

Creating An Online Course

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Introduction

- ▶ The rise in technology has changed the way many of us learn. Online courses are an excellent resource for working professionals, as they allow us to learn from the comfort of our homes or work environments. As fitness professionals, to expand our reach to both clients and colleagues with busy, demanding schedules, creating an online course may be the answer! Learn how to organize content, create examinations, and which learning management system to use to deliver your course. Strategically marketing and pricing your online course will also be discussed.

Learning Objectives

1

Understand the history of online learning (e-learning) and how to best incorporate in your business.

2

Create an online course or program based on your experience and knowledge.

3

Develop pricing and marketing strategies to best sell course and or program.

Introduction

History of E-Learning

- ▶ The word 'e-learning' was coined in 1998
- ▶ The e-learning market is now 22 years old.



Introduction

Trends in E-Learning

- ▶ E-learning for companies grew by a stunning 900% between 2001 and 2017.
- ▶ In 2017, approximately 77% of US corporations used online learning, but 98% planned to incorporate it in their program by 2020.



Introduction

E-Learning Revenue

- ▶ The self-paced online learning market in the US is estimated to be worth \$15.86 billion in 2021.
- ▶ The worldwide e-learning market is projected to be worth \$325 Billion in 2025.



Introduction

Benefits of E-Learning

- ▶ When asked, 60% of Internet users reported that online courses are preferable to fit their lifestyle and schedules
- ▶ E-learning increases retention rates by 25% to 60%



Steps

- What Is Your Unique Value Proposition
- Determine Your Audience
- What Are You Teaching?
- Organize Your Content
- Choose Your Learning Management System
- Determine Price
- Marketing Your Course
- Selling Your Course

1. Unique Value Proposition

As a clear statement that describes the benefit of your offer, how you solve your customer's needs and what distinguishes you from the competition.

The unique selling proposition or unique selling point is a marketing strategy of making a unique propositions to customers that convinced them to switch brands. It was used in successful advertising campaigns of the early 1940s.

1. Unique Value Proposition

Prominent Placement on Your Landing Page and All Marketing Material

1. Relevancy
2. Quantified value
3. Delivery specific benefits
4. Differentiation

1. Unique Value Proposition

Mistakes

1. Solving low value problems
2. Appealing to charity, not self-interest
3. Confusing supporters with customers
4. Assuming customers are sophisticated buyers
5. Inventing customers to suit products
6. Clogging the canvas with "nice to haves"
7. Designing something "as good" as the competition
8. Solving problems for beneficiaries, not customers
9. Locking in your customer profile too early

2. Audience

One of the common mistakes we see online entrepreneurs make is they don't know who they're selling to. It's hard to cater a product to your audience when you don't even know who your audience is.

2. Audience

What group do you understand better than anyone else?

What do you care most deeply about?

Is there a specific community that could truly benefit from your knowledge? A group that you're part of that you deeply understand?

2. Audience

RESEARCH

Google the terms that best describes your online course.

What sites pop up?

What are the similarities that you're seeing?

Is there a certain group of people interested in your topic?

2. Audience

Analysis

Is your audience mostly located in a specific country?

What language does your audience speak?

Are they mostly male, female, or evenly represented?

What's the level of education?

What age range are most of them?

Are there any other identifying characteristic or similarities in the group?

2. Audience

CREATE MINI COURSE

Free in exchange for email address

3. What Are You Teaching?

- ▶ What Are You Teaching?
- ▶ What Are They Learning?

3. What Are You Teaching?

- ▶ Consider the lessons we learn without being fully aware they are taking place.

3. What Are You Teaching?

- ▶ Student engagement and active learning can lead to increased understanding and retention of the content.

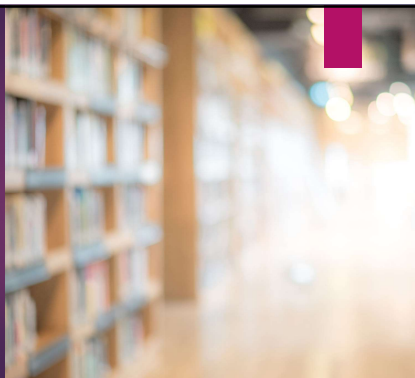
4. Organize Your Content

Put Pen To Paper



4. Organize Your Content

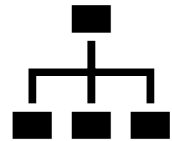
References



4. Organize Your Content

Create Hierarchy

- ▶ Course
- ▶ Modules
- ▶ Lesson
- ▶ Topic
- ▶ Exams



5. Learning Management System

A learning management system is a software application for the administration, documentation, tracking, reporting, automation and delivery of educational courses, training programs, or learning and development programs. The learning management system concept emerged directly from e-Learning.

5. Learning Management System

| Features | |
|----------|--------------------------------|
| | Course Creation |
| | Skills/Certification Tracking |
| | Mobile Learning |
| | Asynchronous Learning |
| | Gamification |
| | Video Conferencing |
| | Social Learning/Message Boards |
| | E-commerce and Subscriptions |

5. Learning Management System

Examples

Learndash
Teachable
Docebo
Mindflash
Moodle

6. Determine Price

1. Price for Full Program
2. Price per individual module*
3. Subscription

6. Determine Price

Price for Full Program

Lowest Price

6. Determine Price

Price per individual module

Highest Price

6. Determine Price

Subscription

Mid-range

7. Marketing Your Course

Your strategy for marketing is almost as important as your course itself. If you make it an afterthought than you won't be selling much of anything

Build Awareness

7. Marketing Your Course

Offer Resources and FREE Content

Increase Client Communications

Offer Virtual Experiences

Explore New Partnerships

Pivot When Needed



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