

If you haven't already, please review some of the courses already offered at OutdoorCore. Seeing the curriculum breakdown and free previews for these courses will give you great ideas for planning your first course's outline and video list. A few things to keep in mind are bulleted below. Then, after that, you'll find a sample course outline. All courses are different and unique to the skill and instructor, so don't let this sample outline pigeon-hole you into a curriculum that doesn't fit your unique teaching style or skillset—it is simply a springboard for your brainstorming benefit.

## A FEW BASIC NOTES:

- “QUICK WINS” always make great course ideas. It's easy to want to create long course outlines with a ton of information and deliverables, but we've found our most successful course are those that stick to teaching 1 to 3 basic concepts and breaking those into smaller, bite-sized chunks (lessons) of information. Remember, we can always “BUNDLE” smaller courses into a larger course title and sell them as a separate product, as well as individually. If this is your first online course, start with course and video ideas that deliver quick wins for your students
- We've found that the most important question to ask yourself when creating an online course is this: **“What is the ultimate result or desired outcome for my student?”** When you know this, breaking the lessons and content down into manageable videos becomes much easier. Start with the desired outcome, then create a course outline that leads something to it—this is the essence of teaching an online course.
- See separate document for a list of FAQs (Frequently Asked Questions).

## BASIC COURSE OUTLINE VIDEO LIST

---

### LANDING PAGE VIDEO

This is a video description of your course, by you, to potential students. This is essentially your pitch video. It will give you an opportunity to introduce yourself and tell the student what they can expect to learn and why the course is so great! This is where you tell your student about the **ULTIMATE RESULT** you want them to achieve and **HOW YOU CAN GET THEM THERE**. This video is on the **SALES PAGE** to the course. It should be short, sweet, and personable.

### SAMPLE VIDEOS INSIDE THE COURSE

(once a student has purchased your course)

### WELCOME VIDEO

A short video from the instructor thanking the student for taking the course and getting them excited for the course they just purchased and are about to take. This video reaffirms the student's decision to take the course. If the course offers any additional downloads, such as recipes, drawings, books, etc. this is also a great place to describe those as well. We can put any downloads right in the welcome section for students to access. These can be many different file types, including **PDF** and **WORD** files. Also, if there is a Facebook Group that students should visit to discuss the course with other students, the Welcome Video is a great place to mention this. Also, if the student has any **QUESTIONS**—this is a great place to tell them **HOW TO GET IN TOUCH WITH YOU!** We can include all this information in an opening letter (with links) as well, but it's a good idea to tell them, too.

### MATERIALS VIDEO

It's always a good idea to go over any materials the student will need to complete the course if they intend to follow along at home. This helps the student get in the headspace of **DOING**, rather than just **WATCHING**.

## SAFETY VIDEO

If there are any safety notes to address what you're teaching, a separate video dedicated to safety is always a great idea.

## COURSE CONTENT

It's always a good idea to break any course concept into bite-size chunks. You can break your course down into singular steps, which are just separate lessons that lead to the ultimate result, or you can break your course down into multiple tiers. Think of it like a textbook with a main theme that is a chapter heading, and the videos represent sub-headings within that chapter, bolstering the main theme.

See examples below:

### SINGLE STEP METHOD:

- STEP 1** Video
- STEP 2** Video
- STEP 3** Video
- STEP 4** Video
- STEP 5** Video, etc....

### MULTI-TIER METHOD:

**COURSE NAME:** How to Use the Sun to Start a Fire

**CHAPTER 1:** Solar Fire Starting with a Magnifying Lens

- Lesson # 1:** Finding Tinder
- Lesson # 2:** How to Draw a Focal Point
- Lesson # 3:** The Best Lens

**CHAPTER 2:** Solar Fire Starting with a Parabolic Lens

- Lesson # 1:** Parabolic Lens Samples
- Lesson # 2:** How to Draw a Focal Point
- Lesson # 3:** A Makeshift Lens

**CHAPTER 3:** Unexpected Lens Options

- Lesson # 1:** The Cookie Jar Lens
- Lesson # 2:** Fire with Ice
- Lesson # 3:** Fire from Sandwich Wrap

## NEXT STEPS VIDEO

After course content is complete and you've taken your student on a journey to the **ULTIMATE RESULT**, it's always a good idea to leave them with a parting, final thoughts video. This is a video that wraps up the course and lets the students know what you think their next steps in learning should be. This may be suggesting other courses that you offer or simply suggesting further reading material and practice exercises. This is also a great spot to encourage a student to leave a review if they are happy with the course or even share it with their friends! This is also a great opportunity to ask the student to connect with you on social media, website, and/or blog. We look at online courses as the beginning of a relationship with the student!

## HANDOUTS & DOCUMENTS

Keep in mind that we can upload PDFs and other documents in the course, too, if you need to provide the student with handouts, maps, worksheets, or anything else they might find useful in taking the course.

## SEE ATTACHED FAQs.