



Course Creation
Workbook



Rural Meanings Agreement

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YOUR AUDIENCE

Audience's Problems

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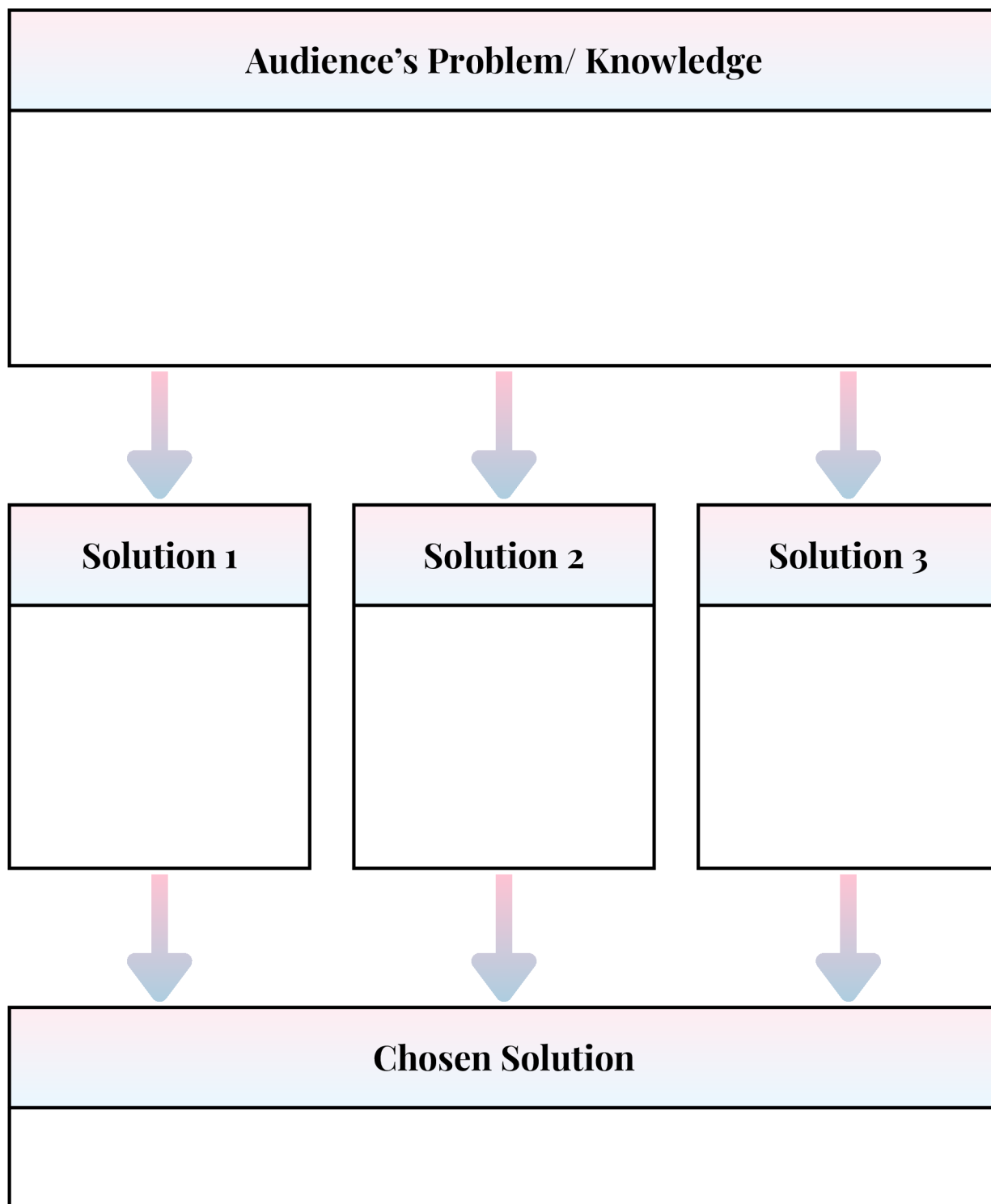
Audience's Knowledge

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Audience's Learning Style

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1 PROBLEM - 1 SOLUTION



COURSE TYPES & ASSETS

Audience's Learning Style

- Audio
- Visual
- Text Based and/ or Writing
- Self Paced vs Group



Course Types

- Audio
- Challenge(s)
- Cohort
- Email Based
- Live Workshop
- Pre-Recorded
- Slides
- Text Based
-
-
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Assets

- Coaching
- Community
- Gamified Experience
- Planner
- Swipe Files
- Templates
- Tools
- Workbook
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COURSE TECH

Course Creation

Course Hosting

Course Platform

COURSE CHECKLIST

Course Title:	
Audience: Problem: Solution:	
<ul style="list-style-type: none">• Brand Name & Logo• Course Video(s)• Course Asset(s)• Landing & Sales Page• Images & Mockups	<ul style="list-style-type: none">• URL• Terms & Conditions• Disclaimer & Disclosure• Returns & Refunds Policy

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COURSE VISUALS

Design Your Course

Course Mock-Up Image

Slide 1

Slide 2

Slide 3

Slide 4

Colour 1

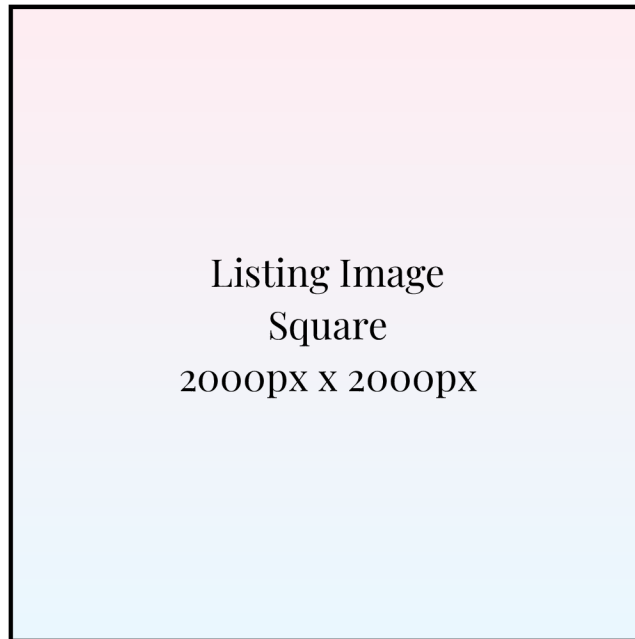
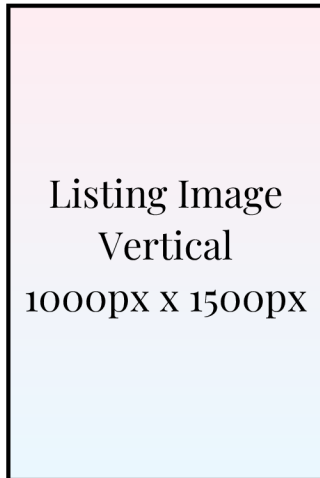
Colour 2

Colour 3

Fonts:

COURSE LISTING

Images



Description

Course Name	
Benefits	
Features	
Inclusions	

Ensure buyers know it is a digital course with no shipped items.

OUTLINE CHALLENGE

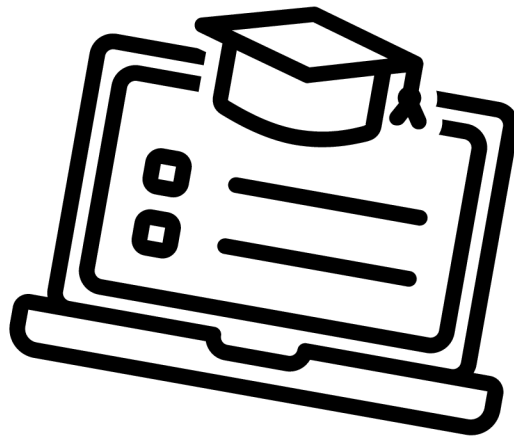
The Outline Challenge is an activity designed to help you start writing your course script. It can help provide structure to your course especially when you are feeling overwhelmed.

Mission

Write an outline for your course to provide structure.

Instructions

Write an outline for your course by choosing between 2 to 6 sub topics and jotting down speaking points for each topic. Remember your course should have one solution to one problem. Stuck on what to include? Try the What, Why, How method. What is the problem and solution? Why use that solution, what are the benefits? How do you apply or use the solution?



OUTLINE CHALLENGE

Course Title:

Subtopic 1
<ul style="list-style-type: none">••••••

Subtopic 2
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Subtopic 3
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Subtopic 4
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Subtopic 5
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Subtopic 6
<ul style="list-style-type: none">••••••