

# Creating a Course/Workshop Outline Workbook



- 9 Page Workbook
- Step-by-Step Instructions
- Ideas, Suggestions and Inspiration
- Links to some of my favorite online tools

**NOTE: This is a workbook to create a course OUTLINE only - not a course**

# Creating a Course/Workshop Outline

## WELCOME!

This project was developed with you in mind and is meant to encourage, uplift, and inspire you to write your content your way!

Each prompt offers insights, ideas, direction, and opportunity.

Thank you and here's to your success!

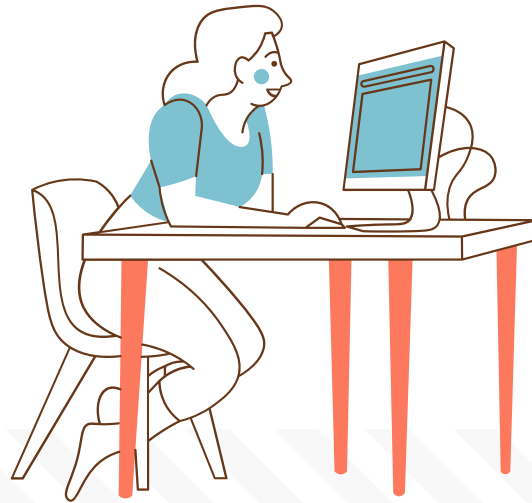
Sincerely, TammeY

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### **INCLUDED with this Digital Purchase**

- 9 Page Workbook
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*Desperate*  
For  
**Digital**



You have a great idea, recipe, or a ton of experience and want to share it.

Fantastic!! There are people out there waiting for you to do just that!

The clearer you are with what you want to share, the clearer your presentation will be and the better you will connect with your audience!

The next few pages are designed to help you

- Clarify Your Topic
- Determine Your Key Points
- Outline Your Course, Workshop or Presentation

# Naming Your Course/Workshop

An easy way to think of a name is to think of what you would search YouTube for if you were looking for this class.

Turn the topic into a class name – which can be changed at any point in the process!

Stuck or unsure? Go to YouTube or your favorite search engine (Duck Duck Go, Google, etc) and search for your topic. Scan through the titles for inspiration.

Write down the words or phrases that caught your attention, but DO NOT copy exactly any titles you find. This exercise is simply meant as inspiration if you're stuck.

Some things you may want to avoid are very long or difficult words or made-up words that the average person wouldn't be able to figure out. Also using numbers in place of words can cause great confusion.

*Write key words or phrases that relate to your content*

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# What Are the Key Points/Steps?

The clearer you are with your key points and their purpose, the clearer your presentation will be.

Key points are much like signs over the interstate. They keep you pointed in the right direction and make it easier to get from point A to point B.

**Example 1:** Key points to writing a course outline:

- Selecting the course topic/subject
- Setting the goal of the course
- Determining the key steps or points to be covered
  - i. Developing the objective
  - ii. Determining the key points

**Example 2:** Benefits of Keto Diet and Easy Cookie Recipe

- What is a Keto Diet
- Benefits of Keto
- Recipes and examples
  - i. Recipe book included

**Example 3:** How to build a blog

- What is a blog/examples
- What is Hosting, and is it needed?
  - i. Domain name and purchasing
- How to write a blog post/content
  - i. Where to find inspiration
- SEO and Google Analytics
- Social Media and how to use it
- Leveraging tags, groups and commenting

Using everything you've written so far, create your course outline (see the next page). As you develop the lessons, think of the student journey. The goal is to meet them where they are (also known as a pain point or where they're stuck) and take them to where they want to be (having learned a new skill, mindset or technique).

Where the outline says lessons you could break it down into key points, hours, or weeks depending on your course, workshop, or presentation. So Lesson 1 may be your week 1 or section 1.

# Resources

There are some easy tools I would like to share with you as you begin to plan out your content. There isn't a perfect solution for building or creating your course.

Use what you know. If you love MS Word, plan and write it in that. This is the planning stage, not the production of it. Once you have it all written out and planned the next step is to pick a platform to share with. There are many options!

## **Resources for Planning and Preparing:**

If you aren't sure of a word, use [dictionary.com](https://www.dictionary.com) to help.

[Grammarly](https://www.grammarly.com) will scan your text for you and notify you of spelling and grammatical errors.

[Canva.com](https://www.canva.com) is an easy-to-use tool for creating documents, presentations, and graphics. There is a free and paid-for version.

I LOVE getting my fonts and graphics from [CreativeFabrica.com](https://www.creativefabrica.com)! Make sure to use only the ones that say for commercial use and POD (print on demand).

# Resources

This workbook covered the planning and outline stage of course creation. You get to decide where you host the program, I will not be covering where to host your course or the various platforms. There are too many and it depends on many factors.

There are options like

**Zoom** - Once you have the course created (as a presentation or video series) you could offer it through zoom or another webinar platform. *(Note: Zoom creates a nice video that you can use to share the content again later.)*

**Social media** (FaceBook, YouTube etc) - You can offer private events through social media and again record your offer to share again later.

Through your website or blog

Via a written platform or digital content like this workbook and shared through your website, blog, social media, Etsy, Shopify, Amazon etc

Then there are also products specifically designed for course creation like

**Teachable.com** - There is a free option

**Thinkific.com** - Also has a free option

**Kajabi.com** - All in one platform including email and membership

**Learndash (purchased plugin for your WordPress website)**

Note - Surecart will allow you to connect to Learndash through a woocommerce type of plugin.