

The Emotion Mentor's Guide to

CREATING AN ONLINE COURSE



Creating a Course

The goal of Emotions Mentor (EM) is to share the message of emotional intelligence with the world. Utilizing online courses is a fantastic way to share these messages to people around the world, allowing them to learn incredible principles and concepts on their own time and in their own home. Creating a course with EM requires research, planning, and focus. In order to have your course approved for sale on Emotions Mentor, we require that you present us with an outline and plan for your course. Below, we will walk you through the necessary steps to take in order to prepare, plan, and create your course in a way that will:

1. Increase students engagement
2. Maximize your online sales
3. Share your message with the world

Your course should stay relevant and consistent with the goal of Emotions Mentor. Use the following tips, suggestions, and concepts to plan, research, and create your EM course.

Brainstorming

You may have an idea in mind for what you want to teach in your course. Or you may not. When creating a course, you want to make sure that the topic you plan on teaching will meet someone's need or solve their problem. You also want to make sure that it's something that people will be interested in taking a course on. For example, a course on Reflexology or Essential Oil usage is a good topic because it's a skill that can be taught. On the other hand, a course called "Buying the Right Storage Bins" is something that people can find somewhere else. While it may be meeting someone's need



or solving their problem, there is not enough content to justify creating a paid course. It also isn't a topic that works under the EM mission.

Once you have selected a topic, take some time to thoroughly answer the following questions:

1. Who is my target audience?
2. What are they struggling with?
3. What do they need?
4. What are the steps they need to take towards the solution?

Example:

1. Who is my target audience?

Young moms who are trying to help their toddlers without using technology to distract them.

2. What are they struggling with?

They struggle with so much new technology coming at them from so many directions. They want to be responsible with using technology for their children and help them to avoid addiction to devices without excluding them from all the good that technology has to offer.

3. What do they need?

They need clear boundaries and ways to implement them. They need to learn how to talk to their toddlers about technology. They need to know about apps and services that help with technology management. They need to know about the psychological benefits to



better device management as well as understanding the dangers of tech. They may even need a community of support.

4. What are the steps they need to take towards a solution?

1- Understanding technology and toddlers

2- Setting boundaries with devices

3- Technology alternatives

4- Benefits & Dangers

5- Apps that helps

6- Social media education

7- Where to go for help

Using the answers to the questions above, you'll be able to move forward with setting up and outlining your course.

Setting Up Your Course

Courses are broken down into sections, which each have multiple lectures. Each *section* will explore a different step towards solving your student's problem. Each *lecture* will expand and those solutions. Breaking your course down into smaller pieces makes it easier for your students to understand the content you are teaching.

Using the questions you answered before, begin to create the outline for your course. Start by organizing the steps towards the solution in a logical, clear way. Each step will become a section of your course. Try to keep the course between 3 to 8 sections. Section titles should be clear and relevant to the content in the section.



Lecture titles should be relevant to both the section title and the content within the lecture. For example, you won't have a lecture titled "Nutrition for Emotional Health" in a Section called "Tips for Exercise". You also wouldn't link a video about mindfulness in a lecture called "How to Get the Right Vitamins".

Lecture Tips:

- A normal section has between 3 to 6 lectures
- Keep lectures concise and on-topic
- If using videos or recordings in your course, use ideally 1, no more than 2 videos or recordings per lecture
- Avoid using just text in a lecture. Find or create relevant articles/videos/images/graphics to support the content of the lecture.

Longer courses require a lot of dedicated time, which can potentially lead to less sales. Customers tend to purchase quick courses that are relevant to them and meet their needs.

**If you find yourself writing a lot of steps and sections, consider how the content you are working with could be split into separate courses.*



Creating an Outline

When outline your course, start with a title, and begin to break it down into each section and lecture. You can even take it a step further by writing 1-3 sentences describing the contents of each lecture. Use the following model to begin:

Title

→ Section 1

- ◆ Lecture 1
- ◆ Lecture 2
- ◆ Lecture 3
- ◆ Lecture 4

→ Section 2

- ◆ Lecture 1
- ◆ Lecture 2
- ◆ Lecture 3
- ◆ Lecture 4

→ Section 3

- ◆ Lecture 1
- ◆ Lecture 2
- ◆ Lecture 3
- ◆ Lecture 4

Example:

The 3 Steps to Communication in Marriage

→ Step 1: Understand

- ◆ Looking from your spouse's point of view
- ◆ Being aware of their challenges
- ◆ Supporting their dreams



- ◆ Avoiding judgement
- Step 2: Ask & Share
 - ◆ Asking about their thoughts & dreams
 - ◆ Sharing your thoughts & dreams
 - ◆ Scheduling together
 - ◆ Saying what you mean
 - ◆ Avoiding passive aggressive communication
- Step 3: Forgive
 - ◆ Knowing when to say sorry
 - ◆ How to apologize
 - ◆ How to accept an apology
 - ◆ Giving time
 - ◆ Letting go
 - ◆ Being best friends

Once you have your course outlined, you'll have the bones of your course. Now it's time to start adding content. Go through each lecture and start putting together text, videos, graphics, articles, audio clips, or whatever you need to get the point of that lecture across.



Creating Your Lectures

While writing the content of your lectures, you aren't just putting words on a page. You are telling a dynamic story that educates your students on how to solve their problem. Make sure the messaging of the lecture is engaging and solution-oriented. If your course contains written content, keep it under 5 paragraphs of text. You are teaching a course, not writing a book.

Think of a lecture at school. If the teacher just talks the whole time, the student doesn't learn that much. But if the teacher breaks up concepts into videos, graphics, and activities, then the student is more engaged and learns more.

Try including tasks for your students to complete before moving on to the next lecture. For example, say you are teaching a course called "Living a Positive Life" and you are writing the lecture called "Turning Negatives into Positives". You could have your students make a list of 5 negative thoughts they've had in the past day and turn those thoughts into something positive using a method you just taught.

Your goal should be to encourage students to apply the principles you are teaching with activities at the end of lectures or sections. This gives your students immediate value, which motivates them to continue with your course. The more value they find in your course, the more likely they are to invest in future courses as well as change their lives.



Formatting

When formatting the text for the content of a lecture, lay it out like a blog post. What this means is that each paragraph or group of paragraphs has a title that explains what's coming next. Here's an example:

Title	{ Be Grateful!
Content	{ Each morning think of a few things you are grateful for. Reach deep, and try to recall your many blessings. For example, if you decide you're grateful for your bed, you can dig deep and realize you're probably also grateful that you have sheets for your bed, and a pillow, and a blanket, and maybe the air conditioning keeping you cool at night while you sleep, or running water you have access to that keeps your bed space clean, etc. Let your mind wander deep to the many blessings that are present in your life today. As you do so, you'll notice that your feelings of self-worth will increase.
Title	{ Learn a Lesson!
Content	{ We're humans! We experience joy and sadness as part of life. And we make mistakes (yep, we all do!). We even find ourselves in difficult circumstances perhaps created by others' mistakes. It's easy to complain and feel sorry for ourselves when trials happen. Though what if there's a lesson in the trial? Just a thought--what if instead of complaining, you emotionally remove yourself from the drama of the moment and ask yourself, "What can I learn from this?" "Is there a gift in this experience?" "If there is a gift, what is it?" By taking this type of focus, it's my experience that you'll find lessons that will literally take away the burden and help you grow and improve. Know this, sometimes your mess is your message. And hint: the faster you get the lesson, the sooner you get to move on, and the faster you'll increase feelings of self-worth.



Writing your lectures like this ensures that the information is clear, concise, and understandable.

Referencing Sources

You want to be sure that you are referencing your sources throughout the course. You do not want to plagiarize or copy someone else's content without giving them full credit. If you reference an article, consider putting a link to that article underneath the reference. You could also consider creating a references lecture at the end of each section. This keeps you legally safe and also credits those content creators that have inspired you.

Overview

Your Emotions Mentor course has the power to make incredible changes in the lives of your students. Take the time to properly prepare your course so that you can share your message with the world in a powerful way. Remember, the goal of Emotions Mentor is to share the message of emotional intelligence with the world. Keep this in mind during every step of your course creation.

Consistently review this, as well as other course creation resources in order to create a successful course. You have the tools, now go out and change the world! Good luck!

