

Easy Online Course Builder – TRANSCRIPT

Online Course-Taker's Mantra

Hey there! So in this lesson, I am going to take you through the Online Course-Taker's Mantra, and you'll see when we get to it, just how important this is to keep you focussed on what you need to do.

So the Online Course Taker's Mantra is: Give me the information I need, in the shortest time possible, in a way that I can easily consume for a reasonable price for the value. And this is so important, d'you know what? I'm going to make myself a little bit bigger to talk about this one!

Because we often think that our online course-takers, our learners, the people that are paying us for our course want something different to what they actually want and I have found these four bits of information to be true pretty much universally.

Students, learners, online course-takers, they want the information they need even if they don't know what that is yet. So sometimes they'll go searching for one thing and they might need a whole bunch of other stuff as well. Now there's a difference between talking about something that somebody needs and talking about something that somebody wants when it comes to marketing ... but in your actual course, you definitely want to be giving them what they need.

They want it in the shortest time possible - this one, so many people fall foul of it, by thinking that value equals length and that's just not true with online courses. Nobody wants to spend more time learning something than they need to!

Also, they want it in a way that is easily consumable. Now that can be different, depending on your target market, your ideal learner and where they are in the world, what their internet connection is like, the device that they choose to use, all these different sorts of things. There are ways around making sure that you are hitting as broad a spread as you possibly can, but part of what you need to do is really understand who your ideal learner is and we've got a whole section dedicated to that later on.

And then last but not least, make it for a reasonable price for the value. Now I talked a little bit about how value and length are not correlated and this is also true in terms of price. Price and length are not correlated. It's all about the value that you are providing to your online learner, ok? And part of the value is how you get that information across.

So it's at this point I think it would be good for us to think about that famous quotation from Benjamin Franklin, which says 'Tell me and I forget; Teach me and I - may - remember; but Involve me and I learn.'

So when you're thinking about how to put across the information that you've got to get across for your online course, think about how you can involve your learners in that, and you'll be a long way to having a successful course!

I'll see you in the next lesson.