

teach:able

## 6 steps to create your own online course curriculum



## Step 1: Identifying your target audience

- What group do you understand better than anyone else?
  
- What do you care most deeply about?
  
- Is there a specific community that could truly benefit from your knowledge?

## Step 2: Poll your audience

- Send a survey email to members of your desired audience
- Create polls in Instagram stories
- Post in Facebook groups where your audience hangs out
- Write a blog post and make the CTA (call-to-action) a question asking your readers about their struggles
- Schedule interviews with a handful of community members

## Step 3: Determine your outcome

### Pull from the the list you've made above

- Make a list of the common pain points your audience experiences
  - 1.
  - 2.
  - 3.
  - 4.
  - 5.
- Narrow down your list to two to three main pain points
  - 1.
  - 2.
  - 3.
- Which do you have the most authority to teach?
- Which would you be most interested in teaching?

## Step 4: Work backward

- What are the things your students need to know to achieve the outcome discovered above?

- List out the steps you took to get to where you are so you can better organize your lessons and lessons.

That list might look something like this, for a hypothetical business:

- Added new sidebar ads to website
- Inserted affiliate links into old posts
- Reached out to five new PR companies each week
- Took on coaching clients

## Step 5: Group key steps into lessons

The goal is to create five to 10 easy-to-follow lessons:

- You may decide that certain steps deserve standalone lessons, others might be bundled
- Organize your lessons in the way that's most logical to you
- This will vary based on your niche

## Step 6: Break your lessons into sections

It's common for each lesson to have a handful of lessons within it

Make a goal to keep any videos in your course curriculum under five minutes long. Consider if your lessons are the exception (Ex: a Bob Ross-style “paint-with-me”)

Again, organize lessons as you see fit.

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# Teachable resources

Want to stay in the loop on all things online courses and the creator economy? We have your back.

## teachable:u

Those on Teachable plans can consult [teachable:u](#) for detailed, step-by-step videos and articles on using Teachable and get answers to common questions.

## Connect @teachable

We're social. [Follow us on Instagram](#) for creator interviews, quick tips, announcements, and more.

## Teachable blog

Peruse [Teachable's blog](#) for case studies, tips, and in-depth articles on how to start your online course business, create your content, and market your course.

## Keep in the know

Our newsletter, [In the Know](#), is our weekly digest of product updates, creator success stories, entrepreneur tips, and more.

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Teachable exists to help people turn knowledge into a successful online business. Our resources support creators at every stage of their online course and coaching journey.

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