

A gold watch with a pink leather strap and a glass of coffee on a white surface. The watch is positioned diagonally across the frame, with the glass of coffee to its left. The background is a bright, white surface with soft shadows.

HOW TO CREATE AN ONLINE COURSE AND MAKE PASSIVE INCOME

Making Money with what you know

KRUSHA PATEL

WHY CREATE AN ONLINE COURSE?

Welcome to this Ultimate Guide of How To Create An Online Video Course

E-learning is a multi-billion dollar industry, which is fast growing. Why is this good news for you? Everyone watches video content online and this presents a massive opportunity for you to create an online video course around what people want to know. You've got to find a gap in the market and share your knowledge to help your target audience achieve the results they desire.

If you think about it, all the tools you need are available to you. We have access to a wealth of specialist knowledge, high-performance softwares and smartphones with digital convergence. How lucky are we, to be living in an abundance world with the opportunity to utilise the resources available.

Be committed, take MASSIVE ACTION and know that you have the ability to make a difference one to many, globally!



WHY IS THIS A MUST FOR YOU?



It has never been so easy and quick to create an online course. This guide will teach you how to package your knowledge into an online course, to share amongst the masses and earn passive income.

The problem is most people work in their business instead of on their business, which requires trading time for money. By creating an online package where people can consume your content, you can earn an extra income without you physically being there.

The idea is to extract the knowledge from your head and package it into an E-course to sell online. The beauty of designing an online course, is that once it's created, you can generate an income over and over and over again.

You can scale your business quicker. Everyone consumes video content online, so this is a powerful engaging medium to get attention, to educate and to share your content on.

1. DECIDE WHAT COURSE TO CREATE

Turn Your Knowledge Into An Online Course

Whenever you want to earn an income from something, you want to go with the market trend. This is how you know there is a demand and that people will most likely be willing to part with their money to get a solution. Creating an E-course gives you amazing positioning. People will see you as an expert teaching knowledge and instead of you looking for business, business will flow to you.

Here are the steps to take to create an online E-course: Decide on the topic. The knowledge in your head plus your experiences are extremely valuable for anyone looking to learn and shortcut the time it takes to achieve the results. If you are starting from scratch and don't know what course to create, think about what knowledge you can pass on to benefit your target audience.

Ultimately people will pay for your online course because of the result they desire to get. The E-course is what is going to give them the knowledge of the results they want to achieve.

You will need to find out where the demand is. You want eyeballs and attention on that topic and researching what people are actively looking for and wanting to find out, is a good clue as to whether people want a solution for that. One way you can check if there is a high demand, is if you search for what people are currently looking for online. This is where **audience** research comes in.

Research with Google: What do people use the world's biggest search engine for? To search for what they want to know. Make use of this resource by seeing what phrases are suggested when you type in the search bar.

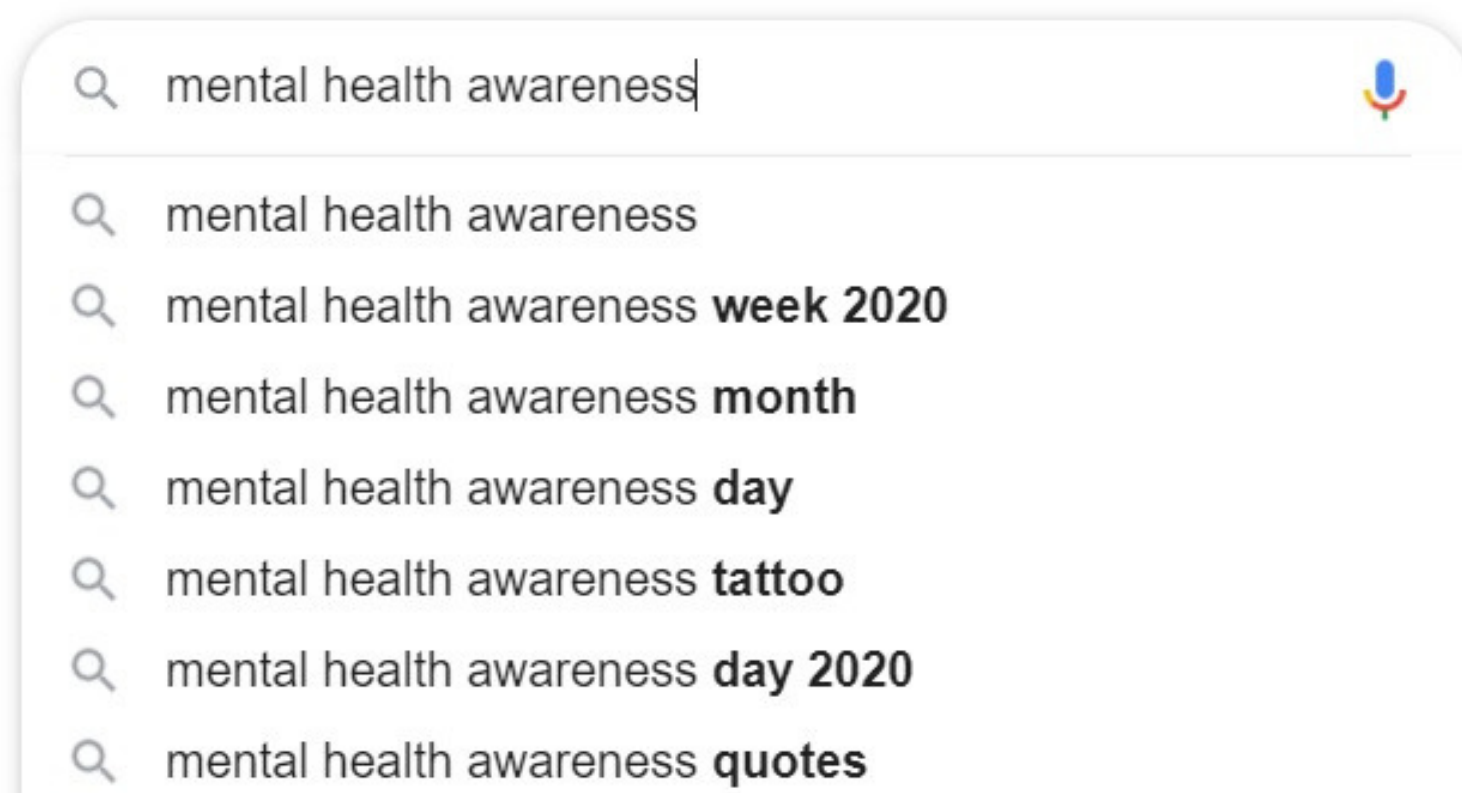


Image: Example of Search Terms and Google Suggestions

Research with Google Keyword Planner: Search for keywords using Google Ad's Keyword Planner which regularly updates to reflect the volume of related search terms.

This is very useful to know whether people are actively searching for solutions to problems around a particular topic. The higher the average monthly searches, the better.

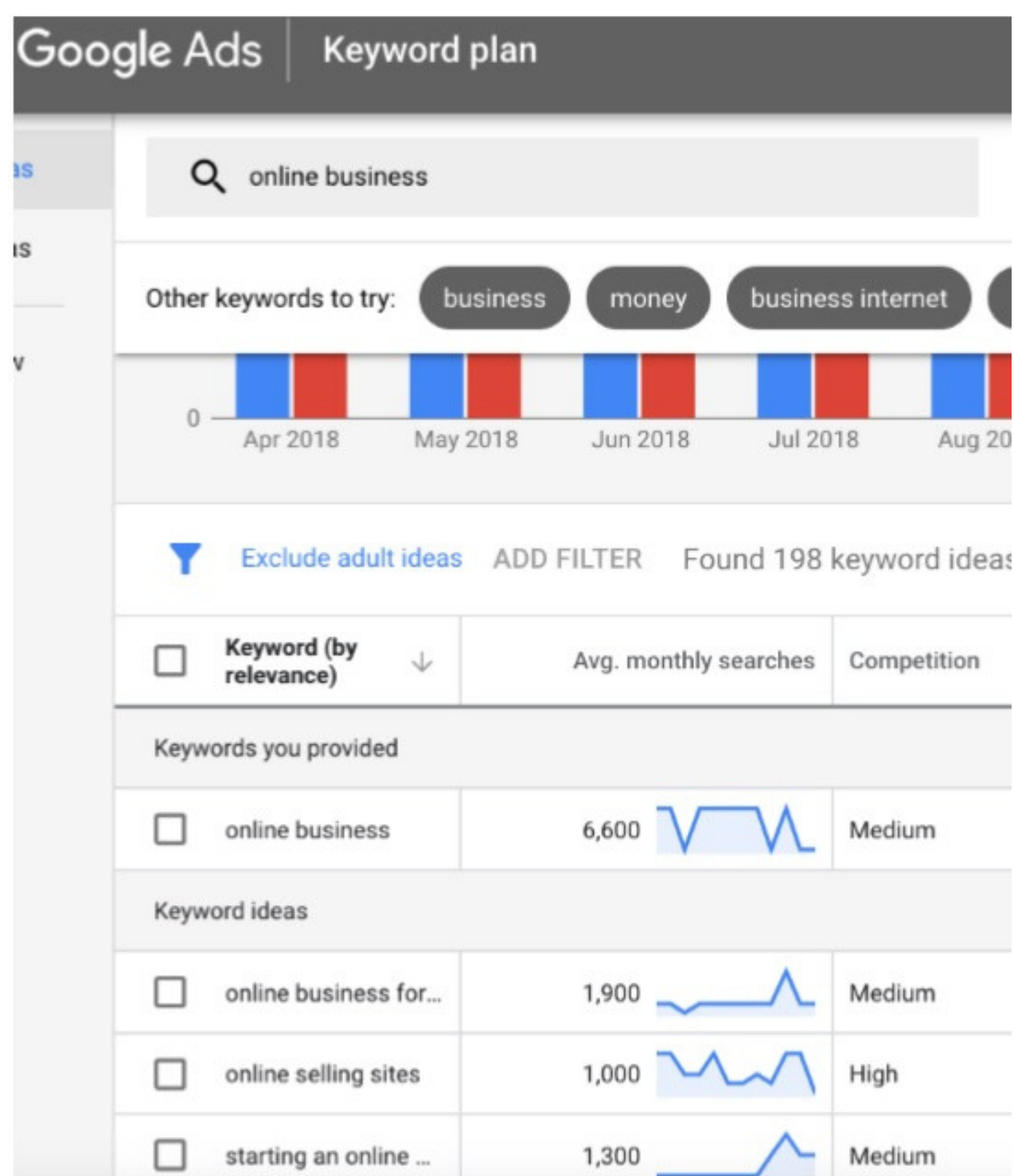


Image: Example of Relevant Keywords

Research with YouTube: What do people do when they want to find out how to do something?

For a visual solution, they 'search' on YouTube. Use the YouTube search bar to see what is suggested and trending.

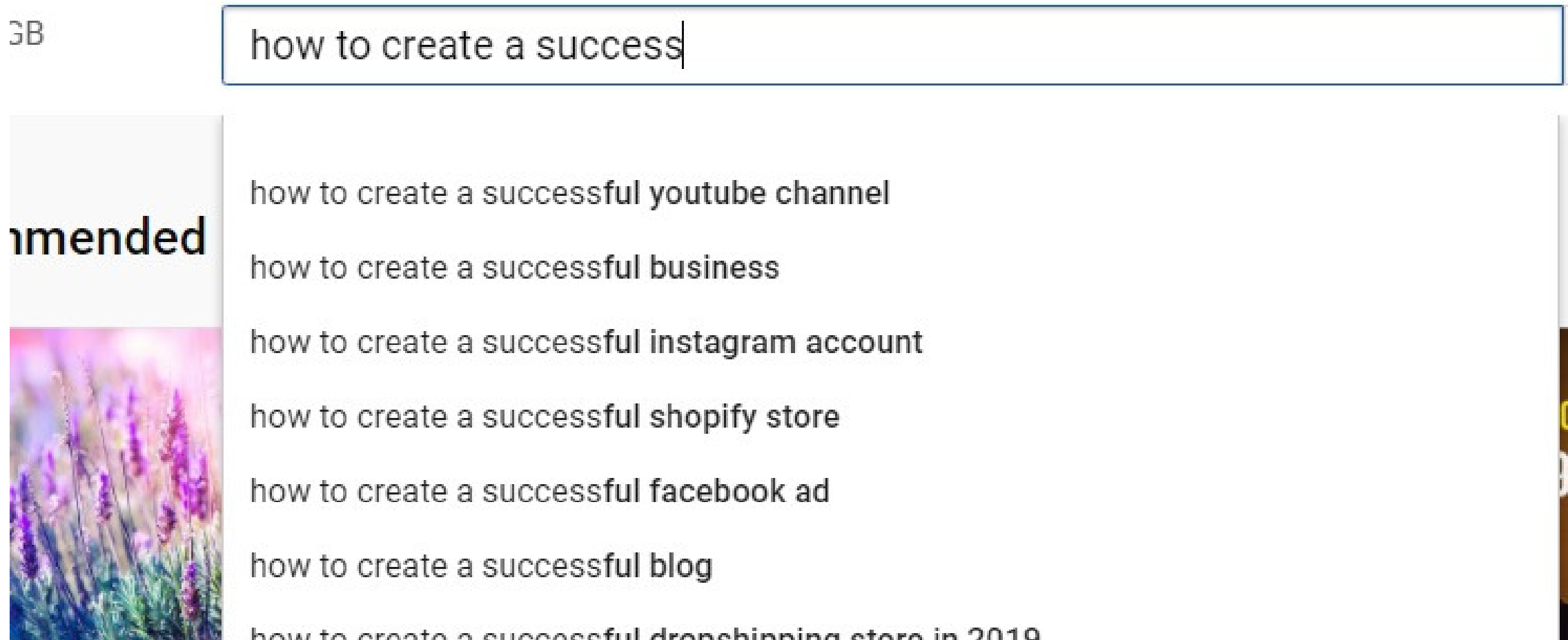


Image: Example of Youtube Suggestions

SAY IT ONCE & BE HEARD A MILLION TIMES

If you want to create an online passion-based business, ask yourself what do people come to you for? What experience have you been through that can help other people? What are you passionate about that is needed in the marketplace?

If you have built a social media following, you could ask your followers what it is they want to know and learn. Be sure that there is an audience and you really understand their pain points.

It is the step-by-step formula & structure i.e. the system that people are paying for. That's what the audience expect to get. You can communicate this in bitesize videos so they can easily consume the course.

Content is king! Do your research and serve your target audience with what they actually want to achieve and package your online business course around this, so it is result driven.

2. HAVE A BUSINESS SYSTEM

You need to create a system in place that runs on automation.

To be able to structure your course, you need to know what you will be covering in each E-class. Get some paper and brain dump your ideas. It is a great idea to get your topic ideas on paper and narrow down what it is you want to teach.

You then want to be selective and put your ideas in logical order for your audience to follow. Remember to be very clear in communicating what steps your audience needs to take to get the benefits. Come from the mindset of how can you best serve your audience.

Be creative in your teaching. Key points can become 'ah ha' moments. You can create a visual model to demonstrate the points you are teaching. Acronyms work well. Communicating your knowledge in a clear and memorable way is what can make your course stand out.

3. VIDEO SCRIPTING

You will need to write a video script so you know what to say to deliver the content for each module.

Here is what you will cover in the video script:

What ~ What are you going to talk about in the video?

Why ~ The reason why is it important

How ~ The 'how' is delivered through visual (see), auditory (hear) and kinaesthetic ('feel' the content). Tell your audience how to do a specific step.

Case study ~ Back up the above with a case study

Examples ~ Or a relatable example

An example script for a module on overcoming stage fright:

In this video, I want to talk about stage fright.

Why is it important? Because you don't want to walk on stage and to freeze and not know what to say. That will be embarrassing. So how do you do that?

One really good way to overcome stage fright is to do a power move before you walk on stage. Whenever you feel that fright, you want to re frame the way you think.

I use the acronym ...(teach them)

I remember walking on stage, my hands got really sweaty, my mouth got really dry and I just used that formula.

I did my power move to get into state and I refocused my energy on the audience and how I can add value to them.

You will need to write a video script so you know what to say to
Do you see how you can apply this script formula?

You teach the audience something they didn't know that they
can easily implement and you add massive value!
Communicate in a way in which a 6-year-old would
understand, so it is easy to implement.

4. FILM THE COURSE



When it comes to course creation, you can either film the course yourself or have the course filmed for you. The modern way of doing things is simple and you don't need lots of industry equipment to get started. In its simplest form, here is what you need for the **course production**:

Cont.. on next page

Course production:

- Create 20 videos which are 5-10 mins long each
- Breakdown your knowledge based on the brain dump list you created
- Film using a smartphone with 4K or HD camera. Film landscape
- Use a tripod for your mobile phone
- Use a quality microphone and film in a quiet area
- Use good lighting. Film against a non-distracting background

5. EDITING

This is where the magic happens! Video editing is the arrangement of video shots. You can either hire an editor or edit yourself. With your smartphone, you can film as well as edit and all the settings are set for you. So editing can be fast and convenient from your mobile phone.

Editing softwares in App Store: For Apple Users download iMovie For Android Users download WeVideo

To make the videos look professional, add titles, effects and music at the beginning and end of the videos of the modules. For royal free music, you can use audiojungle.net. It is normal to have many takes for the shots so using an editing software allows you to make the changes you need to edit out the obvious mistakes and to create your E-class videos. Export your videos into MP4 or MOV (high quality).

You can then upload them to a platform of your choice and start marketing and selling.

WHAT'S NEXT?

Creating an online course helps to position yourself as an expert.

This guide has shown you how you can utilise the knowledge that you have and find a relevant target audience with demand in the market and then package your course online to serve many.

As a summary of the 5 step formula, first decide what course you are going to create by going through the steps and doing research. Put this into a system and a formula so that people can easily remember the content.

Put everything down on paper, put them in a logical order and create the video script. Then it's the course production. You can use your mobile phone to film and edit if you choose to.

If you need any additional help feel free to contact me or click [HERE](#) check out what courses I have available to help you.

Contact Here:

www.krushapatel.co.uk

M: +44 (0) 7564 408 227

Let me know how you get on!