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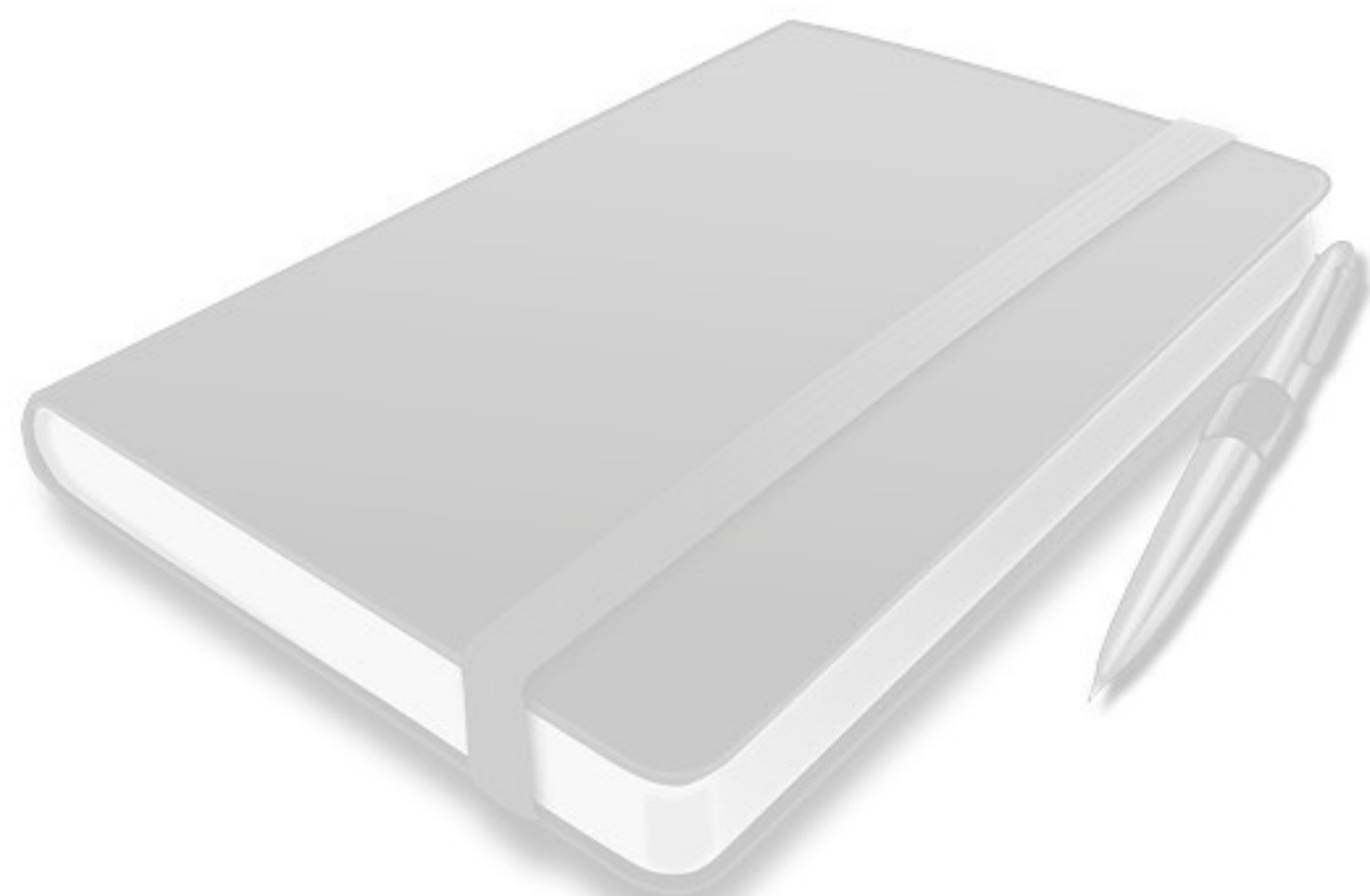
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Digital Course Creation Workbook and Journal



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This digital workbook is based on my bestselling book:
The Busy Author's Course Creation Journal.

Published by Vibrant Marketing Publications
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About D'vorah



D'vorah Lansky, M.Ed., is the bestselling author of many books including; the *Action Guides for Authors* series of workbooks and journals and the *My 30-Day Health & Happiness Journal* series.

Since 2007, D'vorah has taught online marketing, journal publication and course creation strategies to thousands of authors and entrepreneurs across the globe.

D'vorah specializes in helping authors to build a business around their books, as they grow their reach and share their brilliance with the world.

She's created and produced more than 40 online training programs and has published more than 20 books, journals and workbooks.

View all of D'vorah's publications at:
BooksByDvorah.com

Check out her blog and online courses at:
ShareYourBrilliance.com

Visit her Etsy shop at:
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Introduction

How to Use This Journal

Creating an online course, provides you with the opportunity to share your book or expertise with the world. While your readers may or may not read every word in your book and apply your suggestions, by participating in an online course they will experience an even greater transformation.

In your hands, you have a 30-day journal to help you track your course creation activities and results.

Turn the page to find a list of suggested activities for designing, creating, publishing and marketing your course. Draw from these as you create your course.

From there refer to the getting started exercises on the following pages. Have fun as you create your course and enjoy the opportunities that will come your way as a result of your efforts.

To help you keep on track, schedule a consistent time, several times a week, when you can focus on developing your course. Based on your schedule, decide on the number of days per week you'll be working on your course.

Here's to Your Success!

1. **Identify the problem.** The first step in the problem-solving process is to identify the problem. This involves recognizing the issue, understanding its scope, and determining the impact it has on the organization.

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Getting Started Exercises



These activities
will help
you create a
foundation for
your course.

Suggested Course Creation Activities

Identify Your Topic and Design Your Course

- ☐ Get clear on your *why* for wanting to create a course.
- ☐ Define who your target audience is.
- ☐ Identify your interests and areas of expertise.
- ☐ Decide on your course topic and title.
- ☐ Decide on your course modules.
- ☐ Create your course outline.
- ☐ Decide on the format for your course content.

Develop Your Course Content

- ☐ Describe and outline one of your course modules.
- ☐ Develop and create the content for that module.
- ☐ Describe and outline another course module.
- ☐ Develop and create the content for that module.
- ☐ Describe and outline additional course modules.
- ☐ Develop and create content for those modules.
- ☐ Create support materials for your course.

Suggested Course Creation Activities

Set Up Your Online Classroom

- ☐ Decide on your course delivery schedule.
- ☐ Set up your online classroom.
- ☐ Upload your course content.
- ☐ Create the sales page for your course.
- ☐ Create your course email notifications.
- ☐ Set up a Facebook group for your course.
- ☐ Test to make sure all systems are go.

Market Your Course and Open the Doors to Your Classroom

- ☐ Market your course via your email list.
- ☐ Market your course via guest blogging.
- ☐ Market your course via guest speaking.
- ☐ Market your course via the social networks.
- ☐ Develop joint venture relationships.
- ☐ Open the doors to your classroom.
- ☐ Celebrate your success and have fun teaching your course and interacting with your students.

Get Clear on Your Why

Before you begin creating your course, spend some time getting clear on your “why.” This will provide you with motivation and inspiration for developing a learning opportunity for your audience.

What is your “why” for wanting to create a course?

What would it be like to have additional income?

What would you do with this additional income?

Get Clear on Your Why

How will your audience benefit from your course?

How will you benefit by offering this course?

What will it mean to you to be able to achieve this goal?

Identify Your Target Audience

Spend some time identifying who your target audience is. This is essential as it will allow you to maximize your efforts and your results while helping the exact people who need what you have to offer.

Describe your ideal student, client, or reader: _____

Create a list of people who serve your audience. This could be authors, speakers or bloggers. Develop relationships with these community leaders, via guest blogging and guest speaking, as this will provide you with opportunities to get in front of new audiences.

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Identify Your Target Audience

What is your audience most interested in?

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

What do they struggle with?

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

What do they want most in life?

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Identify Your Areas of Expertise

As you develop your course content, you want to be clear about what it is you offer and who it is you serve. This will help you to identify a course topic that your target audience would be interested in.

Turn to the facing page and write about your interests and areas of expertise. Take these into account, along with the wants and needs of your target audience, as you identify possible topics for your course.

What can you imagine teaching that your target audience would be keenly interested in?

Your Interests & Areas of Expertise

What are your main areas of expertise?

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

What interests do you have that complement your expertise?

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

What do you have **both** expertise in and interest in, that your audience would benefit from?

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

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Create Content For Your Course

In this section you can
map out your course outline
and begin to develop your
course content.

Decide on Your Course Topic & Title

Your next step is to select the topic and title for your program. When deciding on a title for your course, choose one that is clear and that highlights the benefit to the participant.

What do your students want and what benefits will they receive as a result of participating in your program?

Let this guide you as you consider a topic and title for your program.



Turn to the facing page and do some brainstorming on possible topics and titles for your program.

Decide on Your Course Topic & Title

Based on your strengths, areas of expertise and what your audience most wants and needs, what topics would you be interested in teaching? Circle the topic you feel **your audience** would be **most** interested in.

- ☐ _____
- ☐ _____
- ☐ _____

How will your target audience benefit from a program on this topic? _____

Brainstorm possible titles for your program and circle your favorite:

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Create Your Course Outline

Your next step is to identify the modules you'll include in your course. While there is no magic number for the number of modules to offer in your course, it's been found that courses of 4-5 modules in length are long enough to provide great value and short enough to keep people engaged. Begin mapping out your course.

Module 1 Title: _____

What key concepts will you teach in this module?

- ☐ _____
- ☐ _____
- ☐ _____

Module 2 Title: _____

What key concepts will you teach in this module?

- ☐ _____
- ☐ _____
- ☐ _____

Create Your Course Outline

If your course has more than 4 modules, turn the page and continue brainstorming ideas on the "Notes" page.

Module 3 Title: _____

What key concepts will you teach in this module?

- ☐ _____
- ☐ _____
- ☐ _____

Module 4 Title: _____

What key concepts will you teach in this module?

- ☐ _____
- ☐ _____
- ☐ _____

Module Title: _____

Module Description

What Students Will Gain from This Module

Module # _____

Steps to Walk Students Through

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Module Title: _____

Module Description

What Students Will Gain from This Module

Module # _____

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Module Title: _____

Module Description

What Students Will Gain from This Module

Module # _____

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Module Title: _____

Module Description

What Students Will Gain from This Module

Module # _____

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Module Title: _____

Module Description

What Students Will Gain from This Module

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Turn the page to begin
journaling about your
course creation
journey...

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What I Accomplished Today



Results I Am Experiencing

Day of the Week: _____

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What I'll Focus on Tomorrow

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Lined area for notes at the bottom of the right page.



Reflect

Turn the page and spend some time reflecting on your course creation process.

Time for Reflection

What did you enjoy most about this journal process?

What will students enjoy most about your course?

People are going to ask you what your course is about.
Compose a concise yet insightful response.

Time for Reflection

How will it feel to share your course with the world?

How will you spread the word about your course?

How will you keep the momentum going for your course?

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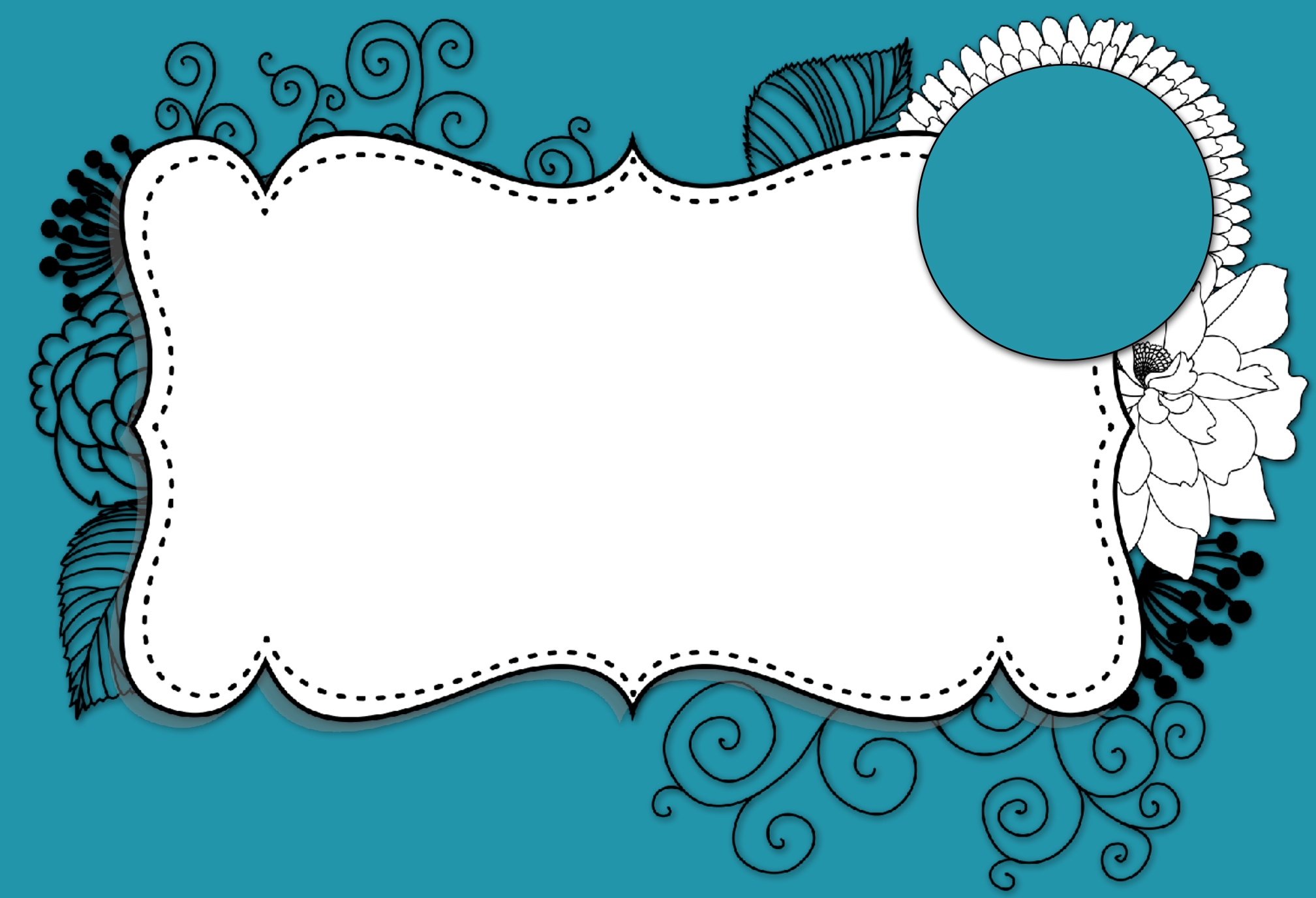


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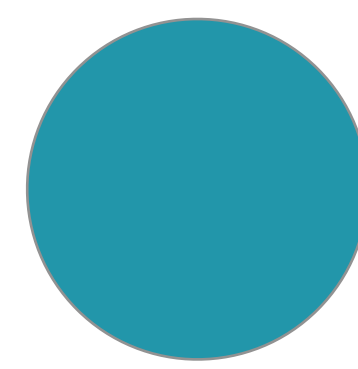
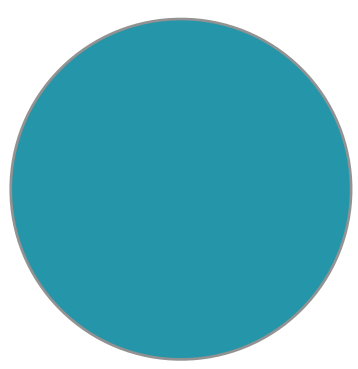
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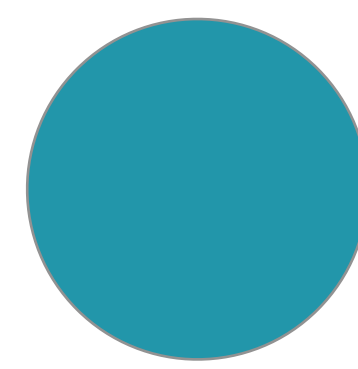
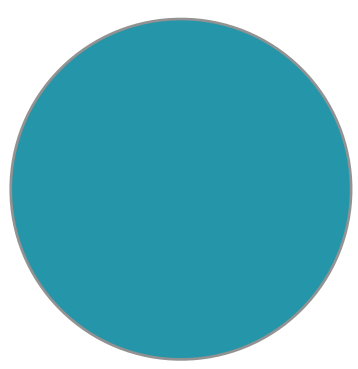
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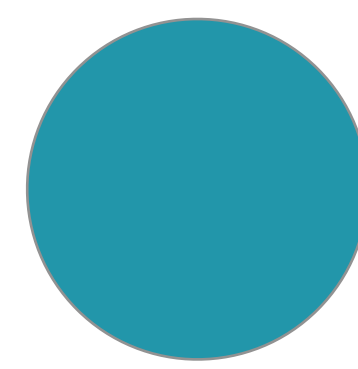
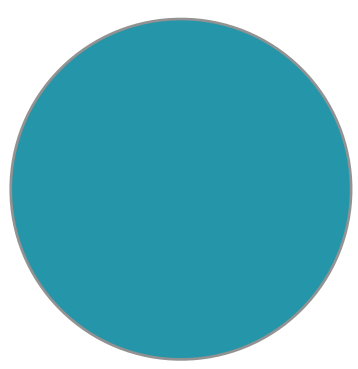
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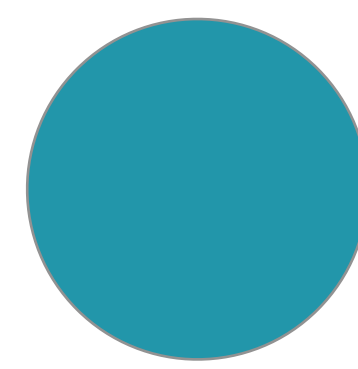
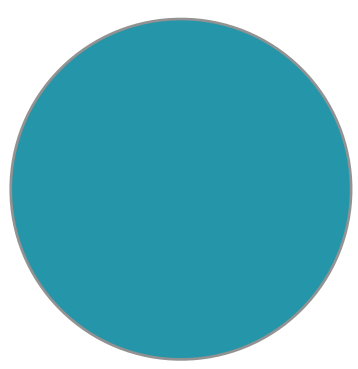
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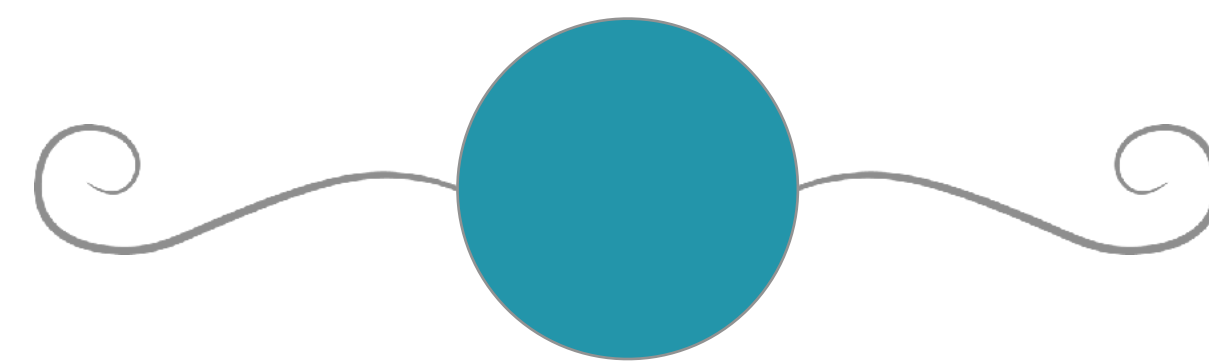
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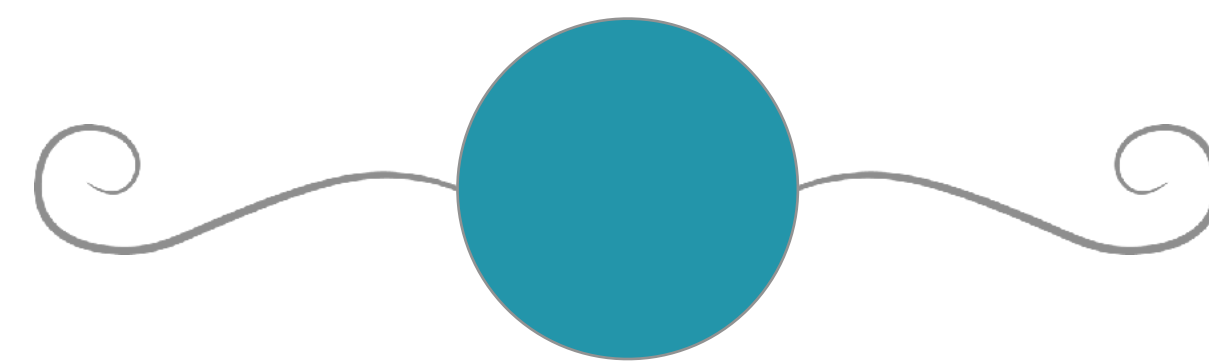
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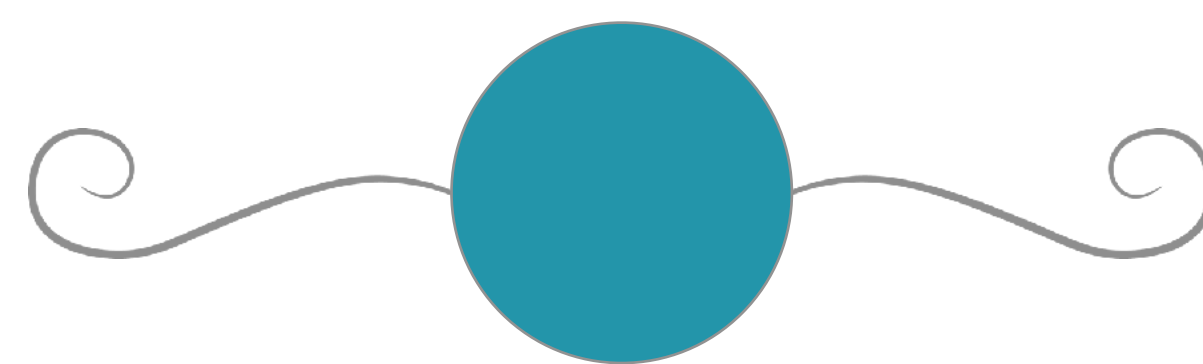


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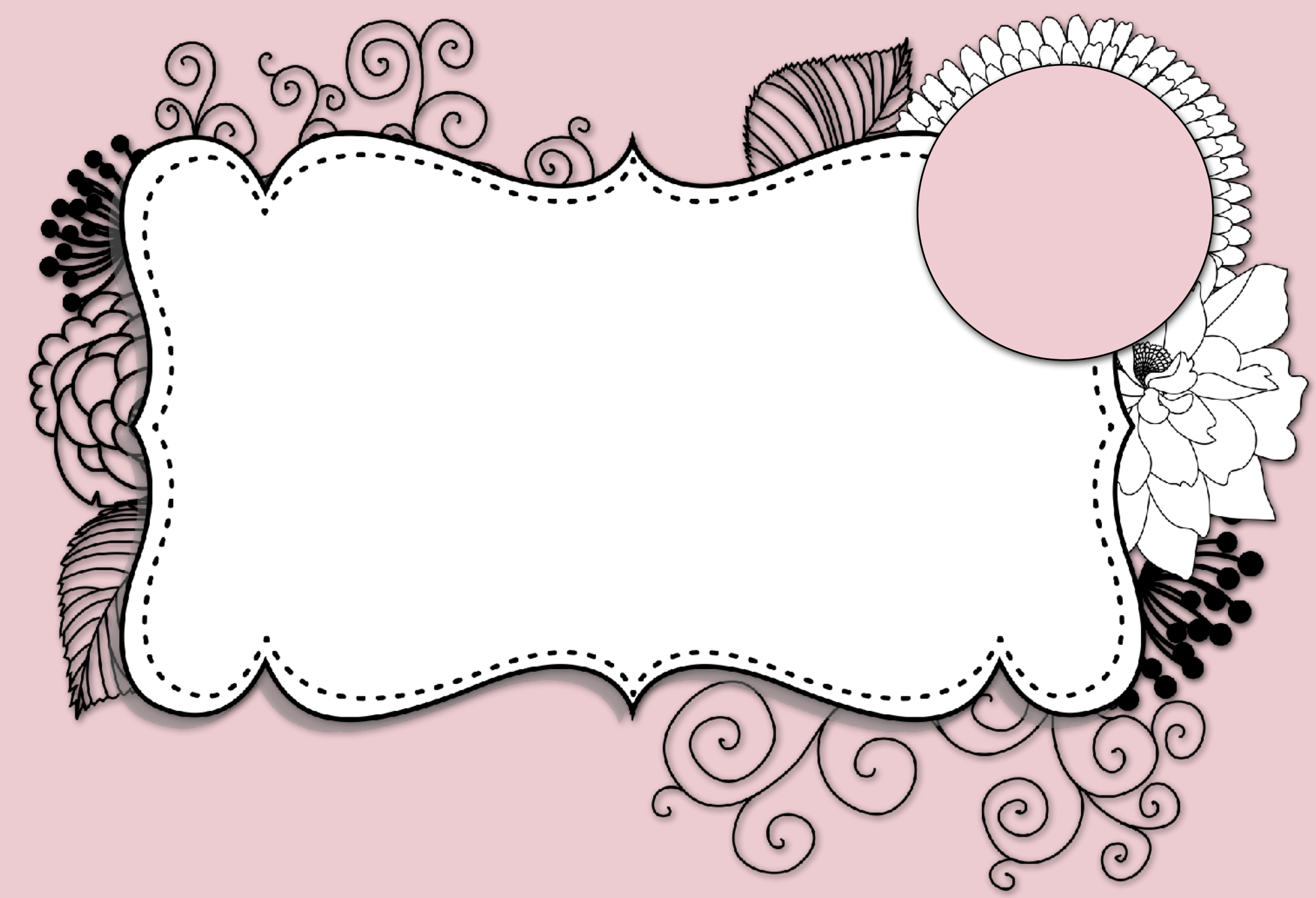
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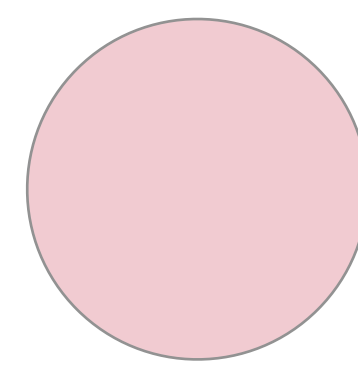
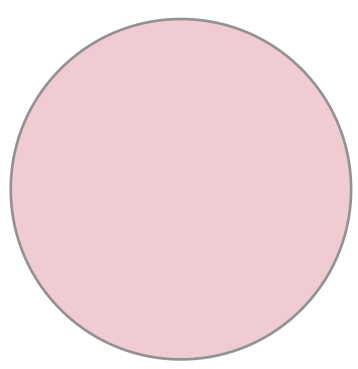
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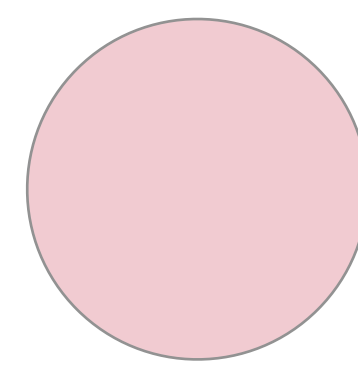
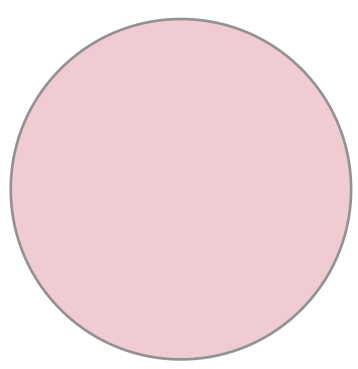
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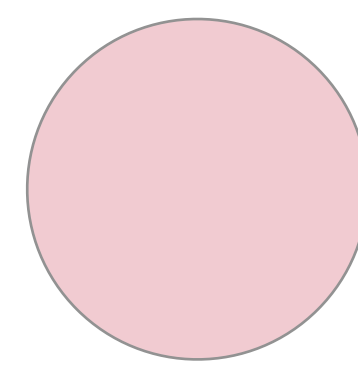
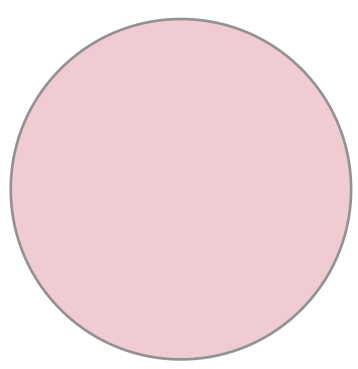
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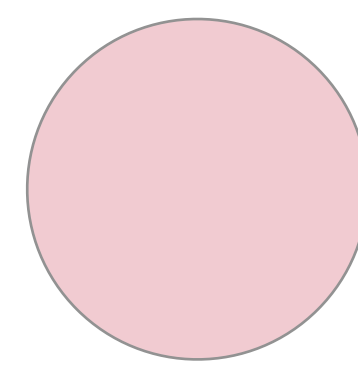
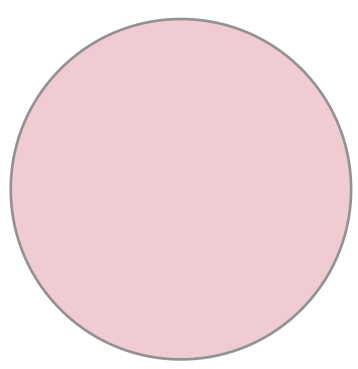
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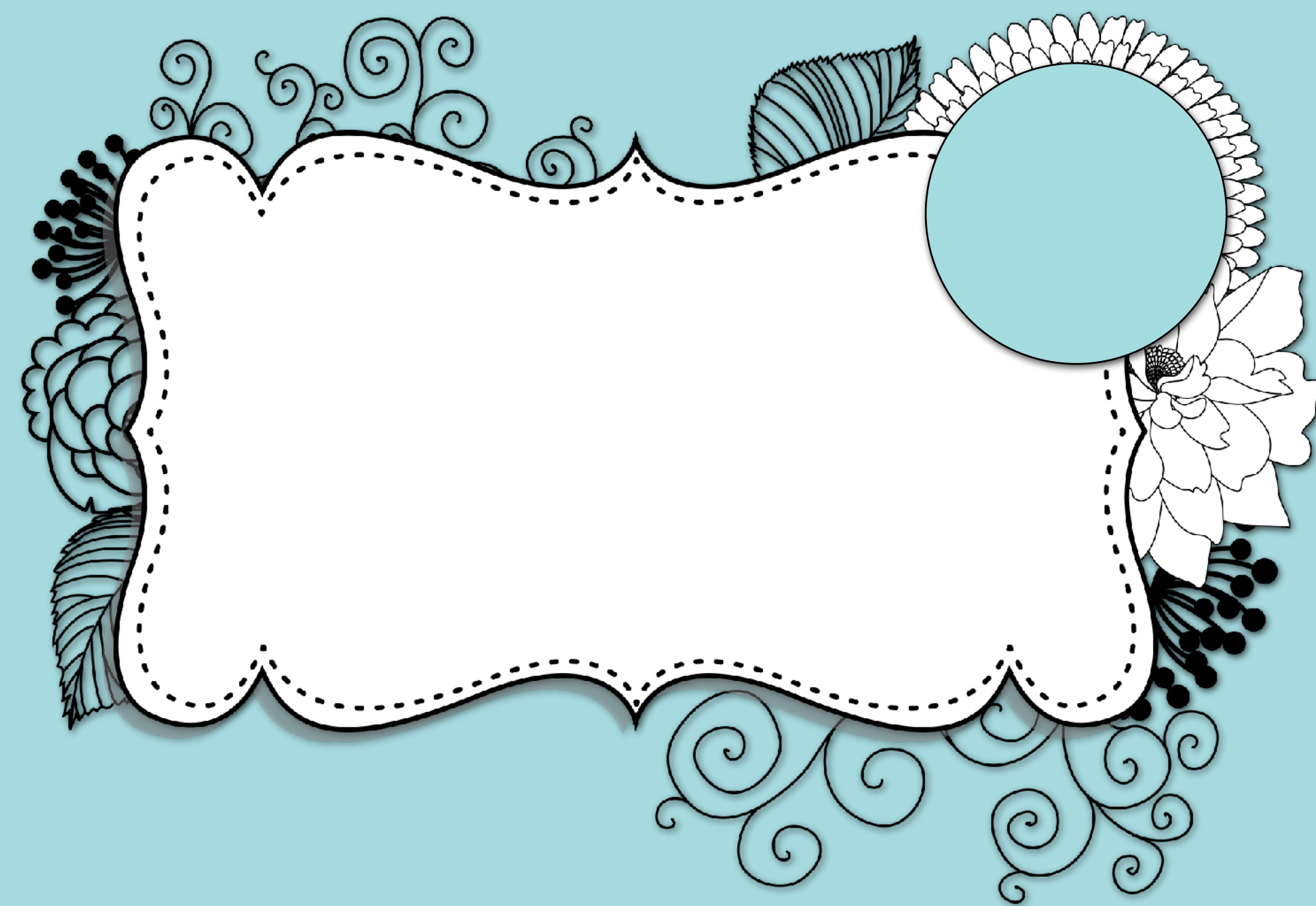
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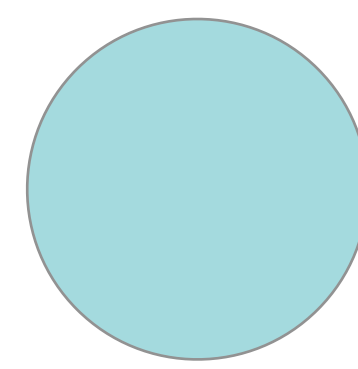
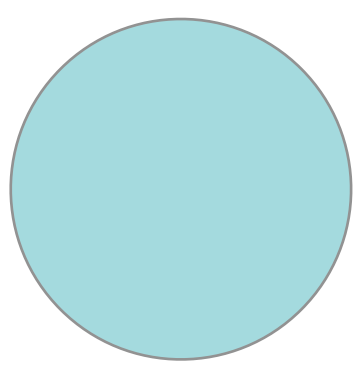
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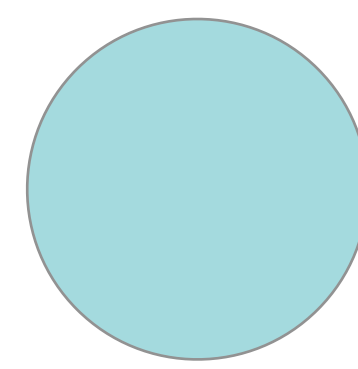
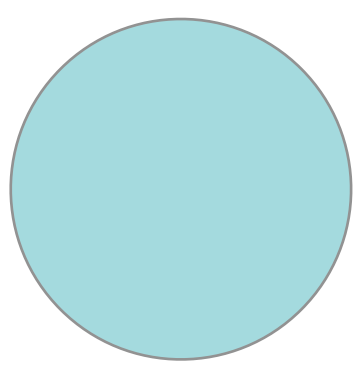
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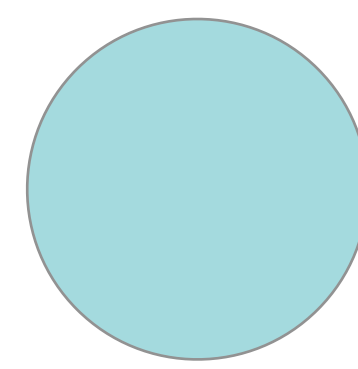
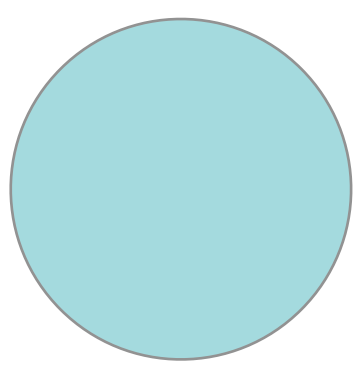
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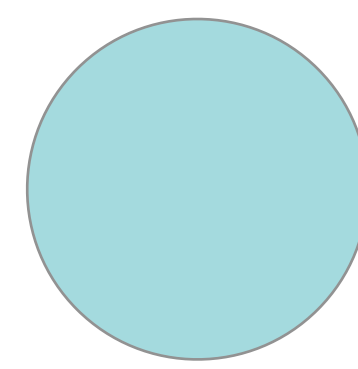
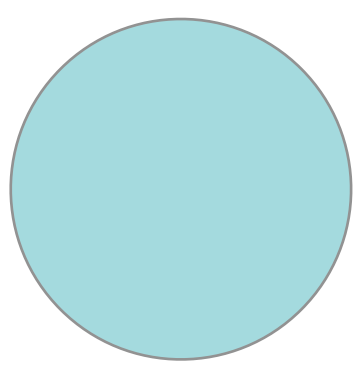
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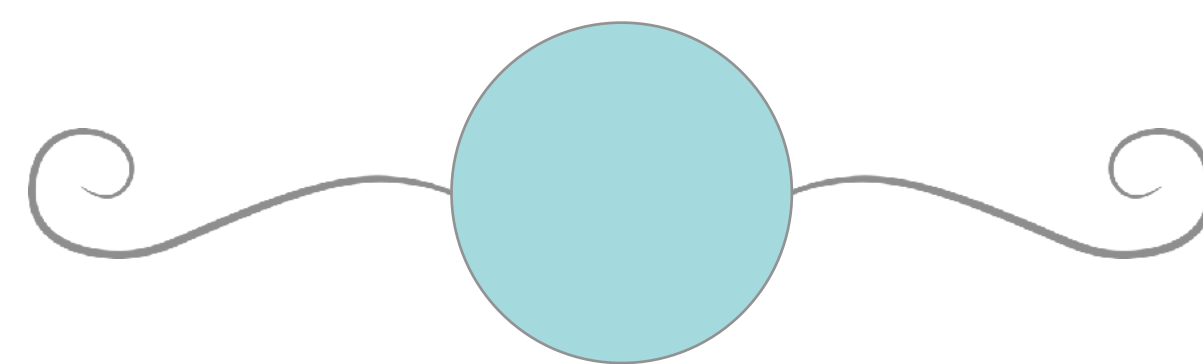
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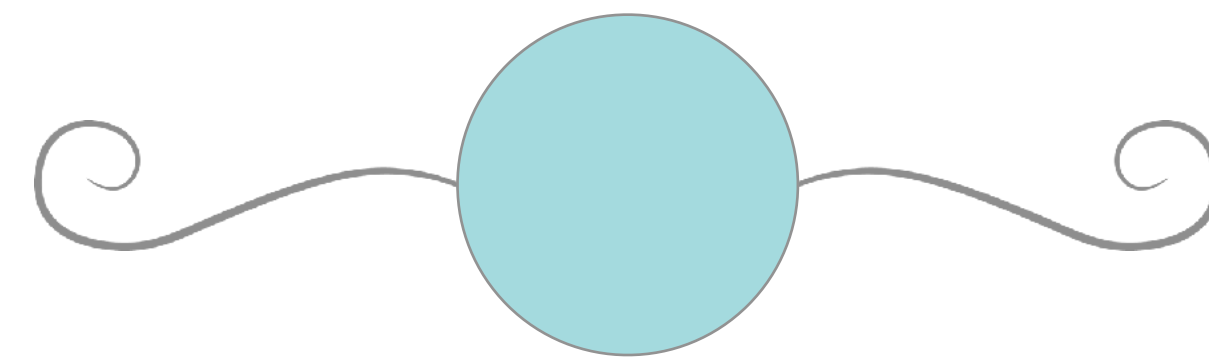




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