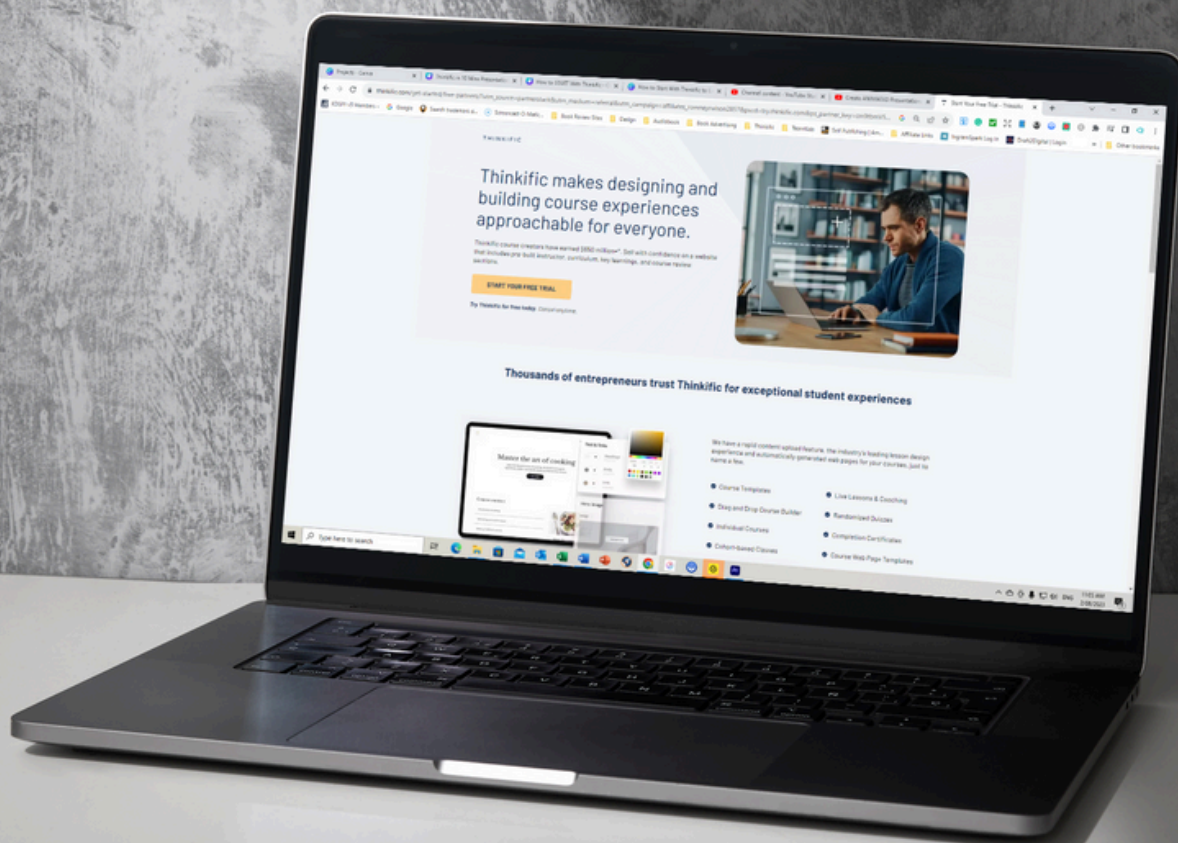


BY ROMNEY NELSON

ONLINE COURSE INSTRUCTOR

# ONLINE Course Creation 7 STEPS TO GET YOU STARTED IN 2025



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# WELCOME TO THE 7 STEPS TO CREATE AN ONLINE COURSE

Welcome to the **7-Step Guide** on creating an online course.

Whether you're an aspiring instructor or looking to expand your existing course portfolio, you're in the right place.

In this guide, you'll discover the key starting steps to build a successful online course that not only equips your students with valuable new skills but also allows you to create a thriving community and earn a passive income.

With over **40,000** students enrolled in my 10+ courses, I've seen firsthand the incredible potential of online education. The global e-learning industry is rapidly rising, projected to be worth over \$380 billion by 2028. This surge reflects the growing demand for accessible and flexible learning solutions that cater to diverse needs across the globe.

I'm here to support you every step of the way so let's embark on this exciting journey together and unlock the full potential of online education!



ROMNEY NELSON  
BEST-SELLING COURSE INSTRUCTOR



# **WHAT WE WILL COVER**

- 1. SPECIFY YOUR TARGET AUDIENCE**
- 2. CONDUCT MARKET RESEARCH**
- 3. CHOOSE A TOPIC**
- 4. CHOOSE A PLATFORM**
- 5. OUTLINE AND CREATE YOUR CONTENT**
- 6. BETA TEST**
- 7. MARKET YOUR COURSE**



# SPECIFY YOUR TARGET AUDIENCE

## Step 1: Define Your Target Audience for Success

The success of your online course depends on how well you define your target audience. While it may seem logical to appeal to as many people as possible, narrowing your focus to a specific niche will yield far better results in the long run. By becoming a specialist in a particular area, you can build authority, attract the right students, and create content that truly resonates.

### Why a Narrow Focus Works

Trying to create a course for everyone can make your content feel too broad and less impactful. When you focus on a specific group, you can:

- ✓ Tailor your content to their exact challenges and goals.
- ✓ Provide real solutions that feel highly relevant to them.
- ✓ Make marketing easier by crafting messages that speak directly to their needs.

### Example: Leveraging Your Expertise

Let's say you have experience as a Physical Education and Sports Teacher. You've developed strategies for managing both indoor and outdoor classrooms, engaging students, and fostering a positive learning environment. Instead of creating a generic teaching course, you could design one specifically for new graduates entering the teaching profession.

#### 💡 Course Idea:

💻 "Classroom Management & Student Engagement for New Teachers: Strategies for Success"

This course would provide practical tools and strategies to help new teachers effectively manage classrooms and engage students from day one. By focusing on a niche audience—new teachers, particularly in physical education—your course will stand out and provide real value in a crowded market.

### Finding Your Niche

This approach applies to any profession or industry. Whether you're a:

- 🎨 Designer – Teaching branding and UX principles.
- 📊 Sales Manager – Helping new reps master sales techniques.
- 🏆 Fitness Professional – Creating specialized workout programs.
- ⚽ Sports Coach – Offering performance training for young athletes.

There's an audience hungry for your knowledge. The key is to define who they are and what they need so your course can provide real, actionable value.

**Takeaway:** By specifying your target audience, you lay the foundation for a course that truly makes an impact.



## **CONDUCT MARKET RESEARCH**

Before diving into course creation, it's crucial to conduct thorough market research. This step will help you understand the competitive landscape, identify gaps in the market, and determine the demand for your course idea. By analyzing what's already out there, you can refine your course concept and position it to stand out.

### **Identifying Market Gaps:**

Start by researching your competitors. Look at the courses they offer, their pricing, their content structure, and their marketing strategies. Pay attention to customer reviews and testimonials to understand what learners appreciate and what they feel is lacking. This insight will help you identify areas where your course can offer something different or better.

For instance, if you find that most classroom management courses focus on theory rather than practical application, you could differentiate your course by emphasizing real-world strategies and actionable advice. Alternatively, if existing courses are priced at a premium, you might consider offering a more affordable option without compromising on quality. In addition, you could create a 'Beginners Course' and a 'Premium' Course offering to suit different budgets.

### **Validating Your Course Idea:**

Once you have a course concept, it's essential to validate it with your target audience. Reach out to potential learners through online forums, social media, or even direct outreach to gauge their interest. You could create posts on LinkedIn or start a YouTube channel where you share valuable insights related to your course topic. As you build an audience, you can ask them what specific challenges they face and what they would like to learn in an online course. This feedback will be invaluable in shaping your course content and ensuring it meets the needs of your audience.





## CHOOSE A TOPIC

Choosing the right topic is a critical step in creating a successful online course. Your topic should align with your expertise and resonate with your target audience. It should also address a specific problem or need that your audience is eager to solve.

### **Defining Your Unique Value Proposition:**

When selecting a topic, think about what sets your course apart from others. What unique perspective or approach do you bring to the table? This is your unique value proposition (UVP)—the reason why learners should choose your course over others. Your UVP could be based on your experience, the practical tools you provide, or the specific outcomes your course promises.

For example, if you're creating a course on classroom management for new teachers, your UVP might be that your strategies are field-tested and proven to work in diverse educational settings. You might also highlight your background in physical education, offering insights that are particularly relevant to teachers in that field. You may have international teacher experience or be head of a department. Try and distance yourself from 'the pack' and sell your uniqueness. Nobody can replicate 'YOU'!

### **Crafting a Compelling Course Title:**

A well-chosen course title can make a significant difference in attracting learners. Use SEO tools to identify high-traffic keywords related to your topic and incorporate them into your title. Your title should be clear, descriptive, and compelling, giving potential learners a reason to click and explore further.

For instance, "Classroom Management and Student Engagement for New Teachers: Strategies for Success" is a title that clearly conveys the course's content and its value to the target audience. It's specific, informative, and includes keywords that potential learners are likely to search for.

# CREATE YOUR COURSE OUTLINE

Take Action

**Title:**

**Subtitle:**

**Category/Niche:**

**Customer Age and Demographics:**

**Overview of the course:**

**List 10 Sub-Sections of Your Course. Later, you can then add the lessons to each sub-section.**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10





## CHOOSE A PLATFORM

Selecting the right platform to host your online course is a crucial decision that can impact your course's success. The platform you choose should align with your technical skills, budget, and course goals. It should also offer the features you need to deliver your content effectively and engage your audience.

**Evaluating Platform Options:** There are several popular platforms available, each with its strengths and weaknesses. For instance, Thinkific is the platform I've chosen because of its user-friendly interface, and because it offers a range of customization options and integrated marketing tools. This comes at a price, but it is within most people's budgets with a Basic Plan at just \$36 USD per month on an annual plan. Udemy is one of the world's largest and well-known marketplaces that can help you reach a broader audience, though it comes with more competition and less control over pricing. SkillShare, with an audience of over 18 million users, is also one of the larger platforms. However, you get paid via minutes watched, and in recent times, SkillShare has significantly reduced its Instructor payments by up to 50%.

When choosing a platform, consider where your audience is most likely to engage and what features are most important to you. Do you need a platform with strong analytics to track learner progress? Are you looking for a platform that offers built-in payment processing? Would you like to capture the email addresses of your students to offer other products or services? Your answers to these questions will guide your decision.

	Thinkific	SkillShare	Udemy
Price to Host Courses	<b>Basic Plan:</b> \$36 p.m on annual plan or \$49 p.m on a month to month plan. <b>Start Plan:</b> \$74 p.m on annual plan or \$99 p.m on a month to month plan <b>Grow Plan:</b> \$149 p.m on annual plan or \$199 p.m on a month to month plan	Free, however you get paid (royalty payments) based on minutes watched. SkillShare can change the policy at anytime therefore you are at the mercy of periodic changes.	Free, however Udemy can significantly discount your course listing price by up to 90%. You can opt out of this but they will not market your courses to any students as part of their promotional marketing to millions of students.

	Thinkific	Skillshare	Udemy
Learners	Unspecified	18 Million +	50 million +
Earning System	Instructor Sets Course Price	Royalty-Based (Minutes Watched)	Instructor Sets Course Price but Udemy significantly discounts the price by up to 90%
Revenue Source		20% of Premium Membership revenue goes to teachers	Varies: 97% (Instructor referrals) 50% (Organic)
Number of Course	Unspecified	35,000+ courses	200,000+ Courses
Languages Available	Instructor to Add	5 Languages	120+ Languages
Money Back Guarantee	Instructor Sets	7 Days	30 days
Ownership of Student Database including Email Addresses	YES	NO	NO



## WHY I MOVED MY FOCUS TO THINKIFIC

When I first started, I created a beginner course and listed it on Udemy and Skillshare. Later, I developed a Premium 12-hour course, but I chose to host it exclusively on Thinkific. This decision gave me full control over pricing, marketing, and—most importantly—direct access to my students through email.

Over time, I added more courses to Udemy and Skillshare, and while they still generate sales, I've noticed a major drawback:

- ❌ Sales tend to **decline** over time as these platforms prioritize newer courses in their algorithm.
- ❌ It's a constant **hamster wheel**—to stay relevant, you need to keep producing courses at a relentless pace.
- ❌ You have **no control** over royalty payment changes or even the risk of courses being removed if they no longer meet platform requirements.

### What I Learned Through Trial and Error

By shifting my strategy to Thinkific, I discovered a much more sustainable and profitable approach:

- ✅ Higher earnings per student – Premium pricing without platform commissions.
- ✅ Predictable monthly income – Through course bundles and subscription models.
- ✅ Direct student relationships – Allowing me to upsell additional courses and coaching.
- ✅ Full Ownership – Unlike marketplace platforms, I own my student list and can build long-term relationships.

If you want to future-proof your course business and avoid relying on marketplace algorithms, Thinkific is the way to go. You get complete control over your courses, pricing, and marketing—without restrictions.

Through my connection with Thinkific, I've secured a **30 Day Free Trial** for my clients. This is usually 14 days as a free trial so it's worth the extra 2 weeks to ensure it's the right fit for you.

Just use this link to check it out: <https://try.thinkific.com/RomneyOMF>

I've also created a free **2 hour course** on **Thinkific**. Check it out via the below link:

<https://publishing-accelerator.thinkific.com/courses/create-an-online-thinkific-course>

**Join Today.  
It's FREE!**



**THINKIFIC**



# **OUTLINE AND CREATE YOUR CONTENT**

With your topic chosen and platform selected, it's time to outline and create your course content. This step involves organizing your ideas into a coherent structure and developing engaging materials that will hold your learners' attention.

## **Creating a Clear Course Outline:**

Start by breaking down your topic into manageable modules or lessons. Each module should build on the last, creating a logical progression that guides learners toward the course's overall objectives. Your outline should also include key takeaways for each module, ensuring that learners understand the value they're gaining as they move through the course.

## **Engaging and Interactive Content:**

To keep learners engaged, incorporate a variety of multimedia elements into your course. Videos, infographics, and quizzes are all effective tools for reinforcing learning and keeping the material interesting. Consider the pacing of your course as well—varying the format and length of content can help maintain learner engagement. For instance, you might start a module with a short video introduction, followed by an in-depth article or case study, and conclude with a quiz to test comprehension.



## BETA TEST

Before launching your course to the general public, it's essential to conduct a beta test. This involves sharing your course with a small group of target users who can provide feedback on the content, structure, and technical aspects.

### **Gathering Feedback and Making Improvements:**

During the beta test, encourage participants to provide detailed feedback on their experience. Were the instructions clear? Did they find the content engaging? Were there any technical issues? Use this feedback to make any necessary adjustments to your course before its official launch.

Beta testing also serves as an opportunity to generate early testimonials and build buzz around your course. Positive feedback from your beta testers can be used in your marketing materials to add credibility and attract more learners.





## MARKET YOUR COURSE

Once your course is ready, it's time to launch it to the world. A comprehensive marketing strategy is essential for reaching your target audience and driving enrollments.

### Developing a Marketing Plan:

Your marketing plan should include a mix of strategies to reach your audience where they are. Social media is a powerful tool for promoting your course and engaging with potential learners. Consider creating content that showcases the value of your course, such as blog posts, videos, or podcasts. Email campaigns can be highly effective for nurturing leads and driving conversions, while partnerships with influencers or affiliates can help you reach a broader audience.

### Offering Incentives:

To encourage early enrollment, consider offering limited-time discounts or bonuses. This could include exclusive access to additional resources, one-on-one coaching sessions, or early access to new content. These incentives can create a sense of urgency and make your course more appealing to potential learners.



# TOOLS

## 1. THINKIFIC

VISIT NOW



Thinkific is an intuitive online course platform that allows creators to easily build, market, and sell their courses. With seamless integrations, flexible pricing options, and tools for managing subscriptions, affiliates, and payments, it's designed to help you grow your online education business while delivering a great learning experience for students.

**Accessibility:** Monthly Subscription Starting at \$36 (USD) - Basic Plan

## 2.

VISIT NOW



Kit (formerly ConvertKit) is a powerful email marketing tool designed for creators, offering an easy-to-use platform for building and nurturing your audience. With features like automated email sequences, customizable forms, and landing pages, it helps you grow your subscriber list, engage with your community, and drive conversions effectively.

**Accessibility:** Monthly subscription plan based on number of subscribers and starting at \$15 per month for 300 or less subscribers.

## 3. FREE THINKIFIC COURSE

VISIT NOW



<https://publishing-accelerator.thinkific.com/courses/create-an-online-thinkific-course>



[globalselfpublishing.com/thinkific](https://globalselfpublishing.com/thinkific) for additional tools and resources





# SECURE YOUR 1:1 COACHING CALL TODAY!

\*LIMITED SLOTS AVAILABLE

**FREE** If you use my Affiliate link and  
**SESSION** join the 'START' Plan or Higher

BOOKINGS AVAILABLE VIA  
<https://cal.com/romney-nelson>



Book your exclusive 1:1 Coaching Call to discuss online course creation. I can assist you with:

## **Course Structure and Content Planning**

Help clients design a clear, engaging course outline that organizes their content effectively. Address common issues like content overload or lack of coherence, and guide them in structuring their course to ensure it meets learning objectives.

## **Creating Engaging and Interactive Content**

Assist clients in developing interactive elements such as quizzes, assignments, and discussion prompts to enhance learner engagement. Provide strategies for making content more dynamic and participatory, which is crucial for maintaining student interest.

## **Choosing the Right Tools and Platforms**

Advise on selecting the best course creation tools and platforms based on their needs. Discuss the pros and cons of various options (e.g., Thinkific, Teachable) and help them understand how to leverage these tools effectively for their course delivery.

## **Marketing and Promotion Strategies**

Offer guidance on building a marketing plan to attract students. Cover strategies like creating compelling course descriptions, leveraging social media, and using email marketing to reach potential learners. Address common pitfalls like inadequate promotional efforts or unclear messaging.

## **Pricing and Revenue Models**

Discuss various pricing strategies and revenue models, including one-time payments, subscriptions, and tiered pricing. Help clients determine the best approach for their course based on their target audience and financial goals, and advise on setting competitive and profitable pricing.