Quiz: Are you Ready to Create Your eCourse?

Your Results Explained

You just took a quiz to find out if you are ready to create an online course.

I get it. I really do.

In my first year of business I could not afford to spend money on Facebook ads so I wasn't ready to learn Facebook ads. I also didn't have enough money to spend on branding so I couldn't possibly think about investing in a branding strategist.

You might feel the same way about creating an online course and launching it.

You might think that just because you tiny (or non-existent) list, you are not ready to create your course. Or, since you need thousands of dollars to spend on copywriting, technical backend and launching, you can't possibly do at this time.

You may think you don't have a good idea. You might think you are not techy enough, or expert enough.

I am going to show you how you are ready to start *thinking* about creating your course.

Notice I didn't say ready to create or launch. I just said you are definitely ready to start thinking about it. Start planning. This is actually a pre-requisite to creating a highly profitable course.

At this stage you have a few options: You can start by making a list of interesting ideas. You can make a list of courses you can think you can do a better job at. You might even think about creating something to fill a gap in the market.

In any case, you are ready now.

You have my permission to enter the pre-creation phase.

And I have feeling you are very interested in doing so. Why would you take the quiz if this weren't the case?

So let me tell you what I mean when I say you are ready.

I'm going to walk you through the quiz and tell you what the correct answer for each question is, and why. And by the end of this report, you will feel like today is the day you start planning your ecourse.

Let's begin, shall we?

1. IT WILL TAKE 6-12 MONTHS TO CREATE YOUR FIRST ECOURSE. TRUE OR FALSE?

> True. There are a million things to do and with my schedule the way it is, it's safe to assume I will finish my course in 12 months' time (fingers crossed!) 1 point

> False. I can create a course in a week's time.

Depends. I understand that my first course doesn't have to the be the best course on the planet and I am willing to tweak and improve as I go along, I can do my best course in 3 months or less. CORRECT. 2 points

The biggest misconception of course creation is that it will take ages to create and launch your course. Well, it totally will if you let it.

If you spend your day chasing shiny objections, not blocking time in your calendar and actually doing the work, it will take forever.

But if you choose the path of least resistance, stop trying to make your course perfect and stop comparing yourself to others who have been doing this for years, you can do it around the 90 day mark. Sweet!

2. CREATING A COURSE REQUIRES A LOT OF MONEY. TRUE OR FALSE?

True. You need to spend thousands of dollars to get your branding right, to hire the best copywriter, a launch specialist or a course design expert. Don't forget you need to invest in ads and tools too.

Mostly false. I am ready to spend some money where needed but I know my first ecourse doesn't need the fancy bells and whistles. CORRECT. 2 points

False. I am ready to bootstrap this. I can do everything myself so my costs will be next to nothing. 1 point

Does your course need to look perfectly polished right out of the gate? Do you need to hire a crew to film your videos? Do you need to hire a professional copywriter and pay them 10 grand to write your sales page?

Of course not.

This is your business so you choose. Depending on how much you are already making or how much savings can you part with, make a decision that is right for you.

You can totally bootstrap this but I prefer to get some help so I can concentrate on the important stuff and not left tearing my hair out. Few hundred dollars investment is a great place to start.

3. 100% CONFIDENCE IN MYSELF TO CREATE AND DELIVER A STELLAR COURSE IS ESSENTIAL. TRUE OR FALSE?

Yes. If I am not totally confident, I am just setting myself up for failure.

No. Feeling fear is normal. It's okay to be unsure and terrified at times. Taking action is what gives me confidence. CORRECT. 2 points

Yes. You need to be an absolute expert to create a course.

Pretend your child wants to try out for the gymnastics team or your best friend wants to apply for a certain job. They come to you for advice because they are feeling fearful. What would you say?

Exactly.

Follow your own advice. You don't need to know everything to create a course. You don't need to be a marketing guru to make it successful. You don't even need a P.H.D in your area. You just need to take the first step.

4. YOU NEED TO BE FAIRLY TECHY TO DELIVER YOUR COURSE WELL. TRUE OR FALSE?

True. Especially if you don't have a lot of money to hire someone to set up a membership site for you. 1 point

Not true. If you know how to work with basic online tools such as WordPress, Facebook or Instagram, Leadpages or Canva, you can do this. (Plus you can always hire someone to help you.) CORRECT. 2 points

False. You can totally outsource this. You know the money you spend here will be worth it.

This one is the easiest to answer (no!) but can be the trickiest to deal with.

Many people are afraid to create courses because the technical bit keeps them stuck. Either they try to figure out everything on their own and drive themselves mad or keep holding it off because they can't afford to hire someone yet.

If you can run your website, manage your newsletter and be active on social media, you can do most of it by yourself, and hire someone to do the things you can't (or shouldn't). No need to make it a painful process.

5. MAKING SURE YOUR COURSE IS SUCCESSFUL IS OUT OF YOUR HANDS. JUST DO IT ANYWAY. TRUE OR FALSE?

True. You won't know until you try it so just grit your teeth and deal with it. 1 point

False. If you do everything right, your course will be a smashing success. Guaranteed.

Hmm, I understand I can't control the final outcome but if I understand my numbers and work with a strategy, I can hit my goals. CORRECT. 2 points

One of the biggest reasons that hold people back? Fear of failure.

What if nobody buys? What if only two people enrol? What if people ask for a refund?

Yes, these scenarios are entirely possible (and do happen to many people) but are easily preventable as well.

If you do your homework, if you create a course people want to buy, price it right and promise a stellar learning experience, you minimize your chances of failure. Spending time doing your research pays that's why I am such a big advocate of it.

6. YOU KNOW EXACTLY WHO YOUR IDEAL AUDIENCE IS.

Yes. Everybody. Anyone can benefit from my course and I don't want to exclude anyone.

I am pretty confident. I have been talking to people and surveying people. I know who I can help. CORRECT. 2 points.

Not really. Keeping fingers crossed.

This step is crucial.

Make sure you talk to people one-on-one, conduct surveys, and pay attention to what they are saying in the Facebook groups and other online forums. Nail your ideal customer.

The more time you spend on this stage, the increased will be likelihood of your course becoming a success.

7. I HAVE THIS GREAT IDEA, I KNOW WHAT THE PEOPLE NEED. I AM GOING TO GO AHEAD AND CREATE MY COURSE. GOOD IDEA?

Great. Always create something you are excited about.

Good stuff. If you know people need this, definitely go for it.

Hmm, I think you should create something there is a big demand for. You need to sell your course after all. 1 point

It's great to have ideas but make sure you validate them first. Find it if this is something people want (not necessarily need), and you are golden. CORRECT. 2 points

Okay, let's unpack this:

If you create something you are passionate about but nobody wants, it will fail.

If you create a course you know people need, but they don't necessarily want, it will fail.

If you create a course there is a demand for, but not excited about, people will pick up on your vibe. Considering there are competing courses on the market, it will most likely fail as well.

When you create a course on an idea that people want, you are excited about and are qualified to deliver, that's where you hit the sweet spot. That's where you set yourself up for success.

8. YOU NEED TO MAKE YOUR COURSE THE MOST COMPREHENSIVE COURSE ON THE MARKET. AGREE?

No. Don't go giving away the kitchen sink. You will overwhelm your students. 1 point

Yes. Over deliver. Blow their minds off.

Keep your materials really tight. Teach people what they need to know to go from point A to point B. Include additional materials as bonuses. CORRECT. 2 points

You know why so many people get overwhelmed while creating their course materials? They try to include every single thing they can think of.

Don't. You are not helping people.

Don't try to include everything. Your goal is to get your students to take action and achieve results and so you need to make it really easy for them. Give them what they need to know and no more.

If you have to give more, include it as supplementary materials or bonuses.

9. MAKE SURE YOU CREATE YOUR COURSE BEFORE YOU LAUNCH. AGREE?

No. Create as you go along.

Definitely. Creating materials as you launch or after is too stressful. 1 point

Decide if you want to teach it live or prerecord it. Then do some work before. Get your course outline with modules planned out. CORRECT. 2 points

Well, I don't believe in creating the whole course before you start gauging interest but I don't want you to leave everything until the end, either.

Find a happy middle ground. Create your outline for sure. Plan your modules. I would say do 25% of the work before you release the first module.

10. I NEED TO HAVE A BIG LIST BEFORE I CREATE MY COURSE FOR A PROFITABLE LAUNCH.

False. You can launch and build your list along the way. 1 point

True. Wait till you have at least a few thousand people on your list before you start thinking about your course.

Absolutely not. However, getting at least a few hundred people on your list prior to launching is a really good idea. CORRECT. 2 points

A lot of people will say you can launch and build your list along the way.

I'm not one of those people.

Yes, that can certainly be done but I prefer that you have a list of few hundred people to start with it.

When you know that on average you get 2-3% conversion (sales), you can figure out how many people you need. Do the Math.

Sure, you will increase your list size when you launch but you won't be under pressure then. You will be busy ten other things if that's one thing you can check off your list beforehand, I highly recommend you do that.

Any subscribers after that are the icing on the cake.

11. IT IS A GOOD IDEA TO DO A BETA ROUND FOR YOUR COURSE.

True. Get some experience teaching the course, make improvements and get testimonials for your main launch. (Don't call it beta though!) CORRECT. 2 points

No. You are a professional. Do it properly from day 1. 1 point

No. You don't need to. You will manifest buyers.

The first time you launch your course, do introductory or early bird pricing. Give people an incentive to join early.

It is a beta round for sure but calling it that might mean that people won't take it, or you seriously. They'll be acting as critics rather than members.

Be confident that you are launching something of high value, especially when you have followed the process. You can do this.

12. ALWAYS CHARGE PREMIUM PRICES FOR YOUR COURSE.

No. Make it really affordable so you can help more people.

No. For your first ecourse, charge less than what established competitors are charging. Raise prices as you gain authority. CORRECT. 2 points

Yes. You are worth it. 1 point

I can easily talk on this topic for hours.

For now I want to say one thing. Your pricing has nothing to do with your worth. You are priceless!

Your pricing is a marketing tool. While setting prices you need to take into account many factors such as your credibility, authority, brand positioning, offer value, etc.

Don't charge high end prices if your brand doesn't reflect a premium experience. On the other hand, setting prices with the mentality of helping the masses can backfire just as easily.

Base your prices on what you are comfortable charging.

13. YOU NEED A BIG, FLASHY LAUNCH TO PROMOTE YOUR ECOURSE.

You can have a simple launch to announce your course provided you have a decent sized list. CORRECT. 2 points

Yes, you need a full blown pre-launch and launch calendar. You need to be on social media all the time. Get very active on Facebook groups. Promote, promote, promote. 1 point

Yes, you need a 10 day launch with tons of scarcity and urgency built in.

Is it your first course? Your third? Your signature offering?

It depends on your experience and your budget. For your very first course, or two, I say keep things simple. No need to turn it into a circus.

Create a big fuss when it is appropriate. You'll be just fine.

14. IT'S OKAY TO CHOOSE A PLATFORM HIGHLY RECOMMENDED BY SOMEONE ELSE TO DELIVER YOUR COURSE.

No. You should do painstaking research and evaluate all the available options before you choose one.

Sure, Don't waste precious hours looking through each option. Also, you will have someone to ask for help if you need it. 1 point

Research the top 5-7 most popular platforms and decide on one. CORRECT. 2 points

There are a million different course platform choices. Okay, so that's obviously an exaggeration but you get the idea.

There is no way for someone else (myself included) to make an ideal recommendation. Your needs are different. Do you want a third-party option or do you want to self-host it? Do you want to keep things simple (password protect) or do you want a membership site?

That being said, pay attention to what people are using who seem to be at similar stage in business. Do ask for recommendations but do your own research. Don't go overboard though. This is the perfect recipe for procrastination.

15. YOUR COURSE NAME CAN MAKE OR BREAK YOUR COURSE.

Yes so be very careful. Hire a copywriter to create it for you if you are not sure. 1 point

No. It doesn't make any difference.

Not really but do make it clear rather than clever. Keep it simple. CORRECT. 2 points

Again, this is one of the things that can really hold people back.

Heck, I am one of those people who can't seem to move forward until I have finalized the name. If that's you, you are not alone.

Although, a name can hardly break your course, you still need to come up with a decent (enough) name. Keep it simple. Try to include the big benefit impossible.

People won't decide if they want to purchase solely on the basis of what's it called. Get it? Now get on with it.

That's it.

How did you go?

Feel free to email me and let me know how you went. I would love to know! :) marya.writinghappiness@gmail.com

Heads up. My brand new training is coming soon. If you want to learn how to create an online course painlessly, you want to keep an eye out for it.

Can't wait for you to check it out. :)

If you would like to work with me as a private client, you will find all the details here: http://writinghappiness.com/consulting/

Book a risk-free introductory session to see what's it like to work with me on a one-on-one basis. Ask my other clients – they love it! :)

All the best,

Marya, Online Course Strategist at Writing Happiness