

Structuring Your Course Lessons Worksheet

Here's a worksheet for creating your online course from start to implementation. Use it to determine you've covered everything that needs to be done to get your course ready for launch.

Define your course goal and target audience.

What is the main objective of your course?

Who is your target audience?

What problem does your course solve for them?

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Identify and research your course topic.

What are the main topics you could cover in your course?

1.

2.

3.

4.

5.

What are the most important aspects of each of the above topics?

Main topic 1: _____

Important points to cover:

1. _____
2. _____
3. _____

Main topic 2: _____

Important points to cover:

1. _____
2. _____
3. _____

Main topic 3: _____

Important points to cover:

1. _____
2. _____
3. _____

Main topic 4: _____

Important points to cover:

1. _____
2. _____
3. _____

Main topic 5: _____

Important points to cover:

1. _____
2. _____
3. _____

What are the common misconceptions or challenges related to the topic?

_____	_____
_____	_____
_____	_____

What resources (books, articles, videos, etc.) will you use to support your content?

_____	_____
_____	_____
_____	_____

Create an outline for your course.

What are the main sections of your course?

1. _____
2. _____
3. _____
4. _____

What are the subtopics within each section?

1. _____
2. _____
3. _____
4. _____

What type of content (video, audio, text, etc.) will you use for each subtopic?

Subtopic 1: _____

Subtopic 2: _____

Subtopic 3: _____

Subtopic 4: _____

Design your course materials.

- Create a course logo and visual design elements.
- Write the script for your videos/audio recordings.
- Create slide decks, handouts, and other course materials.
- Create quizzes and assessments.

What interactive elements (quizzes, discussions, etc.) will you include?

Record and edit your course.

Who and how will record your course videos and audio?

Who will edit your videos and audio to remove errors and improve quality?

Who will edit your text and visual materials for consistency and clarity?

Assemble your course.

How will you organize your course materials into sections and lessons? Which needs to come first, next, etc.?

What interactive assessments will you need to add?

Preview and test your course to ensure everything works as expected. What needs to be changed or improved?

Promote and launch your course.

Where will you host and create a landing page for your course?

What will you include as a sign-up incentive?

What types of promotion will you use for your course? Through your website and social media channels? Other?

Create a sales page and set your course price. What are the benefits, headline, features, etc.?

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