Create an outcome oriented course
your audience actually *wants* to buy...
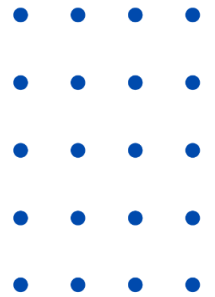
Outcome Oriented Course Cheat Sheet

by Thrive Themes

Online courses are great because you can package your knowledge as a product, and sell said information over-and-over again without ever having to put additional work or time into the process.

In other words, show up as a teacher once, and get paid over-and-over again for that same set of lessons you published.

But if online courses are so great, why isn't everybody getting in on the action?

The truth is that most people get stuck early on in the course creation process because they want to create a GOOD online course, but don't feel like they can deliver on that promise.

This cheat sheet is designed to teach you strategies that will help sidestep the **2 Major Course Creation Obstacles** that prevent aspiring course creators from translating their knowledge into a high quality, *useful* online course.

Read on…

Obstacle #1: The Information Overload Problem

A common rookie mistake for course creators is trying to download everything you know into lesson, after lesson, after lesson of the online course you're trying to create.

Remember that online courses are not textbooks and more info is definitely NOT better than focusing your teaching on the most *useful,* outcome oriented info.

What people want is an outcome — *a solution to a problem they're currently facing* — and a great online course is one that helps students conquer said problem *quickly*.

The best way to avoid turning your online course into an information download is to create an **outcome oriented course** instead.

To do this, you'll need to learn **The Big 3 Course Structure** to help your students achieve their desired outcome in the most efficient way possible.

The Big 3 Course Structure

The 3 steps in the Big 3 Course Structure go like this:

Step 1: Identify the Outcome Your Students Want

1) _____

Step 2: Split this Outcome into the 3 Main Things Your

Students Need to Know (Each <u>Thing</u> is a Course Module)

1) _____

2) _____

3) _____

Step 3 : Break Each Module Down into Step-by-Step Lessons

Module 1	Module 2	Module 3
L1:	L1:	L1:
L2:	L2:	L2:
L3:	L3:	L3:
L4:	L4:	L4:
L5:	L5:	L5:

Once you've completed the 3 steps of the Big 3 Course Structure, consider your online course outlined with a strong outcome oriented focus that your students will *appreciate*.

Obstacle #2: DNF (Did Not Finish)

It's no surprise that loads of people start working on an online course, but NEVER finish.

Why does this happen and how do you avoid letting this happen to you?

Well, first of all, don't let the following two psychological conditions get in your way:

1. Imposter Syndrome

A common affliction where even world class experts feel like they're **not good enough**, **don't know enough**, or **aren't worthy enough** to teach or present on a given subject.

2. Perfectionism

Imposter syndrome often manifests in **Perfectionism**, where what you've created doesn't feel good enough to publish. This means you end up feeling compelled to keep working on your course instead of "shipping" it.

Perfectionism can also be used as an excuse to keep from publishing your course because it's scary to share your work with the rest of the world.

In fact, what many course creators do is spend *waaay* too much time **Majoring in the Minor** — working on all sorts of minor details that fail to move the needle much, like:

- Trying to find the PERFECT online course or website software
- Or needing the PERFECT camera, camera lens and microphone before shooting a course

To overcome the DNF obstacle, the solution is simple...

First, realize that **the content of your course is much more important than how good your course's production value is**.

An engaging and outcome oriented course shot directly with your smartphone will perform *much better* than a boring, knowledge download course shot with the best microphones and 4K cameras available.

With this in mind, here's the **rule you must follow** to make sure you don't waste your precious time on details that **don't matter**:

> **RULE**: Before You Spend Money on Better Recording Gear, Lighting and Online Course Tools, First You Must Earn that Money Using the Budget Gear You Already Have.

Yup, that's right. Make a simple course with the gear you already have (like your smartphone and ambient sunlight for example), and only after your course starts making money, should you invest *some of what you earned* into better gear, custom website integrations, custom designs, *etc.*

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