

Say Goodbye to Frustration

# **SAY HELLO TO YOUR NEXT ONLINE COURSE**

## **Course Creation Guide 2023:**

**how to work with a  
professional course creator  
to bring your ideas to life**

# This course creation guide...

- can help you get clear on what it's like to work with a professional instructional designer to create an online course
- will walk you through the steps (in detail) of what it's like to have a course created for you or your organization
- will answer your burning questions about time, price, and expectations
- gives you some insight as to what your online course could look like
- provides you with the solutions you need to get your online course in the world already

If you have any additional questions, feel free to reach out to Heather at [heatherdeveaux@gmail.com](mailto:heatherdeveaux@gmail.com) or book a free consult call at <https://heatherdeveaux.com>

## Meet Your Course Creator



Heather Deveaux is an experienced instructional designer based in Nova Scotia. She has been creating learning opportunities and developing curriculum since her career began in 2000 in the Canadian Armed Forces. She has created thousands of hours of curriculum since then. When she created her first online course in 2008, Facebook wasn't even a household name. A pioneer in online learning, Heather's first online course is still in circulation today and many of her courses continue to generate revenue for her former clients to this day.

As a Lead Instructional Designer, Heather Deveaux holds a Master of Adult Education degree. She holds a Bachelor of Arts Community Studies degree with a focus on community economic development. Over the years, Heather has become a Certified Coach Practitioner, an experienced Train-the-Trainer, and a Certified Instructor and Tutor. She is a regular guest on CBC radio and has been nominated for the RBC Women of Influence Award in both 2021 and 2022, is a semi-finalist for the Entrepreneurs and Innovators Small Business Global Impact Award 2022, the Chamber of Commerce Innovation and Advancement Award 2022 and is highly involved in the economic development of rural regions through the development and delivery of professional development programming.

Heather has worked with companies to develop courses in a variety of areas including business development, self-improvement, finance, professional education, mental health awareness, workplace health, micro-credentials, and more.

# IT'S NO SECRET...

The online course world is exploding, but that's not necessarily a good thing.

And the amount of noise out there surrounding online courses and get-rich-quick-schemes is probably one of the reasons why you're hesitating to jump into online course creation. And I don't blame you. The last thing you want to do is contribute to any of that noise, right?

Still though...you're imagining what it would be like to finally launch an online course in your business or organization.

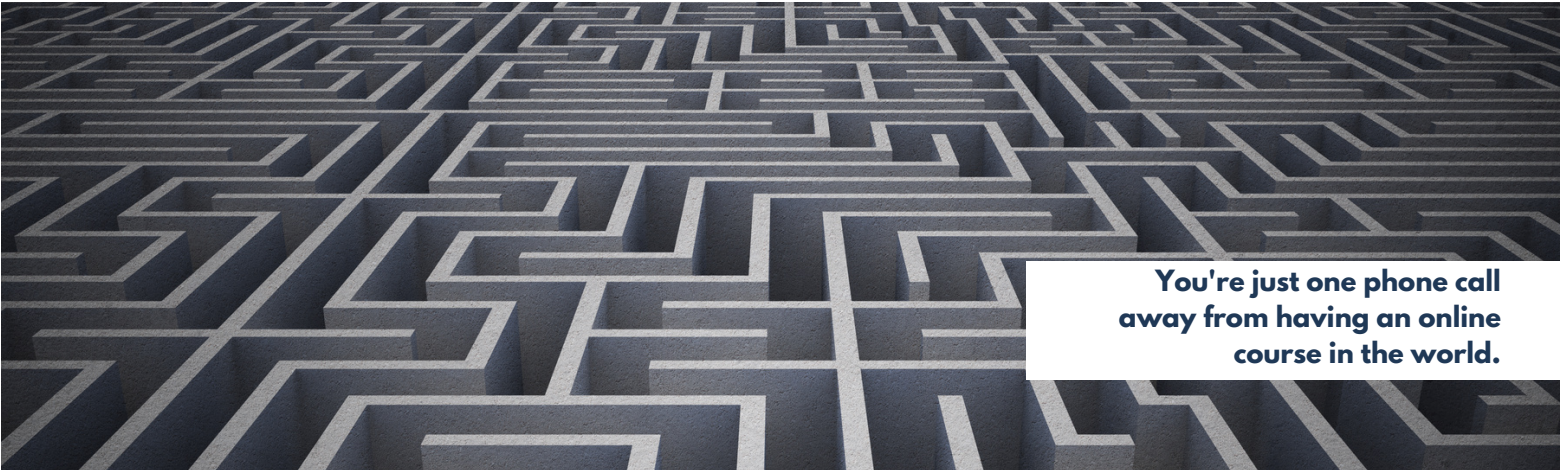
Maybe it's been on your to-do list for so long that you feel like it's never going to happen. Maybe next year, you think...again.

But that's because you keep imagining a world where YOU have to create that online course when the truth is that nobody said you had to create it.

Sure, there are plenty of DIY solutions out there to help you create that online course. I should know - I've offered plenty of entrepreneurs and businesses the opportunity to create their own online courses.

But you know what happens? People get really excited about the end result and are not so excited about the process. People start out invested and committed, and then a client calls and the course falls off the to-do list pretty quickly. And who can blame busy entrepreneurs, business owners, and organizations with products and services to deliver? That course will have to wait another day.

Meanwhile, my clients who decided to forgo the DIY solution and hire me to create their online course from day one walked away with a finished, ready-to-offer online course.



**You're just one phone call  
away from having an online  
course in the world.**



# MAYBE YOU...



Maybe you're a non-profit organization looking to build robust research and learning libraries to give more content, faster and easier than ever before. But the frustration of trying to find subject matter experts to create courses while still meeting the objectives and requirements of your grant funding is starting to get old. You're thinking about abandoning that dream altogether for something that seems easier...

Maybe you're a busy solopreneur with your back against the wall, feeling the pressure to have more clients, reach more people, be on every social media platform in existence, and deliver your client projects without pulling your hair out. And the call of online courses is strong, but you just can't see when you'll find the time to create something new...



Or maybe you're a private college instructor still struggling to find the balance between delivering the content you already have and designing a new online learning experience for your students. Let's not forget about those Monday morning meetings that eat into your classroom time. And isn't lunchtime sacred anymore?

Still though, you know your students would benefit from an online learning experience and if you could just talk your college directors into going digital, everyone would have more time and energy to give to their students...

# THE PROBLEMS ARE PLENTIFUL...

Creating an online course by yourself is full of problems.



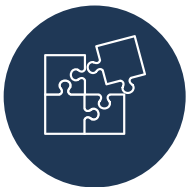
## **No. 01 When will you create it?**

Do you use your limited time to create new marketing content to grow your business or do you use that time to start picking away at a new product, which, to be fair, will require more marketing time when it's done?



## **No. 02 What goes in it?**

You have years of experience and so much expertise to share that you are confident in your ability to make an impact, but where do you start putting your online course together? You stall before you start by second-guessing yourself, your experience, and if B really does come before C.



## **No. 03 Where does a course fit?**

The sheer desire to create an online course is actually distracting you from doing the rest of your work with focus. You can't help but shake the feeling that this is the right next move for you, but you are trying to figure out how it all fits into your overall business model. And until you create that course, it's all you can think about. But because you don't have time, you push it out of your head and get back to what you were doing.

# THE SOLUTION IS SIMPLE...

You already outsource your administrative tasks, your accounting, and maybe even your house cleaning. Perhaps you have someone in your organization that manages your human resources, your payroll, and your sales. You hire people to write copy, design graphics and post job opportunities for your company. So when you think about everything that you already outsource, and how easy it makes your life, bringing in an expert course creator to build your dream course seems like a no-brainer.

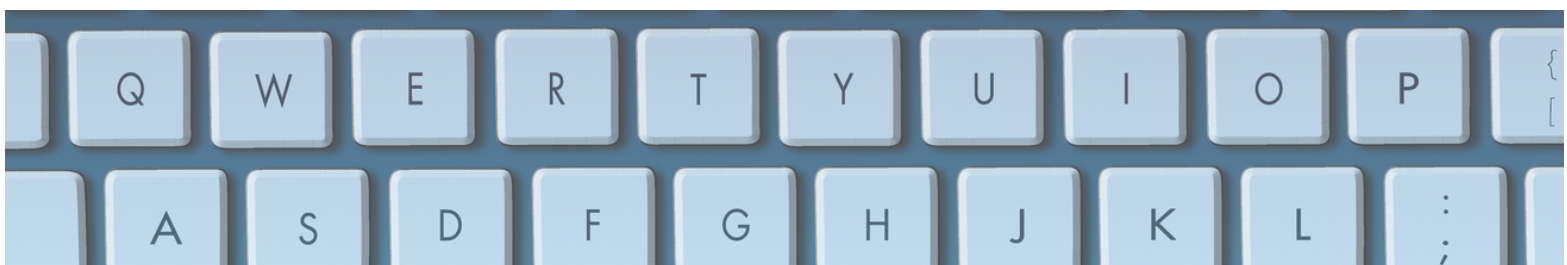
But you'll question the process and wonder how anyone could capture your voice the way you say and do things...

I'd be upset if you didn't. I love to help clients see the ease with which they can have an online course to offer, whether that's to a mailing list in a small business, an entire college of students looking to further their careers, or a non-profit on a mission to educate people about diversity, equity, and inclusion.

Here's why I can help you even though I'm not a subject matter expert:

As an instructional designer with nearly two decades of experience creating learning experiences both online and in-person, I have the ability to work with you and filter through your subject matter to pick out the golden nuggets of learning. The problem you're actually having when you sit down to try to create an online course is that you have too much knowledge. You have too much experience. And as a subject matter expert with so much to share, you want to give it all to your audience. You want to teach them everything. While admirable, it's not realistic. Learning is about moments that matter. So when we work together, we pick out the moments that matter...to your students. You should be prepared to leave a lot on the cutting room floor - but that's a good thing. It means you can use that other material for your books, blogs, podcasts, newsletters, and social media posts, or you can turn it into another course.

An experienced and professional instructional designer isn't going to talk at you about adult education principles and learning transformation. I am going to put those things to work for you. Because you already have enough to worry about, I don't want to bog you down with a bunch of industry lingo that makes us sound fancy. My job is to make you fancy. To make you the star of your show.



# TIMING IS EVERYTHING

You might be wondering how long this whole thing takes. I create courses for clients in as little as six weeks. Most projects take up to 12 weeks with feedback and edits. That means you're just one quarter away from having your online course in the world. Finally. Finished. Done.

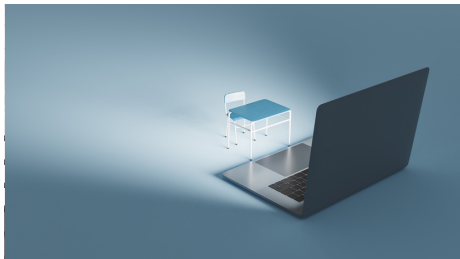
So what are you waiting for? Haven't you waited long enough? Sure, I make it sound easy, but what's the process really like? Great question. It's just three simple steps.



Step 1: We meet to discuss your audience, their goals, and what opportunities exist in the market for you right now, and I conduct primary and secondary research, couple it with your subject matter expertise, and develop a preliminary course outline for you to approve.



Step 2: Then, we make any edits necessary to the outline, and I start writing out your draft course content. I always provide clients with a written document for review to capture voice, cite resources, and make decisions about what content becomes activities and what content becomes videos or text, or...you get the idea.



Step 3: When the content has been approved, I develop your activities, brand your documents, and create your online classroom. Once everything is uploaded, I show you how to use your new classroom.

And voila! You have an online course ready to go.

And now you're wondering how much work you have to do throughout the process because you're busy and it can't be *this* easy??

Fair enough. Most of my clients prefer to be the instructor of their own online courses. This means that I give you video scripts or talking points when I need you to create a video to fit into the course. As an example, every course needs an introductory video - however short - so that the students know with whom they are working and they understand that a real person is behind the experience, research, and materials being presented.

# THE FINISHED PRODUCT

Once your course is fully built and ready to go live, we build out your registration page (or sales page, depending on the purpose of the course) and I walk you through the backend of the online classroom so you understand how to update and maintain your course. I also give you some documents to help guide you through the updating process so you're not always in updating mode. The whole point of creating this online course is to create less work. So I help you get organized on the backend.

We'll set up your payment gateway (cha-ching!) and provide you with materials to help you kick-start your launch.

If you're still reading this, then you're probably starting to get excited about the possibility that you can go to bed tonight with no online course and wake up tomorrow with one started. And in just a few short weeks (we all know how quickly time goes by!), you'll have a fully finished, ready-to-offer online course that solves problems for your audience, brings you closer to the vision you see for your business or organization and helps you make the impact you want to make.

And if that's not enough, how about you can finally stop thinking about creating an online course and have one already?



## It's done.

*Like magic.*

Except your online course is very real.



# YOU CAN GO FROM WANTING TO CREATE AN ONLINE COURSE TO...

- *Changing lives* without having to repeat yourself
- *Making an impact* without needing to be in the room
- *Delivering on promises* without having to change your process
- *Helping people* reach their goals without having to do the work for them
- *Changing the conversation* with new ways of thinking about and being at work
- *Creating ripple effects* in your industry that will be felt for years to come

# HOW MUCH DOES IT COST?



Complete course creation services start at \$25,000 CAD + tax and include:

- All consulting, interviewing and calls
- Research, edits and writing of course materials
- Designing and branding (where needed) of materials and online classroom
- Development of activities, creation of video scripts or talking points, slide decks or other teaching aids
- Coaching on how to record videos and how to present information (where needed)
- Creation of online classroom\*
- Sales page/registration page set up/ payment gateway set up
- Training and orientation to your new online classroom
- Guidebooks and documents to help you sell or offer your online course including how to coach clients

\*online classrooms are cloud-based and may require an additional monthly fee paid to the software company depending on the needs of your online course and business

## Complete, done-for- you course creation services

A 50% deposit is required at the time of contract signing. The remaining balance of the contract is due when the course materials are delivered to you. Payment plans are available for up to 4 equal payments with a 5% finance fee.

All prices shown without applicable tax

# WHAT SIZE COURSES CAN BE BUILT?

Every course is different but if you want your course to stand out and deliver on your promises, keep it short and to the point. I help you accomplish this based on the type of course you want to create and for what purpose. If your course gets too big, we filter it for action-biased content. Action-biased content helps your student take action, not keep reading.

Type of Course	Number of Takeaways	Length of Course
Business Courses/ Coaching Courses	3-5 key takeaways delivered over 5 modules focused on 1 key topic	1 - 2 hours per module for a total of 10-12 hours of learning for your students
Higher Education Courses	1 topic per course with multiple objectives	1-2 hours per topic over 8-12 weeks for a total of 16-20 hours of learning for your student
Workplace Training/ Non-Profit Organization Courses/ Professional Development or Credential Courses	1 topic per course with 1-3 key takeaways	up to 60 minutes per topic with up to 3 topics per contract

# READY TO GET STARTED?

There's no time like the present to create your online course, especially if you're hiring someone else to do it for you. But don't wait, spots fill up fast. Because of the nature of the work I do with my clients, project adoption is limited. You're just three simple steps away from getting "create a course" off your to-do list for good.



**Step 1: Book a Free Consult Call**



**Step 2: Sign the Contract & Pay the Deposit**



**Step 3: Book a Kick-off Call**