*A Course Maker's*

# FAST & SIMPLE COURSE WORKBOOK

EKit Hub

*EKit Hub*

# A Course Maker's Course Creation Workbook:
## Create a High Impact Fast & Simple Course

Creating a course needn't be complicated. In fact, when you keep it simple it's easier for you to get your course ready to publish…and for your customers to apply what you learn and get results quickly. It's a win-win for both of you.

This workbook walks you through the steps to create a course, using a simplified approach that helps you beat procrastination and get your product DONE…instead of taking months or years to finally release it.

## This Goal of This Course Maker's Workbook

This workbook's goal is to walk you through the process of:

- Deciding your course topic and title
- Identifying the target audience for this course
- Creating a course outline for an effective learning opportunity
- Putting together your course slide show presentation
- Creating supplementary materials like a course workbook and journal

To help you further, we recommend picking up one of our [Course Creation Template Packs](#), so you can easily apply what you plan in this workbook. Each template pack includes a slide show template, workbook template and journal template. Plus, it provides even more insight into creating your fast and simple course.

In addition, if you'd like to dive deep into the art of course creation with step-by-step help to research your course, put your course together, grow your audience AND put your course up for sale, be sure to join us for the complete [Fast & Simple Course Creation program](#). It's an in-depth look into creating your course…and even getting PAID before you create it.

## Editing and/or Sharing This Workbook With Your Customers
### Delete This Section if You Plan to Customize and Share

Great news! If you purchased this workbook directly from [ShopEKits.com](#), you have the ability to edit and customize the work for your own needs. You are also free to customize it and share it with your own customers, as long as you do not give them editing or redistribution rights.

Before you begin repurposing the workbook to share, please read the [PLR terms of use here](#). With that out of the way, let's dig into helping you create an awesome fast & simple course,

# Part 1: Brainstorming Your Course Idea

Before you do anything, it's important to do your research and come up with a very defined course topic delivered to a well-defined audience.

To get you started with research, we recommend the following tutorials:

- [How to Find Course Ideas on Udemy](#)
- [How to Find Course Ideas on Amazon](#)
- [How to Use ChatGPT as a Product Research Tool](#)
- [Find Digital Product Ideas with the Everbee Chrome Extension](#)

Overall, you are looking to solve a very specific problem to a specific audience, so it's much easier to create a quick and easy course solution. With that in mind, let's do some brainstorming.

1. **What specific problem do you want to solve with your course?** Find an urgent problem people need a solution to or a goal they want to reach. If it's a complex program or a bigger goal, you may want to break it down into something simpler and release more parts to your course later. That way, you can start practicing and improving your course creation process quickly, instead of spending months or years developing a complex course.

_____

_____

_____

_____

_____

2. **Who is the audience you want to help?** The more specific you get, the easier it is to get your target audience to say YES to your course offer. For example, if you are creating a course on "goal setting" it's very generic and doesn't speak strongly to someone who wants to set a specific goal, but if you target your course to setting a specific goal (ex. weight loss) and even a specific audience (ex. postpartum moms), your audience will feel you have something unique to offer them and are more likely to sign up.

_____

_____

_____

_____

_____

3. **How does your course relate to the key life desires?** When it comes to selling information-based products, people are more willing to PAY for products when they help them with growing their money, improving their health, elevating their status and/or improve their relationships. To understand this concept better, make sure to listen to this explanation. This will help you create the right type of course for your audience. It doesn't mean you have to create courses on those topics, but if your subject relates to those desires, it will sell better.

_____

_____

_____

_____

_____

4. **What title ideas do you have for your course**? A simple and straight to the point title, with an explanatory sub-title that touches on the key life desires works well. Ex. *"Post-Partum Weight Loss: Remove the Guilt to Get Healthy and Fabulous Again"*

_____

_____

_____

_____

_____

# Part 2: Create Your Course Outline for Your Presentation

Once you have your course idea, have defined your audience and have a working title, it's time to create your course outline. This outline will help you put your presentation together. And remember, our Course Creation Template Packs include the slide show templates to make it super easy to put it together.

We also recommend this tutorial on The Psychology of an Awesome Slide Show as it will help you answer the following questions in more depth and prepare you to create your presentation.

1. **Why did you choose our topic?** This is a good thing to explore as it will help you create an introduction to your presentation. You'll start by reminding them what the course is all about and when you share why you decided to create it. Being clear about this will help your audience feel like there in the right place and ready to learn from you.

_____

_____

_____

_____

_____

2. **How will you introduce yourself?** To further develop connection and the focus of your audience, it's important to introduce yourself. Include a photo (also appear on video where possible as well) and share something that shows your personality. But more importantly, share something about yourself that lets the audience know WHY they should be learning from you. You don't need to degrees or professional titles to teach a topic...you just need some type of experience or knowledge that makes you unique.

_____

_____

_____

_____

_____

3. **Make a list of what you'll cover in your course.** Giving your students and overview of what you'll cover provides a comfortable framework for them to participate and understand what's going to happen. To keep it simple, we recommend about 4 sub-topics, so you can deliver a simple presentation in about one hour. Just make a list of sub-topics here. We'll flesh that out in question 5.

_____

_____

_____

_____

_____

_____

_____

4. **What are the expected outcomes?** This is very important as it crystalizes exactly why they are there. When you're done, they'll be able to solve a problem or learn a new skills. This will keep them more focused and in the right mindset of accomplishing what you are teaching, which is a win win for both of you.

_____

_____

_____

_____

_____

5. **What are the main points of each sub-topic you included in question 3?** What will you teach in each section of your presentation?

**Main Points of Sub-Topic 1:**

_____

_____

_____

_____

_____

_____

_____

_____

**Main Points of Sub-Topic 2:**

_____

_____

_____

_____

_____

_____

_____

_____

**Main Points of Sub-Topic 3:**

_____

_____

_____

_____

_____

_____

_____

**Main Points of Sub-Topic 4:**

_____

_____

_____

_____

_____

_____

_____

6. **Homework and Action Steps**. Always tell your student's what to do next, so they take action on what they learn. Tell them what to do next (do the homework, use their supplementary workbook and other printables, sign up for another program, etc.). Because again, the more they take action and get results, the more likely they are to come back for more and tell others about you.

_____

_____

_____

_____

_____

7. **Create Your Slides Checklist:** Now that you've planned your presentation, you can create your slide show. And remember, our [Course Creation Template Packs](#) include the slide show templates to make it super easy to put it together, based on this checklist.

- o **Slide Show Title Page**, featuring the high impact title you've chosen for your course

- o **Topic Introduction,** highlighting why you're presenting the topic today.

- o **Introduce Yourself,** make it personal, connect with the audience and establish your credibility.

- o **Topics to be Covered,** a brief list of sub-topics of your presentation, so they know what to expect.

- o **Expected Outcomes**, so your audience knows what to expect and they are more likely to pay attention.

- o **Supplementary Downloads**, a simple slide telling where to download their workbook or other supplementary printables you've created.

- o **Course Material,** deliver your presentation, divided into the sub-topics, creating appropriate slides for each point.

- o **Class Recap**, to remind them what they just learned and to encourage them to take action.

- o **Homework and Action Steps**, to tell them how to take action and get the results you promised.

- o **Q&A and Wrap Up**, to make sure your customers are ready to take action and get results…so they'll come back for more and tell their friends about you.

_____

_____

_____

_____

_____

_____

_____

_____

# Part 3: Create Your Supplementary Course Printables

We always recommend providing action-oriented printables whenever you deliver a course to your audience. These can be things like worksheets, checklists, full workbooks, templates, journals and more.

As noted, our Course Creation Template Packs include templates for your slide show, workbook and journal, making it easier for you to implement what you brainstorm here in your course creation workbook.

**A couple tutorials you'll find helpful:**

- o   How to Make a Workbook for Your Online Course
- o   How to Create Journal Prompts to Support Your Course


1. **What checklists will you include?** Using the main points you identified in Part 2, Exercise #5 in this workbook, make a list of checklists could you create and include in a course workbook.

_____

_____

_____

_____

_____

_____

_____


2. **What worksheets can you include?** Where would your customers benefit from brainstorming and self-reflection in order to take action on what they've learned? Make a list of worksheets you want to include in your course workbook.

_____

_____

_____

_____

_____

_____

_____

3**. What deeper questions will you ask your customers to consider?** These will make great journal prompts that will help your customers create a mindset shift of the problem and perhaps take them to the next level in achieving their goals.

_____

_____

_____

_____

_____

_____

_____

_____

4. **What templates would be useful for your customers?** It could be fill-in-the-blanks items, tracking sheets, patterns or whatever is useful for your course topic.

_____

_____

_____

_____

_____

_____

_____

_____

_____

Overall, your supplementary printables should be meaningful and helpful tools to help your customers achieve greater results from what you taught them. There is no need for fluff. Help them solve their problems and achieve their goals, so they'll keep coming back for more and will tell their friends all about you!