

COURSE CREATION BLUEPRINT





INTRODUCTION

Putting together a course, especially for the first time, can be a challenge for anyone. I've put together this blueprint to help make the process easier.

Sharon Hayes



COURSE BASICS

Each course should have a unique name, a single primary outcome, and multiple milestones that need to be accomplished in order to reach the primary outcome.

COURSE NAME	
Primary Outcome	
Milestone #1	
Milestone #2	
Milestone #3	
Milestone #4	
Milestone #5	
Milestone #6	
Milestone #7	
Milestone #8	
Milestone #9	
Milestone #10	
Milestone #11	
Milestone #12	

ONBOARDING

To get your course off to a good start, it's important that you make sure participants have all of the information they need to have when they get started.

ONBOARDING ITEM	WHO?	DELIVERED HOW?	SET-UP?
Members Area Login			
Community Access Information			
Program Release Dates			
Calendar for Scheduled Events			
Access Info for Live Calls/Webinars			
Where To Go For Help			
Contact info (billing, program, technical)			
Orientation or Check-in Call			
Contracts/Agreements			
Physical Materials or Products			
Course Policies			

INTRODUCTION

Aside from onboarding activities, to create an optimal experience for participants and high engagement from the start, there are several elements you'll want to cover during the Introduction Phase.

INTRODUCTION: ENGAGEMENT

OBJECTIVE	WHO?	WHAT?	DELIVERED HOW?	SET-UP?
Welcome to Community				
Check-in Calls				
Orientation Calls				
Live Group Call Or Webinar				
Bonus Content for Engagement				

INTRODUCTION: BRAINSTORMING

You'll want to have 1-3 items to address any knowledge gaps participants may have and 1-3 items that will cover any recurring concepts within your course.

OBJECTIVE	WHO?	WHAT?	DELIVERED HOW?	SET-UP?
Knowledge Gap #1				
Knowledge Gap #2				
Knowledge Gap #3				
Recurring Concept #1				
Recurring Concept #2				
Recurring Concept #3				

INTRODUCTION: PREP WORK

PREP WORK	WHO?	WHAT?	DELIVERED HOW?	SET-UP?
Intake Documents				
Questionnaires				
Quick Start Tips				
Reflection Exercises				
Supplemental Materials #1				
Supplemental Materials #2				
Supplemental Tools #1				
Supplemental Tools #2				

CONCLUSION

Once your core course has been completed, there are certain things you'll want to do to ensure participants go out into the world feeling empowered.

CONCLUSION	WHO?	WHAT?	DELIVERED HOW?	SET-UP?
How to Get Ongoing Results				
Integrate with Lives				
Super-engagers and Feeling of Loss				
Those Who Have Gotten Behind on Course				
What's Next for People Who Want to Continue Working With You				
Can They Get Access to Next Group				

OFFBOARDING

As each group concludes, there are certain tasks you'll need to handle

OFFBOARDING ITEM	WHO?	WHAT?	DELIVERED HOW?	SET-UP?
Testimonial Gathering				
Exit Survey				
Debriefing Call				
Remove from Community				
Adjust Mailing List				
Access to Program Content				

STEP/MODULE#____

Please make as many copies of this page as you have steps or modules within your course.

Name of Step/Module	
Primary Outcome	
Sub-outcome #1	
Sub-outcome #2	
Sub-outcome #3	
Sub-outcome #4	
Sub-outcome #5	
Frustrations Felt Before Step/Milestone	
Transformation Upon Completion	
Activities or Action Steps	
Materials or Handouts	
Live Classes/Webinars/Q&A	
Engagement	

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