

# Create an Online Course Checklist



Ready to create an Online Course and Sell Your Freelance Knowledge? Before setting up one, run through this checklist to ensure you are at the top of your game!

- ☐ **Course's goal is defined**  
To create a successful online course you need to know what you want to achieve and why it matters. On top of that, you need to know who are you creating this course for. Having a clear goal will make creating the course structure easier.
- ☐ **Plan your course outline**  
What is the scope of the project? How many sub-topics do you want to cover? Create a plan (either a spreadsheet or a word document) and think of what you'll be presenting and the amount of time/effort you want to devote to each sub-topic.
- ☐ **Decide your course format**  
After planning and thinking types of content you'll be creating for your course, it's time to decide how you'll actually deliver the content. Which format and type of content do you want to use (ex: video, web site, audio, PDF Worksheet, etc.).
- ☐ **Create your content**  
No matter which type of format (written or spoken), now it's time for you to put your knowledge on paper. Putting your knowledge on paper will help you visualize the content so you can later shape it.
- ☐ **Edit and format your content**  
Time to convert your draft into the real thing. Read through your content and make sure it's error free. Afterwards, format your content into your preferred digital format  
Pro Tip: Get a second pair of eyes or ears on it when possible.
- ☐ **Promote your course**  
No one will know about your course if you don't promote it! Create a promotion plan and materials for the major platforms your audience uses. Think about promotion elements such as hashtags, social media channels, promotion material, etc.
- ☐ **1,2,3... Launch!**  
Upload your course to your desired platform. Don't forget to check that all links, downloads, and video/audio files are working. Review how the course flows; make sure your setup will make sense to your users. And finally...Launch your course to the world!
- ☐ **Now, what? Reap what you sow**  
First of all, congratulations! Take a break. You killed that!  
But don't rest on your laurels! Create a maintenance and future promotion plan to keep up with new trends and technology.