
and build a successful career online by creating
and selling an online course.

Even if you are starting from scratch!

Wanna learn the steps to get your started?

LET'S DO IT!





FIND YOUR NICHE

Your niche should be based on your experience, your passion, and what your target market needs or wants to learn from you. That said, let's explore these three things.

1

Make a list of things you have experience with (doesn't need to be work-related!) and another list of things you are passionate about.

Consider: *What do people go to you for advice? What do you enjoy learning about or doing in your free time?**

2

Circle the things that appear on both lists (experience + passion), this will give you a general idea of your niche. Choose one or two of the circled options to conduct market research on.

3

Ask people in your audience (social media followers, email subscribers...) one - or two - of these questions:

- What's the main struggle you face when it comes to...[YOUR NICHE]?
- What's something related to [YOUR NICHE] that you want to learn about?
- What is keeping you stuck when it comes to...[YOUR NICHE]?

4

If your audience is small, conduct your market research through other platforms such as: FB Groups, Reddit, Quora, Amazon Books... find where your target audience is hanging out!

Pay attention: *What are they complaining about? What topics come up often? What are common questions, fears, or struggles?*



Step 2.

DEFINE YOUR COURSE OFFER

You know your niche and your target needs. Now is the time to narrow down your options and decide what exact transformation your course will offer.

- ➔ Make a list of the main problems or pain points that your market is facing when it comes to your niche. Do you have experience solving any of these problems for yourself or for others? Choose one of them to create your course about!
- ➔ How would your student life change if they took an online course where you teach them to solve this problem or learn the skill necessary to do so.
 - Describe their life before your course (Point A).
 - Describe their life after your course (Point B).
- ➔ What goals do your students need to achieve to go from point A to point B. That is, to complete your course successfully?

OUTLINE & CREATE YOUR COURSE

When creating your course, always put yourself in your student's shoes... are you giving them all the tools and information necessary?

Step 3.

YOUR COURSE MODULES

These will be the main steps your students need to take or learn to go from their life before your course... to their life after your course.

YOUR COURSE LESSONS

These are smaller tasks your students need to complete or pieces of knowledge they need to learn to go from one main step to the next. In other words, to move from one module to another.

ADDITIONAL RESOURCES OR BONUSES

Information or resources that don't quite fit inside any of your modules, but are very practical and eye-catching for your students.

COURSE CREATOR ROUTINE

Schedule and batch similar tasks in one day to maximize your efforts. For example, one week for preparing content and resources inside a whole module, and the next week to record it.





GROW YOUR AUDIENCE

Create content that attracts your target market and grows both your email list and social media followers as you build your course.



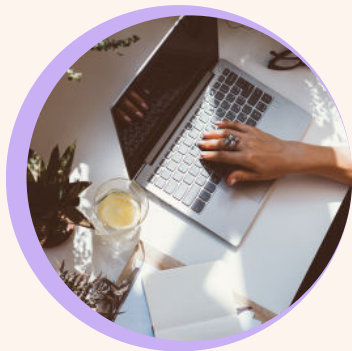
CHOOSE YOUR CONTENT PILLARS BASED ON:

- The content your audience wants to see → What do they like? What keeps them hooked to your content? What entertains and inspires them?
- Your expertise → Offer value and position yourself as an expert in your industry.



PRIORITIZE YOUR EMAIL LIST GROWTH.

Create a blog, a freebie or low-ticket products to help grow your email list: mini-course, challenge, webinar, live class, giveaway, etc.



FIND A ROUTINE THAT WORKS FOR YOU.

Develop a creator routine that allows you to batch your content and repurpose your long-form and short-form content.



PRE-SELL YOUR COURSE, OR DON'T!

Pre-selling is trendy, but it doesn't work for everyone. It requires an audience that is already warm and ready to buy from you, as well as the ability to create and deliver your course to your beta students at a fast pace, which can be stressful.

Let's look at both processes!

PRESELLING YOUR COURSE.

- ✓ Create a high-converting webinar and pitch your course at a special BETA price.
- ✓ Build your course as you deliver it live to your BETA students.
- ✓ Do your big public launch once the course is finished and you gather testimonials from your BETA students.

CREATING AND THEN SELLING YOUR COURSE.

- ✓ Finish building your course as you warm up your audience for your course launch.
- ✓ Create a webinar funnel to attract leads during your launch. Lead a successful and stress-free launch.
- ✓ Focus on taking care of your students once enrollment is closed.



YOUR DREAM LIFE IS CALLING

As you can see, there's a lot of work that goes into creating an online course.

It's not just picking a topic and building a course, but also marketing and selling it.

And is all this hard work worth it?? Yes it is!!

The buzz around online courses is there for a reason.

You might be thinking, "Maria, there is no way I can get all of that done". Let me introduce you to:

The *evolving* course creator

Inside my program, the Evolving Course Creator, you get all the tools to create your online course, launch it, and sell it like a true marketing pro.

I am talking about worksheets for every lesson, tech tutorials, email templates, social media strategy, sales copy templates, checklists.... and Slack support from yours truly 😊

The ECC will be open for enrollment soon!

Stay tuned!!



Thank You!

What did you think of this freebie?
What else do you wanna know about
online courses?

I would love to hear from you!!

Come say hi on Instagram at
[@evolvingcreators](https://www.instagram.com/evolvingcreators) or email me at
maria@evolvingcreators.com.

Can't wait to hear from you,

Maria.



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