HOW TO CREATE A KILLER MINI-COURSE IN 12 HOURS

THE CLASS + WORKBOOK FOR BRAND OWNERS
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ABOUT ME • I am an author who creates content for creative business owners, bloggers, and freelancers.

blog >> byRegina.com  //  Pinterest + Twitter + Instagram >> @byReginaTV
Welcome buddy. I understand you want to create a mini-course. What an epic idea. Let’s get started.

You can head to byRegina.com/killer-mini-course to access all the videos for this class.
This class and workbook were originally developed as a 12-hour challenge for you to complete. You can of course take as much time as you want to while developing your mini-course, but keep in mind that some of the wording in the videos and in this workbook will be based on the 12-hour challenge. Here are some suggestions for how to use this workbook + class:

➡️ Set up your schedule using page 5 of this workbook. It serves as your table of contents, an activity checklist, and a recommended schedule (if you choose to go with the whole “12-hour challenge” thing).

➡️ Consider printing out pages 5 - 19 of this workbook (or the whole thing) so that you can complete all the “adult homework assignments” and track along as you watch the videos.

➡️ Don’t be afraid to spend a little more time planning your outline than you may have anticipated. A great outline will make everything else run so much better.

➡️ Recruit a partner to go through this process at the same time, if possible. Moral support is everything . . . especially if you’re planning to do this in 12 hours.

➡️ Consider obtaining some index cards, pens, pencils, markers, highlighters, snacks, water, awesome beverages, and comfy pants before you get into this process.

➡️ Feel free to tweet me to ask about any of the materials I use during this course or in the videos. You will see links to specific products (some free, some paid) under videos in which I talk about those products, just in case you want to consider the same items.
Below is a suggested schedule of how you might break down the 12 hours. You can use the circles on the side to check off each item as you complete it.

- **Hour 0:** Get Set Up  
  (Video #1 // Pages 3 - 5)
- **Hours 1 - 2:** Decide on Your Topic, Audience, and Goals; Outline Your Mini Course  
  (Video #2 // Pages 6 - 8)
- **Hours 3 - 4:** Decide on Your Course’s Format + Delivery Methods  
  (Video #2 // Pages 9 - 10)
- **Hours 5 - 6:** Create Content + Develop Course Promotion Ideas  
  (Video #3 // Pages 11 - 12)
- **Hours 7 - 8:** Create More Content + Do Edits  
  (Video #3 // Page 13)
- **Hours 9 - 10:** Format Your Content + Create Promo Materials  
  (Video #4 // Pages 14 - 17)
- **Hours 11 - 12:** Add/Upload Your Course to the Platform You’ve Chosen, Test the Course, Launch It  
  (Video #5 // Pages 18 - 19)
- **Bonus:** Develop a Maintenance and Continued Promotion Plan
Let’s do some basic planning of what you’ll be covering in your course and then let’s explore the people you are creating your course for.

**What is the gist and purpose of what you want to share?**

Explain what you’ll be communicating to your audience through your course and why it matters.

**Who are you creating this course for? Why is it a good fit for this type of person?**
Let's talk about your goals for your course. What will it mean to your people (audience) and what will it mean to you and your brand?

What are your goals/hopes for anyone who takes this course?

*Hint:* If it's hard to answer this, you may want to rethink the purpose/course you have in mind. Having a goal means it will be easier to give your course structure and to communicate its benefits.

What is your goal/hope for your brand in creating this course? As in, what is the potential benefit for you? What do you practically want to come from this?

Try to pick one main focus and one secondary goal.

Other goals:

- create a consistent, modest income stream
- monetize the hard work you put into your content already
- help more people than consulting allows (or get out of one-on-one consulting)
- establish yourself as an expert
- make more income than books and consulting are providing
- provide a free, super share-worthy resource
- create a high-value incentive for email list signups
- create a course to lead people to another product or service
You’re developing a **mini** course. Emphasis on **mini** because it means:

- You’ll likely offer the course at a small price point or for free.
- You might be using the course as an incentive to get people to sign up for your email list or as a gateway course into another paid product/service.
- You probably won’t take three months to develop it.

So, here are some questions to ask yourself as you create your course’s outline:

- What type of content will delight my audience?
- How much content is necessary to delight my audience?
- How much content is too much to offer for ______ (insert your price here) or for a mini course in general?
- What resources or goodies can I add to the mini course to make it even more epic?

Now it’s time to create your outline. I recommend you:

- Write out all the sub-topics within your main topic on individual index/note cards.
- Eliminate anything you don’t want to teach in your mini course. Keep these note cards on hand for a later product or expanded edition.
- Combine any note cards that seem to fit together logically.
- Arrange your cards in the order you want to present the information in.
- Create a final outline as a spreadsheet (based on your index cards) like the one on the next page.
- Leave a column at the end of the spreadsheet to notate the format or type of content for each topic and sub-topic (ex: video, screenshots, PDF worksheet, etc.).
Below is a spreadsheet you can view here (then create a copy of) to help you with your course planning. Use this spreadsheet to:

➡ Type in your course outline.
➡ Record the format (or type of content).
➡ Record the way you will deliver the content (ex: email, web page, PDF, etc.)
➡ Move things around easily or add new content as it comes to you.
➡ Add notes so you won’t forget important stuff.

### Deciding on Format

With each topic or section (and sub-section) you outline, think of what you’ll be presenting, how your audience learns best, and the amount of time/effort you want to devote to each piece. Some common formats are: video of you, video of your screen, video of a product or process, text + images, audio files, graphics + charts, and PDF worksheets or workbooks.
Now that you have in mind the types of content you’ll be creating for your course, it’s time to decide how you’ll actually deliver the content. Below are some methods to consider.

**Delivery Methods**

- **Email:** A new lesson can be delivered each day/week, or even just once. Your email can also contain other formats such as video files, embedded graphics, or PDF downloads.
- **Your Website:** You can include each piece of content on your website. You can release them all at once or spread out over time.
- **Course Website:** You can create a separate website just for your course.
- **Third-Party Site/App:** You can use a site/service that allows you to upload your course materials with them.
- **PDF Download:** You could give/sell the course as one PDF download from your site or a separate service (like gumroad.com).
- **Audio Download:** Ditto PDF.
- **Video Download:** Ditto PDF.

**Content Delivery Resources**

- For delivering courses by email, look up automation/auto-responder email services such as MailChimp’s service.
- For hosting courses on your website, search for plugins such as MemberPress or WooCommerce (these apply to WordPress only).
- For third-party course sites, look at options such as CourseCraft and Skillshare.
- If creating a PDF, try Apple Pages, Microsoft Word, or Adobe InDesign.
- For video editing, look into iMovie, Camtasia, and Adobe Premiere.

Once you’ve had time to do a bit of research and thinking, don’t forget to fill in your spreadsheet with your content format and delivery decisions.
Okay, it’s time to fill in your outline, most likely in one of two ways:

- **By literally filling in your outline:** Perhaps as a Google Doc or in your favorite word processor. If you are creating video or audio, I recommend doing this as a way to draft your script. You don’t have to necessarily write every single word you’ll say, but at least filling in your main points and tips is a great idea.

- **By filling in a template of your final product directly:** This is the way I handle most content creation. Each of the main types of content I make have their own template that I’ve previously created from scratch (eBooks, workbooks—like this one, single worksheets, etc.). If you already have templates or if you develop them using some of the tools in this guide, you can simply write your content directly into those templates. I’d recommend doing this when you’re creating books, infographics, or presentations on topics you’re highly familiar with. If you’re trying to research at the same time, this method might be less effective.

### Content Creation Tips

**Try not to edit yourself too much as you write.** Allow yourself time to just get out all your greatness on paper. Typically, even if a few less-than-epic sentences come out, if you just push through them you’ll get back in a flow.

**If you feel absolutely stuck while trying to create your course, try one of four things:** (1) do some light reading/reviewing of what you’ve created so far—this can help you get back into your groove, (2) start to create some promotional materials for your course—like the “cover” or flyer, perhaps even the landing page or a marketing plan, (3) do something completely different—either create something random, or watch TV, or take a walk, or grab a nap, or (4) switch to writing a different section of your course. Write whatever you’re most in the mood to create—the intro, the bio, the end, the “easy” section, whatever works.
Take some time to brainstorm some ideas for promoting your course:

- Will you email it out to your email list?
- Will you create attractive graphics for each social media platform you are using?
- Will you “mock up” some of the worksheets on an iPad or as an image to increase people’s excitement?
- Will you take screenshots of some of the materials to show people what they’ll be getting when they invest in your course? As an example, below is a template I use to preview pages of my workbooks.

- Will you create a blog post that explains your course?
- Will you create an affiliate program for your course so that others can make money when they drive sales?
- Will you offer your course to other brand owners, authors, or bloggers who will write a review of your course and promote it for you?
- Will you go back through your old resources, products, and blog posts to add links to your new product?
- Will you include it as a part of a giveaway?
- Will you record snippets/previews/trailers to share online?
- Will you bundle your course with other mini courses in the future?

Record two to three promotion ideas below:
Whereas you want to get everything pretty error free, when you’re developing courses people are paying for, it’s really important to edit well. Hiring an outside editor is always an amazing idea, but if that’s not in the budget, or if you simply want to crank your course out by yourself, here is my recommended editing process:

➡️ Read through your work casually. Don’t focus on the spelling of every single word and all the small details. Read (or watch/listen) through your content as if you’re an audience member enjoying the content. This will help you identify any areas that don’t flow, but it will also help show you places where you can add more humor, additional tips, or stories/anecdotes.

➡️ Now, read your content backwards, sentence by sentence. As an example, I’d read the paragraph above by starting with the “This will help you identify” sentence, then moving to the “Read (or watch/listen” through” sentence, and so on. Reading “backwards” like this means we are reading our work in a way that doesn’t flow. Errors are much easier to spot this way.

➡️ Leave the content alone for a while (an hour, a day, a week) and read through it again.

**Editing Tools**

- Good ol’ fashioned printed paper and pen.
- Grammarly.com
- Grammar Girl’s Quick and Dirty Tips for Better Writing (book)

What order will you edit your work in? How many steps are involved? Record them below:
There are a few main options for formatting your work. Below are tools for formatting digital documents, videos, and graphics.

### Formatting Digital Documents

- Apple Pages (my preferred tool—[here’s my webinar on it](#))
- Adobe InDesign
- Canva.com (you can make full-sized docs, but I’d save this platform for work that doesn’t have 15+ pages of text)
- Microsoft PowerPoint
- Microsoft Word
- Google Docs

### Editing and Formatting Videos

- iMovie
- Camtasia (my preferred tool for recording + editing)
- Adobe Premiere (advanced tool with more of a learning curve, but it’s epic)
- Screenr.com
- ScreenFlow

Take a moment to research the options above. See how many free tutorial videos are available to support each item, then make notes on the software/tools you plan to use:
Will your course have its own URL and/or hashtag? Record them here if so.

What are the primary social media accounts that your course’s audience use?

What are the other products, posts, and resources on your site that relate to this course? Can you add a link from those pages?

Take a moment to record your initial ideas for how you’ll promote this course:
Write down the specifics of what you’ll add to each major promotion platform. How often will you post? Note: This is Page 1 of 2.

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Below are the steps to consider and complete before you launch your course. P.S. Congratulations!

- Verify that the selected topic is helpful and useful to your audience.
- Check that all topics in your course outline have been completed or removed.
- Verify that all formats and content delivery methods make sense for the topic and the audience.
- Check for any additional areas to add resources or “goodies” that will add value to your audience.
- Decide on a price for your course and set up a payment system (if applicable).
- Edit and review all content. Get a second pair of eyes or ears on it when possible.
- Create promotion plans and materials for the major platforms your audience uses.
- Upload your course to your desired platform.
- Check that all links, downloads, and video/audio files are working.
- Review how the course flows; make sure your setup will make sense to your users.
- Launch your course.
- Create a maintenance and future promotion plan.
- Congratulate yourself; take a break. You killed that!
Leave us with some parting thoughts. How do you feel after completing your course? You’re epic, by the way.
Thank you for taking this class/workbook/challenge . . . what should we call this thing though, for real?

And you can always tweet me (@byReginaTV) any epic revelations or ridiculous moments you had during your process. I love stories.

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