

A background image showing a white laptop on a white desk. In the foreground, there is a pink notebook with a floral pattern of red and pink flowers and leaves. A silver pen lies on the desk next to the notebook. A large pink rectangular box is overlaid on the center of the image, containing the title and subtitle text.

COURSE CREATION CHECKLIST

Your Step-by-Step Guide to Crafting
Your First Online Course

Hello!

I am Jackie, founder of JVB Connect.

I'm a Tech and Automation Specialist for professional service-based businesses, especially those looking to build and diversify their income by embracing their online potential.

I lead a small team of superstars who love creating ease and high-impact customer experiences through tech, and I love every single second!

My mission is to help professionals like you build a bright future by leveraging your skills in the online space to make the impact you came here to make.

What is the best way to leverage your skills without trading more of your time? Well, it is creating your first online course.



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Why Should You Create Your Own Online Course?

I have been working with profit focused business owners for 5 years ensuring their online courses are a huge success.

Creating your very own online course leveraging your existing skills enables you to share your expertise with a global audience.

There is huge potential in generating a separate income stream with your online courses while establishing thought leadership and authority in your industry. It offers flexibility, scalability, and the opportunity to make a positive impact on others' lives through continuous learning and helping them acquire new skills.



No idea where to start? I can help!

This is my comprehensive course creation checklist to help you organise your thoughts and plan the best online course for your audience. This will guide you through all six steps of creating your online course from idea to the execution to the marketing of your new course.

Are you ready? Let's get started.



Step 1: Pre-course Creation

Course Objectives

- Clearly outline the learning outcomes and goals you want your students to achieve by the end of the course.

Identify Target Audience

- Understand who your course is aimed at (beginners, intermediate, advanced learners) and what their needs and preferences are.

Conduct Market Research

- Analyse existing courses in your niche.
- Identify gaps or areas where you can offer unique value.

Choose the Course Topic

- Select a topic that aligns with your expertise and market demand.

Develop Your Course Outline

- Create a detailed outline of course modules, lessons, and topics to be covered.

Gather Resources

- Collect relevant materials, references, and tools necessary for creating content.

Decide on Course Format

- Determine whether your course will be text-based, video-based, interactive, or a combination of formats.



Set Course Duration

- Decide on the length of the course and the frequency of lessons (weekly, bi-weekly, etc.).

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Step 2: Content Creation

Create Course Content

- Develop engaging and informative content for each module/lesson.

Design Learning Activities

- Include quizzes, assignments, projects, or discussions to reinforce learning.

Develop Supplementary Materials

- Prepare handouts, cheat sheets, or additional resources to aid learning.

Storyboard Videos

- Plan the flow and content of video lessons before production.

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Step 3: Production

Record Videos

- Set up recording equipment and produce high-quality video content.

Edit and Enhance Content

- Review and edit course materials for clarity, accuracy, and engagement.

Create Visuals and Graphics

- Design slides, infographics, or illustrations to supplement content.

Optimise for Accessibility

- Ensure content is accessible to learners with disabilities (e.g., closed captions for videos, alt text for images).

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Step 4: Legal and Administrative

Copyright and Intellectual Property

- Ensure you have proper rights to all content and materials used in the course.

Terms and Conditions

- Draft terms of service and policies for students regarding course access, refunds, and code of conduct.

Legal Compliance

- Ensure your course complies with relevant laws and regulations, such as data protection and consumer rights.

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Step 5: Platform Setup

Choose Course Delivery Platform

- Select a suitable platform (e.g., Kajabi, LearnDash, Membervault, Thinkific) for hosting your course.

Set Up Course Structure

- Organise modules, lessons, and resources within the chosen platform.

Configure Payment and Pricing

- Determine course pricing, discounts, and payment methods.

Test Platform Functionality

- Ensure all features such as enrolment, content delivery, and support mechanisms work smoothly.

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Step 6: Post-Course Creation

Promote Your Course

- Develop a marketing strategy to attract students (email marketing, social media, collaborations).

Engage with Your Students

- Foster a supportive learning community through discussions, Q&A sessions, or live webinars.

Collect Feedback From Your Students

- Gather feedback from students to identify areas for improvement and future course ideas.

Update and Iterate

- Regularly update course content based on feedback and industry developments.

Monitor Course Performance

- Track enrollment, completion rates, and student satisfaction metrics to evaluate the course's success.

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Over To You!

It's Your Turn To Create Your First Online Course.

Good Luck!

If all this information is just too much, please book a call with me.

My team and I would love to support you on your journey to online success.

[Click Here To
Book A Call](#)



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