



teach:able

Teachable's three
course sizes



At Teachable, we talk about three tiers of online courses:

1.

Mini course

A short online course that a student can work through in less than one hour. It's easy to create and easy for students to absorb.

2.

Standard course

A medium-sized course with one major transformation. Standard courses are the backbone of your online course business.

3.

Flagship course

A high-dollar, high-value course with a massive, life-changing transformation. This is likely your life's work, or your magnum opus.

Mini course

A mini course is a short, valuable course on a very specific topic that gives your audience a taste of your expertise in a small but meaningful way.

Students can learn the content in just a handful of lessons, or steps. The mini course still offers students a complete transformation—it's just a small one!

Milestone

1

Time to complete

Under 1 hour

Price

Free and only requires an email address to sign up*

When to use

To grow your email list and audience

*There are a few other ways to use mini courses, but they're not recommended for most first-time course creators. (1) As an intermediate sales technique, you can use a paid mini course to validate your course idea. Paid mini courses cost less than \$50 and will help you see if your audience is willing to pay for your content. (2) Mini courses may be used as part of a pre-selling tactic or as upsells, bonuses, or add-on offers. (3) And some online course instructors prefer to build their businesses with many mini courses that they make available in bundles or by subscription. For more, check out [Teachable's Ultimate Guide to Mini Courses](#).

Standard course

This course type offers students a meaningful transformation and a series of milestones and lessons they'll hit to get there.

Standard courses are digestible but still robust. The transformation it provides is often a shortcut to an outcome—it helps students achieve something it would be hard to navigate without your guidance.

For example, students will learn a new, valuable skill that allows them to make a career or life change, or save money or time.

Milestone

5-10

Price

\$100 (minimum!) to \$500

Time to complete

At least a couple hours, but sometimes as long as a couple weeks (just remember, students prefer shorter courses!)

When to use

Standard courses should be the primary offering in your online course business



Flagship course

A flagship course is your ultimate product offering, something you create and sell after you have solid experience in your niche and have seen success with a regular-sized course.

Flagship courses provide an extreme life or career transformation and often require months to complete. Flagships usually include higher touchpoints, like one-on-one attention, a mastermind group, a certification, or personalized feedback on student work.

Milestone

10+

Price

\$500 to \$2000+

Time to complete

At least 1 month and up to 6 months, or more in some cases

When to use

When you've built a successful business and understand your customers' biggest needs



There is a special relationship between these course tiers.

Remember the four stages of building an online course business?

Stage 1

Choose topic

You'll use a mini course to get through stages 1 and 2: validating your course idea and building your audience.

Stage 2

Build audience

Stage 3

Create course

In stage 3, you'll build your standard course.

Stage 4

Launch course

In stage 4 you'll launch it and start selling.

Flagship courses don't come into play until your online course business is more developed (and profitable), so you don't need to worry about them yet.