

**NOT | WAITING FOR
SUPERMAN**

**64 Questions
That Create a
Unique Online
Course ..**



64 QUESTIONS THAT CREATE A UNIQUE ONLINE COURSE

An adventure is exciting, fun and easy to immerse yourself in. This is the target you want to aim for in producing your Online Course.

I have prepared the following questions to aid my own Online Course planning and creation.

As you plan and create, take time to reflect in the following areas. Doing so will guide your course development, and ensure it is effective and stands out.

Make a Big Promise

1. In terms of your course promise or overall result - **how intoxicating is the TRANSFORMATION** you want to achieve for your learner?
2. How clear are you about EXACTLY **what your learner will get** when they complete your course?
3. When they do complete it – **how will their lives change** for the better?

Chunking Down Your Modules

4. What are the **biggest questions** your audience (or potential customer) would have?
5. What **words or concepts** will you need to explain or define to start off with?
6. When someone has finished your course – **what would they do next**? (Final Module)
7. What are the **main areas of interest** in the niche or area of your big promise?
8. Imagine a staircase between NOW and COMPLETION – what is the **logical order** of these main areas you identified?
9. What can you add in, which will make things **easier to learn**?
10. Has each module got a **clear and explained outcome**?



Chunking Modules Down Into Lessons

11. What do you need to communicate FIRST which makes everything else make sense?
12. What are the main **subsections obvious** in each module area?
13. **What order** would these logically need to be learned in to make the job easier?
14. Has each lesson got a **clear and explained outcome**?

When creating individual Units of Learning

15. How will I GRAB the attention of the person learning from me?
16. What do I help them realise WHY this is important?
17. What are the consequences of getting this wrong / right?
18. Have you make clear the outcome which learners will achieve?

When Planning or Creating your Online Course – consider ..

19. Is the course best delivered all at once – or in stages?
20. Is the course best delivered in a recorded format or Live?
21. Have you got a **clear outcome** for the experience – that someone will KNOW they have reached?
22. Have you got **pattern interrupts** / moment where you take the learner by **surprise**?
23. Are you **mixing your media**? .. can you provide information in any different forms to meet a wider range of individual needs?
24. Can you add **examples** to explain any concepts or things better .. ?
25. **How long** are the individual slices of learning (individual videos etc) .. and how could you split them up if they are long?
26. Have you **signposted the route** at the beginning and end of each mini section?



27. Have you **Sold the benefits** of learning this to the learner?
28. Is there an ***alternative viewpoint*** you could include in any of your mini sections?
29. Have you focused on the **consequences** of what you are teaching / on **applying** it?
30. Could you provide any **scaffolding** for someone to help them take action at any stage? (templates, worksheets)
31. Can you ask **questions** – to provoke the learner to start thinking about the problem, or the solution you are communicating in a different way?
32. Are there **chunks** which are too large – and need chunking down (making smaller) to make them easier to understand?
33. Have you **shown your work to someone else**? (ideally someone on the learning journey the product is created for)
34. Are there opportunities to get the learner to contribute to a discussion or **learn from others** opinions?
35. Could you ask the learner to **send you something** for review?
36. Where might the learner have **questions** – and how can you make sure you answer them?
37. Is there an opportunity for **support** of the course?
38. Have you been **YOU**? .. (Funny? Witty? Sarcastic? etc)
39. Can you get the learner **DOING** something at the end of mini sections?
40. Have you **told the learner what to do** next at each stage?
41. How much of what you have produced or planned is **passive** learning?
42. Have you explained the **SKILLS** involved in what you are teaching as well as the knowledge to solve immediate problems?
43. If you look at what you are creating from 1000 feet .. what does it look like? Is it a **full spectrum experience**?
44. Do you challenge **misconceptions**? Or common **misunderstandings**?



45. Do you mention the **common mistakes** people make when starting out?
46. Could you give your learner the chance to **make mistakes** and learn from them?
47. Has your course and the sections of it got **changes of pace** .. rise and fall to them.
48. What **HOOKS** have you included to grab attention .. and are there other sections which need them too?
49. Where might a learner get **bored**? .. How can you mix things up so that doesn't happen?
50. Are there other **angles** to view your content from which will make them stand out or appeal differently?
51. Is your course **ALIVE**? .. does it reflect life? (is it an adventure?)
52. Could you use Facebook groups or forums to create a **community** in your course?
53. Is there an opportunity to **extend the learning experience** after the course is complete? (something you might charge per month for?)
54. When you look at the **journey** the learner will take through your content .. does it make you excited?
55. Are you teaching the learner **how to learn** – as well as what to do?
56. Can you include **links to external resources** which learners could use to follow up on particular points – if they are interested in doing so?
57. Have you identified **rookie mistakes** in each area of the course?
58. Have you identified the **best places to go for further information** .. perhaps from you or another source?
59. Are there opportunities to **test understanding** / quiz your learner?
60. Could you use **role plays** to put your learner in a position – and they need to use what they have learned in that role?
61. Can you set a **challenge** for your learner? Often this is much more effective than a simple to do list



62. Is learning at the right level for the person you are aiming the course at? Do you explain basic concepts – is there anything you can do to **make the course more accessible to a beginner**?
63. How could you inject **more of your personality** into what you are creating
64. Can you add **comments to each module** and ask your learner to answer a question or write something in response to what they have learned?

