

teach:able

# Checklist: Create a mini online course

Use this checklist to make sure you have everything you need to create your mini course.



# Before you start

Before you get too deep into course creation, understand why you're creating this mini course. This will help shape what you create. Consider which applies to you:

- I don't have an online audience (yet!).
- I'm not sure what my course topic should be.
- I need to start making a profit before my full-length course is ready.
- I'm new to online courses and want to get started with a simpler project.
- Other: \_\_\_\_\_



# Step 1: Choose your topic

## If you already have content...

...like a blog, podcast, YouTube channel, or Instagram account.

Review your content and ask:

- Which content is getting the most traffic?
- Which content is getting the most engagement?
- Which content is doing the best in Google search?
- Which content is driving the most new people to your email list?

## If you're an educator or trainer...

...and you already teach in-person classes or workshops or host training events.

Review your training materials and ask:

- Which talks or training events are the most popular?
- Which ones get the best attendance and spark conversations?
- Which ones are people willing to pay for?

## If you run a service business...

...and you already offer in-person sessions or services.

Review your service offerings and ask:

- What is one tiny tidbit that clients find incredibly valuable?
- What projects do you have to turn down because of bandwidth?
- Do you often turn down clients because they can't afford your rates?
- Are there any services you don't want to do any more but keep getting asked about?

## If you're starting a business from zero...

...the world is your oyster.

Ask yourself questions like:

- Do friends and family continually ask you for advice on the same topic?
- Do you have any special training or experience?
- Do you help friends and family with the same tasks frequently?
- Is there content you've been meaning to write?

## Think about logistics.

If you're looking at a list of course topics and you can't decide, think about:

- Which topics would be the easiest for you to get up and running?
- Do you already have lots of content around one of the topics?
- Is one topic easier to film because it doesn't require lots of equipment, camera angles, etc.?

# Step 2: Identify your target audience

First, think about who you want to target.

Ask yourself:

- What causes are important to you?
- Is there an underrepresented group of people close to your heart?
- Are you involved in a community that could benefit from your course topic?
- Think about those communities: Which ones are you most passionate about. Which ones could really use your help?

## Do some research

Find out if your course topic has been covered:

- Google your mini course topic and do some exploring. Where do you see this topic cropping up?
- Are there Quora questions on your topic? What are the answers like?
- Type the term into the search bar in Facebook and explore hashtags on Twitter and Instagram. What do you find?

## Is your topic taken?

If you find other online courses on your topic:

- Take a look at the course—does it seem to be targeting your specific audience? If not, how would this course look differently if it did appeal to your audience?
- If that's not helpful, take another look at that course. What angles are missing? What gaps can you fill in?

## Make it specific

It's important that you choose a specific target audience. Think:

- Can you describe your audience in one or two words? Make it more specific if so.

*Turn “moms” into “35-year-old moms with three or more children in the Midwest who are struggling to give their kids healthy school lunches without spending all their time packing lunch boxes.”*



## Step 3: Provide a transformation

Make sure your students really need your course.

Ask yourself:

- Does your course solve a real problem or frustration?
- How will your students be different after they take your course?

## Step 4: Outline the content

Start outlining your content

- Read: [How to plan your course content](#)
- What are all the things your students need to know to achieve the transformation above? (Make a list.)



# Step 5: Make the focus even smaller

## Refine your content

Review your list from above and narrow it down even more:

- Group like with like to form units.
- Check to see if one of your units could be a standalone course.
- Double check: Does the remaining topic provide so much value that you'll win the loyalty of your new students?

## Repurposing content

### Organize your content by type

Decide what content should be videos, PDFs, text lessons, etc.:

- Choose which topics require video.
- Choose which content requires longform text.
- Choose which topics require downloadable content or PDFs.

## Resources

- [How to create slides for your online course videos](#)
- [How to set up your school on Teachable](#)
- [How to DIY your video recording setup](#)

## Market your course

### Resources

- [How to price your online course](#)
- [Getting started: Create and customize your sales page](#)

### Logistics

Before you set up your marketing, make a few decisions:

- Create your course sales page.
- Set up an email list.
- Claim social media accounts for your course or school (Twitter, Facebook, Instagram, Pinterest, TikTok).



## Marketing strategies

### Guest blogging:

- Make a list of blogs in your niche (or a closely related niche).
- Make note of blogs that accept guest posts.
- Make a note of blogs that also have a large audience and drive engagement.
- Be sure those blogs link back to guest contributors.

### Social media:

- Make sure your bios and profile pictures are up to date. Link to your mini course sales page in your bio on each platform.
- Make a content calendar and aim to schedule at least three to five posts per week (try using tools like Later or Sprout Social to make this process easier).
- Engage daily with your audience and peers in your niche through likes, comments, and shares.
- Ask your audience what kind of content they'd like to see from you using Instagram Story polls.
- Start posting about your course—focus on creating content that inspires, educates, and connects with your audience.
- Have fun with it. Social media is a fantastic way to test and experiment with new content ideas.

## Marketing strategies (continued)

### Influencer marketing:

- Research a list of influencers (bloggers, podcasters, YouTubers, Instagrammers, TikTokers) in your niche.
- Offer course access.
- Offer affiliate revenue.
- Request reviews, feedback, and testimonials.

### In-person promotion:

- Collect email addresses at in-person training events and workshops.
- Send students access to your free course or provide related info if it's not free.
- At conferences and other speaking gigs, feature your course in slides and share a link to sign up for your course and join your email list.



# Teachable resources

Want to stay in the loop on all things online courses and the creator economy? We have your back.

## Contact sales

[Contact our sales team](#) to learn more or get started on Teachable.

## Teachable blog

Peruse [Teachable's blog](#) for case studies, tips, and in-depth articles on how to start your online course business, create your content, and market your course.

## Connect @teachable

We're social. [Follow us on Instagram](#) for creator interviews, quick tips, announcements, and more.

## Keep in the know

Our newsletter, [In the Know](#), is our weekly digest of product updates, creator success stories, entrepreneur tips, and more.

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Teachable exists to help people turn knowledge into a successful online business. Our resources support creators at every stage of their online course and coaching journey.

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