



ROADMAP

CREATING ONLINE COURSES MADE EASY



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INTRODUCTION

Creating online courses is about more than just making money—creating value, reaching out to those eager to learn, and enriching their lives with your unique insights and experience.

As an online course creator, you have the power to spark change, fuel growth, and impact lives globally from the comfort of your own home. No classrooms, no boundaries, no limits on how many people you can reach and inspire.

The potential earnings from online courses can be staggering. According to recent studies, the global eLearning market is predicted to exceed \$375 billion by 2026.



Every day, people are willing to invest in learning new skills, advancing their careers, or exploring new hobbies.

They're buying courses on everything from coding to cooking, marketing to mindfulness, business strategy to bass guitar—and they could be buying yours!

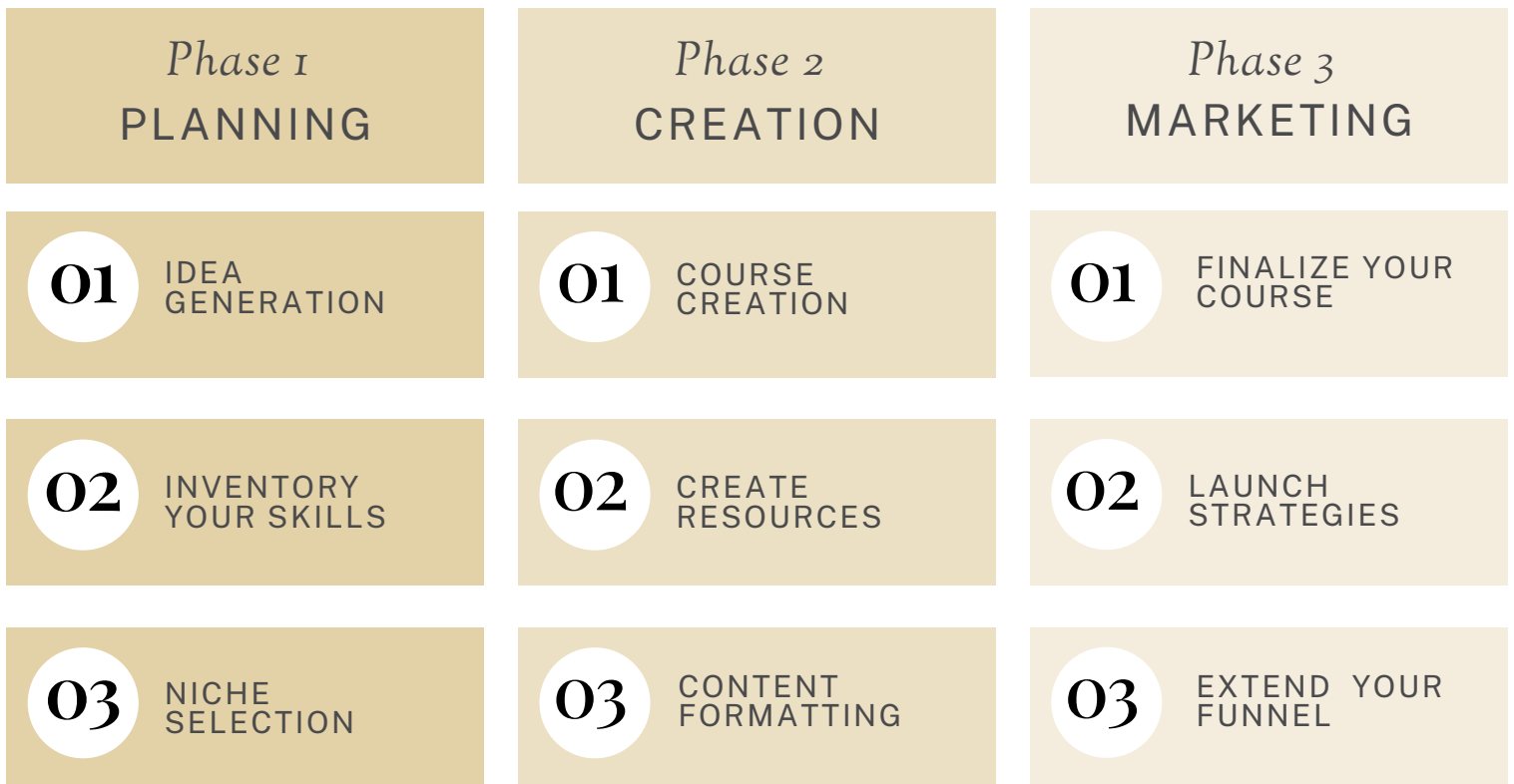
In this guide, we'll cover every aspect of the online course creation journey.

From identifying your unique selling proposition, designing a compelling and comprehensive course, mastering the technicalities of online platforms, marketing your course to the right audience, and scaling your business to reach its fullest potential.

THE 3-PHASE FRAMEWORK

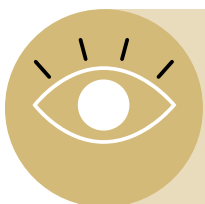
Creating an online course involves careful planning, niche selection and qualification, content creation and marketing.

This roadmap breaks down each segment into **3 phases**, as shown below. Having a clear outline and a solid framework in place before you set out to create your course will not only save you time, but will help you create the best course possible.



While there may be other steps involved during your journey toward creating a high-quality course for your target audience, these are the most important tasks.

We'll cover every step in all three phases throughout this roadmap.



*By following these three phases—**idea generation** and **niche selection**, **content creation**, and course launch and marketing strategies—you'll be well on your way to creating a successful online course.*

1

CHOOSING A NICHE

Welcome to the first phase of your online course creation journey - **Idea Generation.**

This is the phase where you explore your passions, tap into your expertise, and brainstorm potential course topics.

A well-chosen course idea not only ensures enthusiasm during the course creation process but also results in a final product that is authentic and, hence, highly attractive to learners.

Understanding the concepts of "course idea" and "niche" is crucial. Your course idea is the central theme or subject matter that you'll teach. The niche, on the other hand, is the specific segment of the market that your course targets.

Step 1: Discover Your Unique Course Idea

Your course should reflect your passion and expertise. When choosing your course idea, ask yourself:

- What topics am I passionate about?
- What subjects do I have significant knowledge or experience in?
- Can I offer unique insights that others might not have?

The intersection of your passion and expertise is where your best course idea will lie. Teaching something you love ensures enthusiasm, while your expertise guarantees depth and value.

USE THE BRAINSTORMING WORKSHEETS AT THE END OF THIS LESSON TO INVENTORY YOUR KNOWLEDGE AND SKILLS SO YOU CAN CHOOSE THE BEST POSSIBLE NICHE FOR YOUR ONLINE COURSE.



PHASE ONE

Reflect on Passions and Expertise

The most successful courses are usually those created by individuals who are deeply passionate and knowledgeable about the subject.

Start by creating a list of areas you are both passionate about and have substantial expertise in. Don't limit yourself at this stage - jot down everything that comes to mind.

IDENTIFY YOUR UNIQUE INSIGHTS

Every person's journey through life and learning is unique. That means you likely have distinctive insights or unique ways of teaching certain concepts.

Reflect on these - what unique value can you bring to your students?



CHOOSE A NICHE THAT IS BOTH EVERGREEN AND EVER-GROWING.



BASE YOUR NICHE SELECTION ON A COMBINATION OF YOUR PERSONAL INTERESTS AND MARKET VIABILITY.

BRAINSTORM POTENTIAL COURSE TOPICS

Now that you have a list of passions, areas of expertise, and unique insights, it's time to brainstorm potential course topics.

Combine your passion and expertise with your unique insights to come up with course ideas.

Take a critical look at the course topics you've brainstormed.

Do you have enough content to create a comprehensive course on the topic?

Is it a topic you can see yourself being excited about for the duration of the course creation process and beyond?

The answer should be a resounding 'yes'.

RESEARCH EXISTING COURSES

A great way to understand the demand for your potential course topics is to research existing courses in those areas.

Visit online course platforms and see how many courses are available on the topic, how many students they have, and what students are saying in their reviews.

This can provide valuable insights into the potential success of your course.

BRAINSTORMING

PASSIONS & INTERESTS

- What subjects are you passionate about?
- What topics do you naturally gravitate toward in your free time?
- What are your hobbies?

HARD SKILLS

- What specific, teachable abilities do you have that can be measured?
- What training or certifications do you have in these areas?

Hint: You do not need to be an expert. You just need to have at least a 10% edge.

KNOWLEDGE AREAS

- What are your areas of formal education?
- What subjects have you gained extensive knowledge in through self-learning or professional experience?
- Are there topics that you are considered an expert or go-to person for among friends, family, or colleagues?

TEACHING ABILITIES

- Have you had experience teaching or explaining concepts to others?
- What feedback have you received about your teaching or presentation skills?
- What unique methods do you use to explain complex ideas?

UNIQUE EXPERIENCES

- What unique experiences do you have in your personal or professional life that relate to your skills and knowledge?
- How have these experiences shaped your expertise?
- Are there lessons learned from these experiences that others would find valuable?

MARKET RESEARCH

- Are there existing courses in your potential topic areas? If so, how could your course offer something different?
- What demand exists for these topics? Are people asking questions or expressing interest in learning more about them in online forums or social media?
- Are these topics trending or growing in popularity? If so, why?

NEXT STEPS

NOTES

TAKE ACTION

- Inventory your skills, passions and interests.
- Choose the most profitable niche based on your evaluation.
- Create a summary or detailed outline of your course.
- Finalize content and add any necessary tools or resources.
- Price your course competitively.
- Set a completion date and stick to it! Better to be market-ready, then market-perfect.

The idea generation phase may seem daunting, but it's also an exciting opportunity to explore your passions and how you can share them with the world.

Take your time, trust your intuition, and remember - the **most successful** online courses are those that provide value while also reflecting the instructor's genuine passion and expertise.

2

QUALIFYING A NICHE

Having brainstormed potential course topics and inventoried your skills and knowledge, you're now at a crucial juncture in your course creation journey - qualifying your niche.

This section will guide you in evaluating your chosen topic's demand, understanding the competition, identifying any gaps in the market, and validating your niche.



STEP 1: MARKET DEMAND ANALYSIS

Begin by assessing the demand for your chosen course topic.

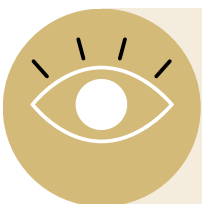
Look for trends, discussion forums, and popular content in your chosen niche. Investigate whether people are looking to learn more about this topic or facing problems that your course could solve.



STEP 2: COMPETITION ANALYSIS

Next, explore the competition in your chosen niche. Review existing courses on popular online learning platforms, and analyze their content, pricing, reviews, and student numbers.

Also, take a close look at their summaries and lesson plans. Take note of everything you find. It may prove useful when it comes time to create your own course overview.



Look for what the **competition** does well and where they lack - these could be **potential opportunities** for your course!



STEP 3: IDENTIFY MARKET GAPS

After studying the market demand and competition, identify gaps in the market that your course could fill.

This could be a specific topic not covered, a unique teaching method, or a different audience segment. This will help you distinguish your course from others and attract students.



STEP 4: NICHE TEST

Now that you have an idea about market demand, competition, and potential gaps, it's time to test your niche.

This could involve running a small advertising campaign, creating a landing page and seeing if people sign up, or sharing your course idea on social media or with a small group of potential customers to gauge interest.



STEP 5: REFLECT & REFINE

Based on the feedback and data you gather from your niche test, reflect on whether your chosen niche is likely to be profitable and aligns with your passion and expertise.

It's okay to go back to the drawing board if your niche test doesn't deliver the results you hoped for.





1

QUALIFY YOUR NICHE

Qualifying your niche is a crucial part of creating a successful online course.

It ensures that your course aligns with market demand, stands out from the competition, fills a market gap, and has been validated.

Remember, the goal is not just to create a course but to create a course that sells.

So take the time to qualify your niche, and set yourself up for success.



2

NICHE VALIDATION TEST

If your niche test validates your course idea and you feel confident moving forward, then congratulations!

You've officially qualified your niche!

If the results weren't as promising, don't get disheartened.

You may need to refine your idea, identify a different niche, or adjust your approach.

3

COURSE OUTLINE

Having identified and qualified your niche, you're now ready to enter Phase 3 of your course creation journey - Course Outline Creation.

This is where you take your expertise and structure it into a compelling and comprehensive learning experience.



STEP 1: IDENTIFY COURSE OBJECTIVES

Begin by identifying what you want your students to achieve by the end of the course.

These learning objectives will guide your course creation process and help you ensure that your course content aligns with these goals.



STEP 2: BREAK DOWN THE OBJECTIVES

Break down each objective into specific topics that will help your students achieve this goal.

This step involves moving from the broad goal to the finer details of the knowledge you aim to impart.



STEP 3: ARRANGE TOPICS INTO MODULES

Take your specific topics and group them into broader categories or modules.

Each module should represent a distinct part of the learning journey that builds upon the previous modules and paves the way for the ones that follow.



STEP 4: DECIDE THE LESSON PLAN FOR EACH MODULE

For each module, plan out individual lessons. Each lesson should cover a particular aspect of the module's topic.

Be sure to consider the best way to convey the information for each lesson - will it be through video, audio, text, or a combination?



STEP 5: INCLUDE ASSESSEMENTS

To ensure students are comprehending the content and staying engaged, include assessments and activities throughout the course.

This could be quizzes after each module, hands-on assignments, or discussion prompts.



STEP 6: PLAN YOUR INTRO & CONCLUSION

Your course should have a compelling introduction that grabs students' attention and sets the stage for what's to come.

Similarly, a conclusion should neatly wrap up the course and remind students of what they've achieved.



STEP 7: REVIEW AND REFINE YOUR COURSE OUTLINE

Finally, review your course outline.

- Does it align with your learning objectives?
- Is there a logical flow?
- Are there any gaps in the content?

Refine your outline as needed until it forms a comprehensive, coherent structure for your course.

Creating your course outline is an exciting step in your course creation journey.

It's where your course starts to take shape, and the transformation of your expertise into a structured learning experience begins.

It might take some time to get your course outline just right, but the time invested here will make the next steps of your journey - content creation - much smoother and more effective.



4

CONTENT DEVELOPMENT

With your course outline finalized, you've laid a strong foundation. Now it's time to build on it.

Content Development is where your course starts to come alive, and your knowledge and expertise are transformed into lessons that can impact and enrich your students' lives.



STEP 1: SELECT YOUR CONTENT MEDIUM

Start by deciding on the medium for each lesson, whether it's text, video, audio, infographics, or a mix of these.

Video is a highly engaging medium that's popular in online courses, but it's also important to cater to different learning styles.



STEP 2: WRITE YOUR LESSON PLAN

For each lesson, create a script or lesson plan based on your course outline.

Ensure you're providing clear, concise, and actionable content.



Remember to tie each lesson back to the overall course objectives.



STEP 3: CREATE YOUR CONTENT

Start creating your content based on your chosen medium. This might involve writing blog posts, recording videos, or designing infographics.

If you're creating video content, invest in a good quality microphone and camera. Your production values will reflect on your brand and course quality.



STEP 4: INCORPORATE INTERACTIVE ELEMENTS

To keep your students engaged, include interactive elements such as quizzes, assignments, or discussion forums.

These can reinforce learning, keep students accountable, and create a sense of community.



STEP 5: REVIEW & EDIT YOUR CONTENT

To ensure students are comprehending the content and staying engaged, include assessments and activities throughout the course.

This could be quizzes after each module, hands-on assignments, or discussion prompts.

ACTION PLAN

The content development phase can be labor-intensive, but it's also one of the most rewarding parts of the course creation process.

As you see your course take shape, remember your 'why' - the impact you want to make, the lives you want to change, and the knowledge you want to share.

That's what will carry you through, inspire you, and help you create a course that truly matters.

TAKE ACTION

- Decide on a medium for each lesson.
- Create a lesson plan for each section of your course.
- Start creating your content, ensuring it's high-quality and aligns with your script or lesson plan.
- Add interactive elements to your lessons.
- Review your content for clarity, engagement, and any potential errors.
- Seek feedback on your content from a small group of beta testers.
- Revise your content based on the feedback.
- Finalize your content, and get ready for the next phase of your course creation journey - launching and marketing your course!



CONTENT FORMATTING

After developing your course content, you've taken a significant step forward in your journey. The next step is to focus on how your course is presented - the formatting.

While your course's content is the star of the show, formatting is the stage that allows it to shine. Good formatting enhances the learning experience, makes the content more digestible, and keeps your students engaged and motivated.



STEP 1: KEEP CONSISTENCY

Consistency is crucial in course formatting. Maintain the same structure across all your lessons or modules, with a clear introduction, body, and conclusion.

This helps students understand what to expect and aids their learning process.



STEP 2: USE HEADERS & SUB-HEADERS

Break up your content with headers and subheaders, making it easier to read and digest.

They serve as signposts that guide your students through the content and help them understand the key points.

STEP 3: UTILIZE BULLET POINTS & NUMBERED LISTS

Bullet points and numbered lists can be useful in breaking down complex information or step-by-step instructions, making your content easier to follow.

STEP 4: INCORPORATE VISUAL ELEMENTS

Choose a clear, easy-to-read font and maintain a reasonable font size throughout your course. Be mindful of color contrast between text and background, ensuring it is easy on the eyes.

STEP 5: ENSURE READABILITY

Choose a clear, easy-to-read font and maintain a reasonable font size throughout your course. Be mindful of color contrast between text and background, ensuring it is easy on the eyes.

STEP 6: TEST ON DIFFERENT DEVICES

Given that students may access your course on different devices, it's important to test your formatting on a range of screens. Ensure your content looks good and is easy to navigate on desktop, tablet, and mobile.

Proper formatting is the unsung hero of any online course.

It can mean the difference between a course that's engaging, accessible, and enjoyable, and one that's difficult to navigate and hard to understand.

By taking the time to format your content effectively, you not only enhance your students' learning experience but also increase the likelihood of them completing your course and recommending it to others.

CONTENT FORMATTING CHECKLIST

- Maintain consistency throughout your course.
- Break up your content using headers and subheaders.
- Make use of bullet points and numbered lists for clarity.
- Incorporate relevant visual elements to support your content.
- Choose a readable font, font size, and color contrast.
- Test your course on different devices.
- Revise and refine based on feedback and user experience.

NOTES

5

FINISHING TOUCHES

You're nearly there! With your content created and formatted, it's time to apply the final touches and prepare for launch.

This stage involves uploading your course to your chosen platform, setting up your course sales page, pricing your course, and setting up any automation processes to make your course run smoothly.



STEP 1: CHOOSE YOUR COURSE PLATFORM

If you haven't already, you'll need to choose the platform to host your course. This might be a dedicated online course platform, or you may choose to host it on your website.

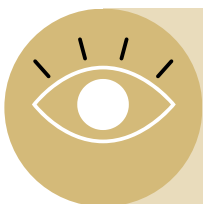
Consider the pros and cons of each and choose the one that aligns best with your needs and goals.



STEP 2: UPLOAD YOUR COURSE

Upload your course content to your chosen platform.

Ensure that all your modules, lessons, and assessments are organized according to your course outline..



Remember to proofread your content before uploading!



STEP 3: SET UP YOUR COURSE SALESPAGE

Your course sales page is crucial – it's where potential students will decide whether or not to purchase your course.

It should clearly convey the benefits of your course, who it's for, what students will learn, and include testimonials or case studies if available.



STEP 4: DETERMINE YOUR PRICING

Pricing your course can be tricky. It needs to reflect the value you're providing but also be within the reach of your target students.

Do market research, understand your audience's budget, and consider the time, effort, and resources you've put into creating your course.



STEP 5: SET UP AUTOMATION

Automation can save you a great deal of time and effort in managing your course.

Set up automatic enrolment for new students, automate your email communications, and create an onboarding sequence that welcomes new students and guides them on how to start the course.

6

TIME TO LAUNCH

You've made it. Your course is finalized and ready for the world to see! But creating your course is only part of the journey. Now comes the equally critical part - launching and marketing your course.

This chapter will guide you through advanced launch strategies to help your course gain the attention it deserves and attract the students who need it most.



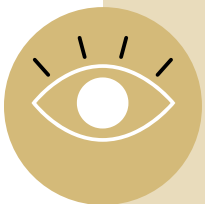
STEP 1: BUILD ANTICIPATION

Start marketing your course before it's even available.

Tease your audience with snippets of your course content, behind-the-scenes glimpses of course creation, and the benefits they can expect from enrolling in your course.

This builds anticipation and makes your audience eager to enroll when your course is finally launched.

Consider doing a pre-launch to a small segment of your audience or your email list.



This not only creates a sense of exclusivity but also allows you to gather feedback and make any necessary adjustments before your official launch.

In addition, consider offering a special price for your course during the launch period. This creates urgency and encourages people to sign up.



STEP 2: USE WEBINARS OR LIVE STREAMS

Webinars or live streams can be a powerful tool in your launch strategy.

They allow you to interact directly with your potential students, answer their questions, address their objections, and demonstrate the value of your course.



STEP 3: LEVERAGE SOCIAL PROOF

Gather testimonials from your beta students or from the students who enrolled during your pre-launch.

Share these on your course sales page, in your emails, and on social media.

Social proof is a powerful motivator and can help convince potential students that your course is worth investing in.



STEP 4: PARTNER WITH INFLUENCERS

Partnering with influencers in your niche or setting up an affiliate program can help you reach a wider audience.

Influencers can promote your course to their followers, while affiliates get a commission for every student they refer to your course.

COURSE LAUNCH CHECKLIST

- Start marketing your course before it's live to build anticipation.
- Consider a pre-launch to a limited audience.
- Plan a webinar or live stream to connect with potential students.
- Gather and share testimonials for social proof.
- Implement a launch pricing strategy.
- Explore partnerships with influencers or setting up an affiliate program.
- Continuously monitor your launch progress, engage with your audience, and be ready to make adjustments as necessary.

NOTES

FINAL THOUGHTS

Launching your course can be both exhilarating and nerve-wracking.

With the right launch strategies, you can ensure your course reaches the right people and makes the impact you've envisioned.

Remember, a launch is not a one-time event. It's a process, a journey, and with each step, you learn more about your audience, your course, and how to present your knowledge in a way that truly resonates.

Stay flexible, stay connected, and enjoy the journey!

THINGS TO REMEMBER

Niche Selection: Choosing a niche for your online course should be a blend of your passion, expertise, and market demand. Your niche will serve as the guiding light for your course, dictating its content, audience, and potential profitability.

Inventorying Skills and Knowledge: A deep dive into your skills and knowledge provides you with the resources you'll need to create an impactful course. You have unique experiences and knowledge that others will find valuable.

Qualifying Your Niche: Before fully committing to your course idea, ensure there is a viable market for it. Conducting market research and competitor analysis helps validate your idea and set the stage for successful course creation.

Thank-you!

I hope you enjoyed this Roadmap, **Creating Online Courses Made Easy**. If you have any questions, please don't hesitate to reach out using the contact information below.

I wish you the absolute best on your future endeavors!

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