Ten Considerations with Video Based Programs

On-demand, video based programs are increasingly becoming a popular additional offering for professionals of all types. Whether you are creating programs for full video based platforms like Udemy, or whether you are creating programs as an add on to your current programs, video based programs are destined to grow with the introduction of 3D video and other platforms.

This article provides you with 10 considerations when you go to design and launch your own program.

1   Consider your topic

As you go to design your first video based program consider your topic. What is the purpose of the program? What are the top 3-5 takeaways you want people to leave with? Make a list of what is included this program

2   Consider your audience

Consider the audience of the program and rewrite the objectives according to what they find important. What are the issues keeping them up at night?

Each audience group will shape:

What they want

What topic areas are important to them

What is the optimum length of course (do they prefer long, short). What lecture length do they prefer?

What program support elements will they want – workbook vs worksheets, audio posts, regular communication and interaction between sessions

Amount of streaming video vs PowerPoint only

Community interaction – chat room, Facebook group (secret) or other

Amount of interaction with you email access, 1-1 time, group calls

Go ahead and make a list of what you know about your clients and their preferences.

3   Consider your platform

There are several platforms on which you can host your program, each with its own pros and cons. Explore these different platforms:

Udemy

Teachable

Skillshare

Go ahead and do some research.

4 Map it out

Once you have thought through the different program elements, map it out. You may first want to start with a MindMap. What are the main lessons or lectures? Further define these with the content for each session.

In terms of mapping it out you might want to use the Group Program Design Matrix in conjunction with a tool like Trello which is a very visual way to see your content and capture it all in one place

Go ahead and get mapping!

5 Write your script and/or design your slides

Once you finalize your block of content, start writing your script for what each session will include. You may also want to design your slides. Do your research, capture quotes, and add images to bring to life the different content. In tandem with this you may want to design your worksheets, or add this as a step after recording.

Some designers like to do everything in bullet form, others use the notes section of the PowerPoint or Articulate software, while others write out a full blown script. Experiment with what is going to work best for you.

6 Record

It is good to practice to do some test recordings to see what the end result is going to look like and sound like. Look at it on a couple of different platforms. You may need to tweak your audio and/or lighting. Even if you don't have it all mapped out, do a test record and somewhat it looks, and sounds, like.

There are a variety of options when it comes to recording your screen and you Different recording software can range from Camtasia, to mobile video (using your phone) PowerPoint Recording and transmission to MovieMaker.

Consider your own style in terms of whether you want to design it all and then do a recording from start to finish or if you want to do it in blocks. One consideration with video based programming is the effort you need to take to set up the recordings (and having similar lighting, clothing etc) if you want it to look like a start to end process. If you design in modules (which can be taken in blocks) if may not be as important to make it appear seamless.

7 Edit

Editing always takes more time than you think it will. Consider if you want to do all the editing and or listening to the entire recording. You may want to bring in others to help you with this, especially if there are any sound quality issues.

In the final edit make sure your design matrix and program outline is complete – especially if you want to transpose it to other platforms over time. I can be useful to have e final document outlining Lecture name, length, video and audio supports, worksheets etc

Go ahead and download the Video based Program Outline template.

8   Run through

Once you have done the editing you will want to do several walkthroughs – by yourself and/or having others listen in. Make any final edits needed. Make sure everything is uploaded and the related worksheets are attached.

9   Marketing

Marketing should actually occur earlier on this list if you are thinking of it chronologically. Filing your program that you have worked so hard to create is just as important as designing a powerful video program I have created a separate program which addresses the topic of Marketing which you ma want to check out here at the LLDS or on Udemy. Search for **Marketing Tips for Your Team and Group Programs.**

Take half an hour and map out a strategy for how you are going to et the word out about the program.

Go ahead and get your marketing plan drafted and into motion!

10 Communicate

Finally, schedule in time to communicate and build relationships with your learners. Some online courses offer drop in calls while others have vibrant message boards. Consider how you want to keep in touch with your group members. Remember thee are often your repeat customers so te ore you can build a connection with them, the better it is long term.

For more tips and tools visit the Group Coaching Ins and Outs blog at http://groupcoaching.blogspot.com. Stay tuned for an upcoming live course I will offer on video based program development.

> Intentional course design lays the foundation for a rich learning experience. Keeping our clients' needs front and center helps to create exceptional learning events.