

# 1

## PREACH

Ever taken a course that delivers like a sermon?

Your role is to impart wisdom in hand-holding fashion. Remember – preaching is not teaching!

An effective teacher uses a variety of techniques: questions, debate, tests, role-play, and more to engage students. Your course *must* do the same.

Without engagement your students will not be personally invested in the content, they won't continue and won't achieve the desired results.





# 2

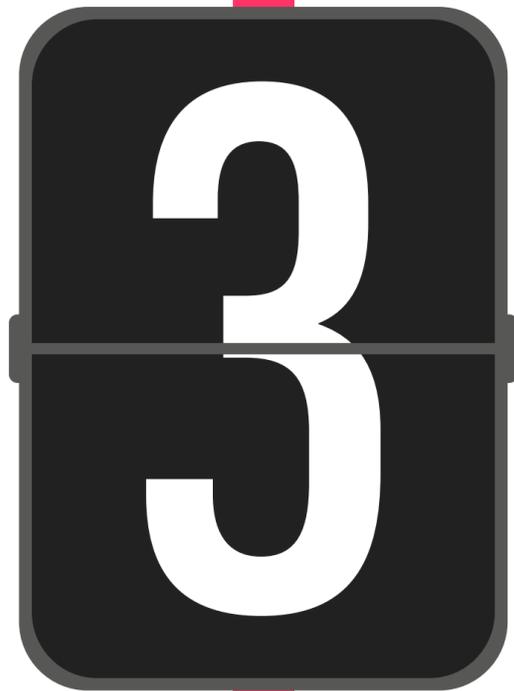
## WRONG PLATFORM

There's an overwhelming number of training platforms, and they're not all created equal.

Choosing wisely will save you major headaches throughout construction and delivery.

Match the training platform with your business model, primary objectives, and 5-year financial objectives.





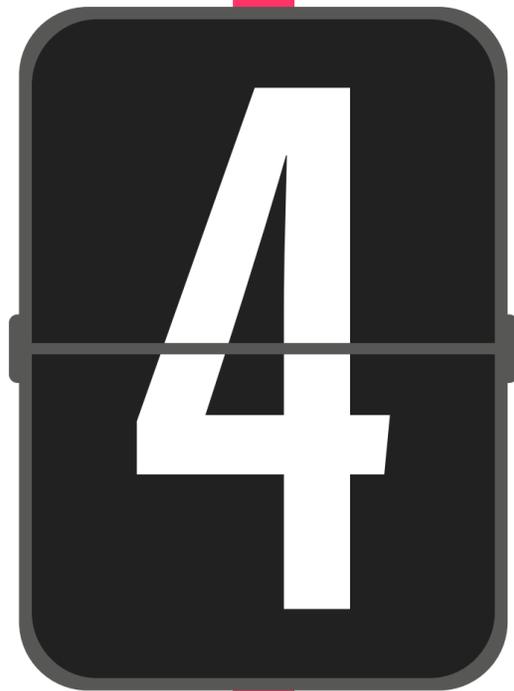
# NO PRODUCTION PLAN

Constructing a course without a plan makes the process difficult, painful, and time-consuming. Most unplanned courses never go live.

Intentions don't sell; action does. And a plan makes the whole thing easier.

Clearly defined steps, accountability, and critical delivery dates keep you focused and on track.





# 4

## MAKE IT EASY TO GET

It's tempting to make your course available all the time. The problem is that no one will buy something if it's always there tomorrow. Urgency and scarcity are 2 major buying motivators, and you can use them to compel people to buy.

Provide limited access to your course, in cohorts, with a maximum enrolment per cohort. Your course will be easier to administer too and give you student-to-student accountability options, creating a better overall experience.

And your sales will boom as a result.





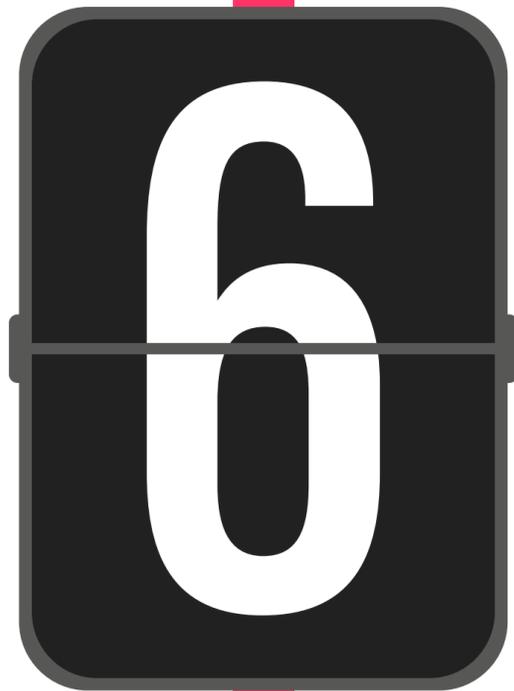
# NO BOOK LINK

Many authors don't include a link to their course from their book. BIG mistake – HUGE.

The obvious next step for your readers is to take your course.

Don't get lazy. Take a few minutes to update and upload a revised copy of your book.





# SKIP STUDENT AVATAR

Many authors think that creating a student avatar is a waste of time because they ‘know’ their audience.

This is a grave mistake that costs them a lot of time and money.

Construct your course tightly around your ‘ideal user’ to aid critical design decisions, such as choosing the most effective learning modules.





# ONLY MEMORY TESTS

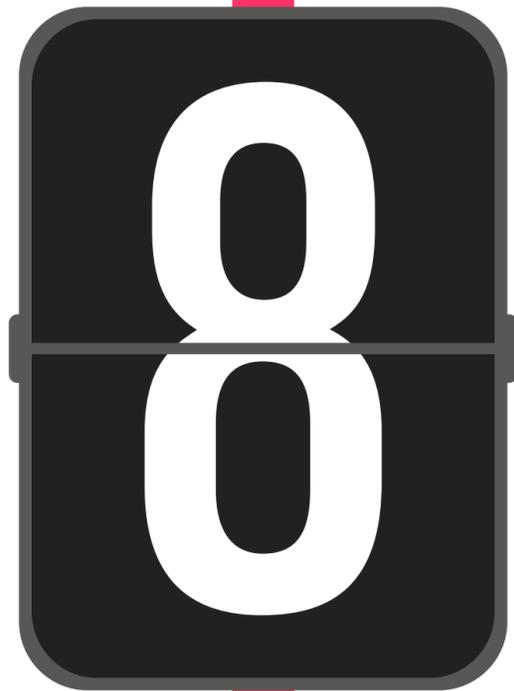
End-of-chapter memory tests might be fun and temporarily rewarding, but they don't support true learning.

In addition to those memory tests, include hypothetical, contextualised questions that encourage them to apply learnings to different situations.

This is where delivering wisdom really takes place.

**Recommended watch:** <https://youtu.be/Boa5vBQp9YQ>





# WRONG PRICE

Most people price their courses too low (perhaps that's because they are used to selling their books dirt cheap).

Let us be clear: courses are far more valuable than books, and the price should reflect that.

Choose your price based on the results your course will generate, not the cost to produce it.





# NARRATE THE BOOK

Many authors simply read the book aloud to the camera. This is a poor use of their time and resources.

Your training course is a multimedia training journey. Include activities, questions, and various learning materials to target every type of learner.

Don't include the whole book. Select only the sections that will deliver the most useful, digestible info blasts.





# Simon K Williams

**Entrepreneur, author & speaker working at the inter-section of design & technology.**

I'm the founder of Expert-Velocity.com where I get to work with business consultants, subject matter experts, and authors to **Amplify, Attract, and Accelerate...**

We Amplify our clients message. Attract more prospects, and Accelerate their business growth. We do this by creating beautiful ever-green marketing and business assets like online training courses.

In addition I work with big global corporations (Heineken etc.) through another business, and am currently employed as an external CEO for two small and ambitious businesses.

**Simon K Williams**

# SAY IT WITH ME 'NO MORE CRAPPY COURSES'!



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# TAKE ACTION!

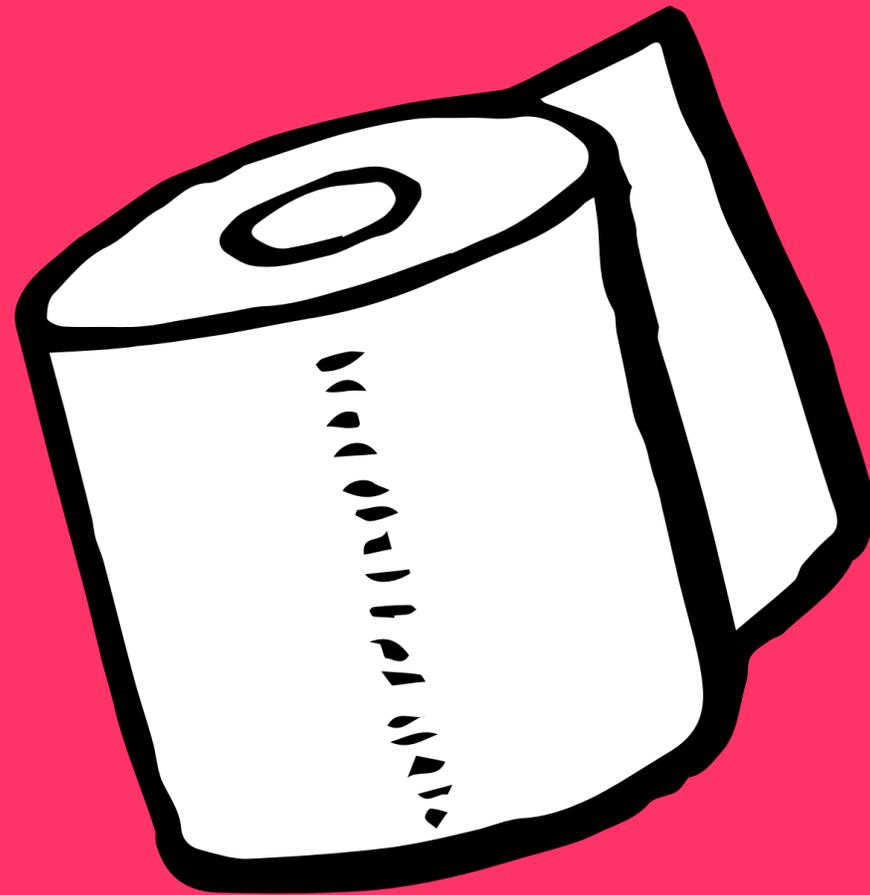
There's no such thing as a coincidence. You are reading this right now for a reason. I can show you the way, but you must take the first step (or chalk it up to a missed opportunity).

So start here:

- 1:** Grab a pen and jot down one course-related task.
- 2:** Note the exact day and time you will complete it by.
- 3:** Now, write down a penalty for not meeting your deadline.
- 4:** Finally, record how you will celebrate when you complete this task (I'm confident you will so make it something good).
- 5:** Now go do it – beat that deadline!

Author: Simon K Williams

# CRAPPY COURSES



**LEARN** the 9 mistakes authors make when creating their first training course. So you don't make them.

