

Users Guide to Creating Courses without Being on Camera

A course is one of the ways you can teach others about your expertise. If you're a course creator or thinking of offering courses, you probably think you have to be on camera. And this might be what's keeping you from creating that course.

But what if you aren't comfortable showing up on camera? Can you still create a course, even if you teach something like yoga poses or karate? The answer is yes. It simply means taking a different approach and using the tools available to you.

In fact, creating courses without being on camera is becoming increasingly popular among educators and content creators. With the help of different tools and techniques, you can create engaging and effective courses without having to appear on camera.

In this Insider's Guide to Courses without Being on Camera," you will learn how to create engaging and effective online courses without the need for face-to-face video. Whether you are an educator, entrepreneur, or professional looking to share your knowledge and skills with others, this guide will provide you with the tools and techniques you need to create high-quality online courses that connect with your audience and achieve your goals.

We will cover topics such as choosing course topics, structuring lessons for maximum impact, delivering content in different formats, building trust and connection with your audience, and marketing your course for steady enrollment. You'll discover the pros and cons of face-to-face training courses and what alternatives are available to you.

By the end of this guide, you will have a clear understanding of how to create an online course without being on camera that meets the needs of your students and helps you to achieve your goals. Let's get started!

Pros And Cons of Face-To-Face Training Courses

If you're thinking about creating a video training course, but you're not sure if you want to be on camera is a real concern for many. That's totally understandable! There are definitely pros and cons to showing your face in a training video.

Let's explore the pros and cons.

Pros:

- One of the first advantages is that having a human face in the video helps establish a personal connection with the students and make you more relatable and engaging for your audience.

In fact, according to Udemy, online courses that feature the instructor's face tend to perform better in terms of sales and engagement than those without. This is because, in addition to learning technical material, students also desire a

personal connection with the instructor. Without showing your face, it may be more challenging to establish that connection and achieve success with your course.

- Seeing the instructor's face can help build trust with students. Being on camera allows them to see the person behind the course and get a sense of their credibility, personality, and expertise.
- Another advantage of seeing the instructor's face is that it can help keep students engaged and interested in the material, adding that human element to the video.
- Showing your face in the video allows for more direct communication with students since they will see facial expressions and body language. This is important for understanding the material.
- Being on video means they will be quick to create. You don't necessarily need any special tools or techniques for creating your video. You don't need to spend time creating and editing slides or other visuals. Simply turn the camera on and begin recording yourself. You will still need to do some editing, however.
- Creating face-to-face videos can be more cost-effective than creating elaborate visual aids or animations that will need to be purchased or have to pay someone to create.
- Being on camera allows for more flexibility in terms of filming location and setup. This makes it easy to create videos on-the-go or from the comfort of your own home. You can create videos at the mall, from your car, at the park or gym or anywhere that is appropriate for the type of video it is.
- Being on camera can make the material more relatable. This means it more humanized. This makes it easier for students to understand and retain the information.

There are several disadvantages of showing your face in a training video as well. These include:

1. Recording yourself on camera can make editing more difficult and time-consuming since you'll need to re-record certain segments or cut out mistakes.
2. There could be technical difficulties from recording yourself on camera. Things like poor lighting, sound quality, or bad camera angles can and do happen. These can negatively impact the overall quality of the video.
3. Some people may feel self-conscious or intimidated by being on camera. This fear of judgment can make recording difficult and end up affecting their performance causing them to present the content in an ineffective way for their students.
4. Being on camera can limit your flexibility in terms of how you present information and may not be suitable for specific types of training materials. Using slides or

other forms of video might provide a better solution since you can use different styles and formats to enhance the learning experience.

5. When recording video with yourself on camera it may take longer to prepare and edit than slide-based presentations.
6. Recording yourself on camera often requires good quality equipment such as a clear microphone, good quality camera and enhanced lighting. These can be a big financial investment.
7. Some people may have concerns about privacy and don't want to be recorded on camera. And others are camera shy. They feel uncomfortable being on camera, preferring to use other types of learning forms.

In the end, it really depends on what you're comfortable with and what you think will work best for your course. Just keep in mind that both have their own pros and cons.

Alternative Options

Even if you don't want to do face-to-face lessons in your course, you can still do videos or other types of lessons. You might think if you are doing an exercise video or doing an interview series you have to be on camera. But in fact, you can do these types of videos without showing yourself onscreen.

There are many alternative options to showing your face on video when creating a lesson that requires a person, such as a yoga or karate video.

Here are a few options:

- One way is to use a silhouette of yourself. You can film yourself performing the yoga or karate moves and then edit the video to show only a silhouette of your body. This allows your viewers to see your form and technique without revealing your face.
- Don't want any part of yourself on video? How about using an avatar instead. You can create an avatar or cartoon character that represents you and use that to demonstrate the moves in the video. This allows you to maintain anonymity while still providing visual instruction.
- Or hire a model or someone else to demonstrate the moves in the video. This lets you provide visual instruction without revealing your own face. For instance, you are doing a video course on the basics of applying makeup to teenagers. Hire a young teen to be your model as you apply the makeup or showing just her applying the makeup.
- Another option is to create a course lesson using slide presentations. In this type of video, you record yourself talking about the slide content. No face time required. You can create a slide presentation in PowerPoint or Keynote that can then be saved as a video.

- Create a demonstration video showing only your hands doing the project. Suppose you are creating a course on quilting. In this type of video, you would record your sewing machine and hands as they stitch the pieces together, for example.
- If your course is teaching how to use a specific software such as Canva, you can do a screen share recording. This is where you record your screen, (it can be your computer, phone, or tablet), while you show the steps involved in that particular software or program. This process is a great option for tutorials or talking someone through a process.
- How about using stock footage as your video? The concept is this: You download stock footage from one of the many sites online that offer video footage to use legally. Sites like Pexels.com or Storyblocks.com are just two of the many stock footage sites you can use. For example, you are doing a course on beginner yoga poses. You can find stock videos of the poses and use them on your own video.
- You can do text videos. These types of videos often have an image of some sort in the background with text and music. No voice-over or showing up on camera. Think motivational or meditation type videos.
- Animations are super effective and often surprisingly simple. Think whiteboard style or cartoon-like animations. These fun, easy to follow videos can be used for a wide variety of videos. They can be easily created using services like Doodly.com. Or you can hire animators to create them for you.
- One of the newer ways to create videos without showing your face is to use A.I. Video Generator. These artificial intelligence tools can generate realistic clips of people speaking without you having to use any recording gear.
- Audio-only courses are a great option for people who prefer to learn on-the-go. These types of lessons allow your student to listen to your course while driving, working out, or doing other tasks.
- Text-based courses are similar to e-books, but with interactive elements like quizzes and assessments, downloadable worksheets or other printable elements. They're a good option for people who prefer to learn at their own pace.
- Interactive PDFs combine text and graphics to create an interactive learning experience. They're a great option for courses that involve a lot of visual information, like design or photography. They could be combined with lessons that do screenshares of software.

Ultimately, the best option will depend on your personal preferences and the type of lesson you're creating. By considering different alternatives, you'll be able to create a video that effectively teaches your viewers without revealing your face. No matter what type you choose, it should work well with the type of course you are giving.

Building Trust and a Connection with Your Audience

We know that being on camera is the fastest way for you to begin building trust and a connection with your viewers. But if you're not a big fan of being in front of the camera, you can still build connection and trust. It might be a bit more challenging but there are plenty of ways to establish it.

Here are a few ideas we've put together:

Personalize your course content.

Personalize your course content by addressing your students directly in your lessons. Use their names, ask questions, and engage with them in a conversational tone. You can use anecdotes and examples that are relatable to your students. This will help make your students feel seen and heard.

Share your expertise.

Demonstrate your expertise by providing valuable, actionable information in your course. This will help establish your credibility and make students trust in your ability to teach them what they need to know. You can do this by providing checklists or worksheets, or other types of handouts.

Get Personal.

Go ahead and share some of your personality with them. Don't be afraid to share a bit about yourself and your background. This can help your students get to know you better and build trust in your expertise. You can do this in a slide in your video, as a part of the narrative or in your course handouts.

Use interactive elements.

Encourage students to participate in your course by using interactive elements like quizzes, discussions, and activities. This will help engage students and keep them motivated as well as help them trust and connect with you.

Utilize Engaging Visuals.

If you're not comfortable being on camera, don't worry, there are still ways you can make your lessons visually engaging. You can use slides, diagrams, and other visuals to help get your point across and keep your students interested.

Be approachable.

Make sure that your students feel comfortable reaching out to you if they have questions or need help. Be responsive, friendly, and approachable, and encourage students to communicate with you.

Use text-based tools.

Utilize text-based tools like chatbots and email to communicate with students. These tools can help you respond to questions quickly and provide support to your students in a way that feels personal.

Foster Community.

You want to encourage interaction and discussion among your students to help them feel connected. You can do this by creating forums or discussion boards or a Facebook group dedicated to the course. This can help build a sense of community and allow students to connect with each other, as well as with you.

By following these tips, personalizing your content, and sharing your expertise, you can create a course that connects with your students, even if you're not on camera. In the next section we'll talk about choosing a quality course specifically for your niche.

Choosing Quality Course Topics with High Market Demands

Now that you know how to build trust and connection with your students without being on camera it's time to choose your course topic. Choosing quality course topics with high market demand can be challenging whether you're a beginner or have courses under your belt. There are several strategies you can use to identify potential topics.

Let's look at a few tips you should consider:

1. **Research your audience:** Before you choose a course topic, it's important to research your target audience. This will help you understand their needs, pain points, and interests.

When you're looking to create a successful course, research is key. Before you dive into creating your course material, you'll want to take the time to really get to know your target audience. Who are you creating this course for? What are their needs and pain points? What do they find interesting and engaging?

You can gather information about your target audience by doing surveys, talking to people in your network, or even just observing online communities to see what they're talking about.

2. **Identify gaps in the market:** Look for gaps in the market by researching the existing courses and content in your niche. This can be done through online course platforms, industry websites, and forums, as well as through attending relevant conferences and events.

Identify what topics are not being covered or are being covered in a limited manner. This could be a sign of an unmet need in the market.

Connect with your target audience and ask them what they're looking for in a course. This can be done through online surveys, focus groups, or by simply reaching out to them via social media or email.

Check popular forums and online communities in your niche to see what questions people are asking. If you see the same questions being asked repeatedly, it could be a sign that there's a need for a course on that subject.

3. Look for trending topics: Keep an eye out for trending topics in your niche. This can be done by monitoring online forums, social media, and industry publications.
4. Analyze competitors' courses. Take a look at your competitors' courses and see which ones are most popular. This will give you an idea of the topics that are currently in high demand.
 - Look at the topics covered in each course and compare them to your potential course topics. This will give you a sense of what your competitors are offering and how your course can stand out.
 - Look at the student reviews and ratings of the courses. This will give you an idea of what students like and dislike about the courses and what they believe is missing.
5. Use keyword research. Use keyword research tools like Google Keyword Planner or Ahrefs to find popular search terms in your niche. This will help you identify topics that people are actively searching for.

Start by brainstorming a list of keywords related to your course niche. This might include industry terms, common pain points, or questions your target audience might be asking.

Look at the monthly search volume for each keyword, as well as the level of competition for those keywords. Choose high-demand, low-competition keywords.

6. Listen to your potential or current audience feedback. If you already have a following, listen to your audience feedback and look out for common questions or subjects they are interested in. Ask them what they would like to learn. This can be a great indicator of what to create a course on.
7. Try experimenting with different course topics. This gives you an idea of which ones resonate best with your audience. That helps you identify what works and what doesn't so it will be easier to choose future course topics.

Follow these tips to help you identify potential course topics that have a high market demand. Keep in mind that choosing a topic that you are passionate about and knowledgeable in will make creating and delivering the course more enjoyable and effective. In the next section we'll look at how to structure your lesson.

Structuring Your Lessons for Big Impact

One thing that will help your course be a success is how it's structured. Structuring your course lessons for big impact helps ensure that your students are able to learn and retain the material effectively.

- You want to lay out your course in the most logical way with the right learning methods for your students. It might be they learn best through quizzes or worksheets or from video or audio prompts. Whichever it is it needs to be built into your course.
- Begin each lesson by stating a clear goal or objective for the material that will be covered. This will help your students understand the purpose of the lesson and what they should be able to achieve by the end of it.
- Use a clear layout for your lessons. This might be starting with an introduction, moving on to the main content, and ending with a summary or conclusion. This will help your students understand the flow of the material and make it easier for them to follow along.
- Employ a variety of teaching methods. Video, audio, and written materials, as well as interactive elements such as quizzes, polls, and activities should be considered. Also use visuals and graphics to help your students understand complex concepts or data. This can include diagrams, flowcharts, or infographics. This keeps your students engaged and will cater to different learning styles.
- Provide real-life examples and case studies throughout your course to help your students understand how the material can be applied in the real world. This will help them see the relevance of the material and make it more meaningful to them.
- Another good element to include is storytelling and personal anecdotes. These help your students understand and remember the material, making the subject matter more relatable and memorable for them.
- It's a good idea to encourage interaction and participation from your students. You can do this by asking questions, providing opportunities for discussion, and giving them the opportunity to ask questions. This can be done during a live meeting or through a group or forum you set up specifically for the course.
- Break up the material into manageable chunks you can cover in one lesson. This will help your students focus on one topic at a time. And makes it easier for them to absorb the information.
- Don't forget to provide feedback and support to your students throughout the course. This can include answering questions, providing extra resources, and offering one-on-one help if needed.

- Create a sense of community among your students by encouraging them to interact with each other, share their progress, and give each other feedback. This will help them feel more invested in the course and will encourage them to stay engaged.
- Continuously update and improve your course based on feedback from your students. This will help you keep the material relevant and engaging and will show your students that you value their input.

By following these tips, you can structure your course lessons for big impact, helping ensure that your students are able to learn and retain the material effectively. In the next section we're looking at the different delivery methods for your course lessons.

Choosing Lesson Delivery Methods

Now that you've laid out your course, let's talk about the different delivery methods available for your lessons. There are several delivery methods for each lesson. The right method for you will depend on your course content, target audience, and personal teaching style. Here are some of the most common delivery methods and how to choose the right one for your course:

1. **Video:** Video is a popular delivery method for online courses. It allows you to demonstrate concepts and procedures by recording on camera, and it also provides a more personal touch. This method is good for courses where showing a process or demonstration is important.
2. **Audio:** This method involves recording an audio lecture or podcast that students can listen to. It's a great option for courses that are heavy on content and lighter on visuals.
3. **Slides:** This method involves creating a series of slides with accompanying text and images. It's a good option for courses that require visual aids to explain complex concepts.
4. **Text-based:** This method involves creating written course materials, such as articles, eBooks, or workbooks. It's a great option for courses that are text-heavy or for students who prefer to read rather than watch videos.
5. **Interactive:** This method involves using quizzes, simulations, and other interactive elements to make the course more engaging. It's a good option for courses that are aimed at retaining students' attention and making learning fun.

Something else you need to consider for your lesson delivery is the platform to host your course. When choosing one, look at what it offers that fits your needs. You'll want to look at price, of course, but the other features will be just as important. Look at:

- Course-building features such as ability to give assignments, create quizzes or ease of use.
- Payment solutions they offer you such as percentage based on sales or a set amount.
- Integrations that will help you connect it to third-party platforms and your marketing channels.
- Flexibility and freedom in their terms of use.
- Customer support they offer.

When choosing the right delivery method for your course, consider the following factors:

- The type of course content: If your course is heavily focused on visuals, video or slides may be the best option. If it's more content-heavy, text or audio may be the way to go.
- Your target audience: Consider who your target audience is and what type of learning experience they prefer.
- Your teaching style: Consider your own teaching style and what type of delivery method you are most comfortable with.
- Time constraints: Consider how much time you have to create the course.

Choose the lesson delivery format that works for your teaching style, your topic and your student's learning style that will provide the best results for your students.

Creating, Recording & Assembling Your Course

Now you're ready to create an engaging and quality course and you want to make sure everything is ready. Writing, recording, and assembling a course for the best delivery can be a bit of a process. There are several steps that need to happen.

Let's go over the steps you need to follow to make that happen:

Take the time to plan and outline your course material before you jump into writing or recording. This will help you stay organized and make sure you cover all the important stuff.

Next, you'll need to write or script your course. Get your thoughts down on paper (or in a script). This will help make sure your course is clear and easy to follow. If you're doing a video course, this script will guide your presentation.

Once you have your script written, it's time to bring your course to life. You can do this through videos, audio recordings, written content, or interactive elements. If you're

doing video, make sure you have good lighting and sound. And make sure your content is high-quality and easy to understand.

Now you want to do the editing and refine the course. Cut out any unnecessary parts, add transitions, and make sure the content flows smoothly.

Once your content is ready, put it all together in a format that's easy to follow. This could mean organizing it into chapters, sections, or modules, and adding quizzes or interactive elements to help students check their understanding.

Lastly, it's time to test and do any final improvements. Make sure it's easy to navigate, understand, and complete. Get feedback from others and use that to refine your course until it's the best it can be."

Take the time as you record, assemble, and create your course lessons. You want to make sure everything flows smoothly and is easy for the students to understand and navigate. Next up is ideas for marketing your course.

Marketing Ideas for a Steady Stream of Students

You've done the research, picked a good course topic, created the lessons and now you're ready to get students. Use these marketing ideas for a steady stream of students for your course:

1. Create a website or landing page for your course to provide potential students with information about your course and give them a way to sign up.
2. Use social media platforms like Facebook, Twitter, Instagram, and LinkedIn to promote your course and interact with potential students.
3. Think about using paid advertising such as Google AdWords or Facebook ads to reach a wider audience and drive more traffic to your course.
4. Build an email list of potential students and use it to promote your course and keep them updated.
5. Write guest posts on relevant blogs or websites to promote your course and reach a wider audience.
6. Partner with other businesses or individuals to promote your course and offer them a commission for any students they refer.
7. Encourage satisfied students to share their positive experiences with others and word of mouth can be a powerful marketing tool.
8. Create a referral program to incentivize current students to refer their friends and family to your course.
9. Create a free resource or tool that is related to your course, such as an e-book or calculator, and use it to promote your course.
10. Offer a money-back guarantee to give potential students peace of mind and show them that you stand behind your course.

11. Host a contest or giveaway to promote your course and encourage people to sign up.
12. Create a video course preview to give potential students a sense of what they can expect from your course.
13. Use retargeting ads to target people who have previously visited your website or landing page.
14. Use remarketing email to target potential students who have previously shown an interest in your course.
15. Reach out to media outlets and blogs to feature your course and promote it to a wider audience.

Use these tips to get your course in front of potential students who are ready to learn from you.

Templates and Tools

We've included some great templates and tools to help you navigate the world of course creation including:

1. Course Platform Resources List
2. Course Topic Worksheet
3. Structuring your Course Template
4. Structuring your Course Worksheet
5. Course Creation Tools
6. Creating, Recording and Assembling Your Course Checklist

What Next

Creating a course without being on camera can be a great way to reach a wider audience and make your content more accessible to people who prefer to learn in written or audio format.

In this Insider's guide, we showed you how to identify your audience so you can tailor your course content to their needs.

We showed you the different formats you can use to create your course. And the different types of videos you can create even if you don't want to do face-to-face videos.

Then we looked at outlining and creating your course content. You need an outline so your content will flow naturally.

We talked about recording your video, audio, and written text ideas. Finally, we showed you how promote it to get a steady stream of students.

Now it's time to get started creating your next high-quality course that reaches a wide audience even without being on video.