

COURSE DESIGN CHECKLIST

FOR LEARNINGPRENEURS



You may do all or just some of these things and in an order that works for you. Some things may be completed sequentially and others may overlap. If you have any questions about this guide, please visit my [FB group](#) for help.

For more FREE resources, check out ShawntayMichelle.com.

Step 1. Collect Information and lot's of it!

- Complete the [Course and Target Audience Analysis](#) Template

Step 2. Organize the Information You Collected!

- Organize the information collected in the Training Analysis and create your outline or your storyboard
- Draft companion resources and assessment questions, if you plan to have any

Step 3. Build Your Course and Supplemental Resources!

- Complete script
- Check content to ensure it clearly teaches the learning objectives
- Check content to ensure it clearly covers the assessment questions
- Record audio/video
- Edit video/audio/image files
- Purchase/obtain graphics
- Compile all assets (i.e. images, content, video/audio) to build your training
- Complete Quality Assurance check

Step 4. Launch your Online Course!

- Promote course to target audience
- Send out notification regarding course to email list
- Launch training via course platform, website, or webinar
- Ask participants to provide you feedback after completing the course

Step 5. Make Improvements

- Review data
- Use results to improve content

