

E13 - 3 ways to create and deliver online course as an educator

Welcome to the Empowered Edupreneur Podcast. My name is Michelle Smit and I am an ex-teacher turned online business coach for Edupreneurs the owner of Digiteach and a six-figure entrepreneur. I am in love with empowering educators just like you to create freedom filled online businesses and lives they love. If you are looking to up-level your skills, your finances, your mindset, and change the trajectory of your life as an educator and business, then you are in the right place.

Think of this podcast as your weekly dose of business and mindset development to help unlock the infinite potential within you. To play bigger with your life and go after your dreams. We are going to have so much fun together. So thank you so much for pushing play today. Now let's dive in.

Hey, amazing soul. Welcome back to my podcast. I hope you're doing fabulously. As always, I'm so stoked to have you here. Today I have a pretty strategy based how-to style episode for you based on a very common question that I get asked, and that is how should I create and deliver my online course? So I get this question so much that I thought I would answer it on a podcast episode and give you more detail into the options you have, the pros and cons, and which one is best suited for you based on what your goal outcome is for your offer, for your program.

Essentially I will be breaking down three models for creating and delivering your online course to your students as an educator. Option one is the live model. Option two is the pre-recorded model, and option three is the hybrid model, which is my favourite option personally. So let's dive right in and let's talk about option one first, which is the live model.

Now this is a great option for those who are testing out their offer idea, their process, their curriculum. This is actually one of the best ways to run your first version of a course, and this is because it allows more of a co-creation with your students, which teaches you a lot and informs you on things that you can improve and change.

And this allows you to create a better version of your product because you're getting feedback and you're adjusting. Now, the live delivery method looks more or less like this. You sell your course or your offer, and then when it's

time to deliver it, you do it Live with your students in a Zoom session week by week, or Google Meet session week by week.

So you create your module lessons and like the slide decks, and you plot out the training and you create the actual like slides for it. And then each week you meet and depending on how you want to run your course, how many times that is and stuff depends on you. But each week you essentially meet live.

The students on the session with you and you deliver your training with them live. I recommend you deliver your training in one go and only answer questions and open for discussion and engage with people at the end so that if you do want to cut out the training sessions and then package those recordings as a digital product later on, then you can still do that.

If you are like engaging heavily with people whilst doing like teaching the stuff and then you're connecting and then talking to them. It's not going to allow you a clean file, which you can package later on. That's just a little tip. Do the training delivery first live and then open up for Q&A and discussion at the end of it.

If you do want to do that. If you are doing your course live with your students week by week, you still want to make sure that you recalled all the sessions so that you, you can upload them into a training portal for your students to access later on in case they can't be there live. That's obviously important if someone's buying something from you.

You don't have any recordings for them. They're going to not be interested. Right? So you need to record those sessions. Now if you do plan on packaging the recordings into a digital product and selling it later, then it's also important to not have people's faces on the recording. So then I recommend you use Zoom webinar as this allows you to deliver training live with people without having their faces on the camera.

So this is more of like a training teaching session, and then at the end of the session you can do Q&A and you can engage and connect with people via the chat. So the live model pros are you can co-create your product with your students, which means you will create a bread, better product overall.

You can test things out more easily and adjust if necessary. The live model allows more flexibility and that is harder with the pre-recorded model. You

don't have to spend all these hours ahead of time creating your course. And this can be super draining because if pre-recorded. Like, sounds like a mission to you, like that's going to drain you.

A lot of people think of, oh, I have to pre-record all this stuff. That sounds like such a mission. A lot of people prefer to just go live and deliver it with people there. The other thing is you can teach live, which brings much better energy to your program and students normally, because doing it live, you've got an audience there, you're showing up and so that energy is quite different.

It's like more electric being there live with people there watching you than just recording where, you know, you're just recording and no one's there, right? So I think that's definitely a pro that your actual training delivery will be a bit better in the sense that it'll be like a lot more energy. If it's live, but this isn't like, this isn't a hundred percent the case.

You could be bringing all the energy in your pre-recorded as well, but it's just something that I've seen. So the cons is you may need to be more on your toes to adjust if necessary. You need to be more. Like willing to pivot and adjust based on what your students are telling you. You may forget to record your live session, which does cause problems.

This sounds like a tiny problem, but it's actually kind of a real headache if you forget to press record and you then are missing. Like a replay for people or a training session. So that's a bit of a pain. You may hate doing live sessions and you might find it super nerve wracking. That might not be your thing.

You also may have to redo the live version a couple of times to figure out the best process, curriculum, and structure of your offers. So this could be seen as a good thing because your product will keep getting better and more refined. But you will have to keep repeating yourself, which is kind of painful. And that's kind of what we're trying to move away from, right?

We're trying to stop having to repeat ourselves over and over. Okay? So that's the live option. Let's talk about the second option, which is the pre-recorded way. And this is great for the person who really doesn't like the idea of delivering their training live with students and feels more energy towards pre-recording their training beforehand.

Now, this is what I used to do in my early days, and the reason for this is I found doing it live more nerve-wracking than pre-recording it. I never had experience doing. A lot of things live online, so just felt more manageable for me to create and record the lessons on my own and then release it to my students week by week.

So that is how the pre-recorded style works. You sell your course and then once people have purchased your program, you would have recorded module one for them in all its lessons. And when your course starts, you then release module one to your students and you give them like emails, guiding them through it.

Showing them like what they need to do. And then while they're doing module one, you can record module two, and then when that times time comes, you can then release module two to them and then while they do module two, You can be recording module three, and so you see you're always one week ahead of them and you're basically drip feeding the content to them week by week.

You just need to be a week ahead. Your students then watch your training and do their homework or action steps in their own time. You don't do it live with them. This is also appealing if you want to create an Evergreen digital product that you can keep selling over and over all the time. Evergreen means it sells all the time.

You just have to make sure that your proven process, that your recording works and gets your students results. When you are doing that, of course, you don't want to like record something and sell it if it's not effective. The pros of pre-recorded, some people find it less scary or daunting to pre-record their modules in their lessons.

You can make the recordings really effective and efficient as you can cut and edit them, and you can redo them over if needs be. So you can get a really solid recording out of it, probably more so than a live recording. You can do it ahead of time, which may reduce anxiety for you. If you are very anxious about it, just don't go and build your whole course before you sell it.

Remember? Focus on selling your course for first and then build it week by week with them. And the other pro is it is easy to package as a digital product immediately. Once all the modules are uploaded, they're now stored

on your course hosting dashboard. You're training dashboard and you can just keep selling that course over and over again.

You don't need to keep doing it live and keep repeating the material and the training so you can really stop trading time for money and you can really start trading value for money instead, which is the ultimate goal. It's the dream. Now there are cons. The cons are you can't co-create your course as much with your students because you are creating the stuff in isolation of them.

So you might not be creating like the best version of your product because you haven't engaged with your students enough and adjusted. The other thing is that it takes a lot more energy to pre-record your content ahead of time because it means you need to record and edit your recordings, and that takes a lot of time.

Whereas if you just do it live, you don't really have to edit so much. And yeah, the energy level is not as high in a pre-recorded way than in a live way. And of course, you want to bring lots of energy to your content, so your students enjoy learning from you. If it's low energy and boring, they will disengage and they won't actually complete your course.

So it also really depends on the topic you are teaching. Some topics, a live model is more effective. A pre-recorded model works really well. For example, anything that has a clear step-by-step process can be pre-recorded. But if you need your student to practice, for example, if it's a language course, then a live component is actually more valuable to reaching that outcome.

Because in order to actually learn to speak a language, you need to practice speaking and you can only really offer that live with students effectively. So really think about your topic and the audience and which style will best suit them as well, like which way they want to absorb. The course. You can even ask them like, would you prefer live?

Would you prefer pre-recorded? Literally ask them and just let them inform you in what they want. And then the third option is the hybrid model. And this is my favourite option. It's how I run most of my courses in group programs now, and this is where you combine the live and the pre-recorded model together to create a mixture of the two.

So this means you pre-record the training, the teaching, the process, the how-to and the curriculum, week by week, and you drip feed it to your students. And you offer a live component each week where you implement the training, where you ask questions, where you engage, where you practice, the how-to theory from the training.

So this looks like maybe releasing one module per week to your students for them to do in their own time. and then maybe you give them some homework or action steps for that week. And then you have like a live Zoom call together once a week. And this is where you can properly connect with them, answer questions, help them where they need help whether that's practicing something, implementing something, applying something, doing hot seats, sort of those kinds of things.

So this is how my signature business program, Digiteachers Biz Academy works. So this is my program helping educators build, launch and sell online courses and it follows a hybrid approach and it's really great. I can definitely vouch for it. I think the hybrid approach is really awesome.

So the pros of the hybrid model are it allows the best of both worlds. You get to record the teaching and the repetition stuff, and you can just drip feed that to the students. You don't have to keep repeating yourself, but then you also still get to connect, live and engage with your students, which I find very fulfilling.

And also the students love it as well. It's also very nice for the students, it enhances the program for sure. You get to maintain that live connection. As I said, they feel more supported and all of that jazz. You get to stop repeating yourself over and over by teaching the content each time, because let's be honest, that is draining and it's exhausting, and it just unnecessary. Let's be honest.

You can then sell your course in different pricing tiers. Okay. The hybrid model is cool because you can offer different pricing tiers. You can offer a DIY version of just the course content that people can buy for a certain price, and then you can offer a more supported higher price version, which comes with live support.

And that will be a, yeah, obviously a high price. And you will get students buying at the lower price and the higher price because people inherently want different levels of support. Some people just want to buy the course and

watch the training and apply it and carry on with their lives. Other people want to buy the course and they want to have the live support, they want to have the calls, they want to have the community, the connection.

They want to, some of them actually want one-on-one. So you can have three tiers, DIY, which is just the course content. Then you can have tier two, which is course content plus group calls, live calls. And then you can have a third tier, which is the course content, the group calls and. One-on-one calls with you, and that is your premium tier.

That must not be cheap. That must be your highest tier, okay? And so you'll find people are buying at every level because people want different things, and I think the hybrid model allows you to create tiers more easily. Okay, the cons, you still have to pre-record your curriculum and process and so you need to make sure it works and is effective and gets your students results, in my opinion.

I think that's like literally the only con I can think of. I haven't really thought of many others in my opinion, the hybrid model. Best, but it only makes sense for a decent price point. So don't offer live support for a dirty, cheap price. Dirty, cheap price. I mean for a dirt cheap price.

Anything live with more support should be higher priced. And priced well because it is directly connected to your time and your time is valuable. Never forget it. For example, you can offer a DIY version of your course for \$497, and that's where they do it all on their own, and then you can offer. The live version with the support for \$997 where they can get actual support from you.

That's just an example of a pricing tier. Obviously you don't have to choose those prices, but that would be an example. And as I said, you'll get people buying at all the price points and some people prefer DIY and some people prefer hands-on support. And essentially you will be catching all of. And offering a solution to all of them, which is phenomenal.

So that is it. You have three main ways to create and deliver your course. And it depends on your topic. It depends on your preferred style and your energy the programs end goal, and you know which method is going to help your student reach that goal best. You have to keep that in mind. You want to also just look at where your energy is leading you towards.

So if you are feeling energized by doing it live, then just go with live. If you're feeling energized by pre-recorded, then go with that. Just do the thing that feels better to you because you're going to find a lot of resistance. Doing it in a way that doesn't feel good to you. So if you are actually not, like you're finding this whole idea of pre-recording all these modules to be the biggest mission of your life, you're going to procrastinate, you're going to have this huge block about it.

You're going to have so much resistance to making this thing happen. You're probably never going to make it happen. So instead of pushing that, like against that resistance, just change strategy. And find the path of least resistance. If that means going live week by week with your students, do that. Literally do that.

There is no rule book on how you need to create and deliver your course. You get to do it how you want to do it based on your strengths, your weaknesses, and all of that jazz. So don't let someone tell you how to do it. Here, you've got three options. You now understand the options, you understand the pros and cons of them, and you can just, you can play around.

And the first time you do it, you can do it live. And the second time you do it, you can do it recorded. Just play around with it and you'll learn. You'll learn what feels best to you and that's it. It's your business, it's your product, and you get to call the shots on how you deliver it. So what a joy is that?

All right, so this was quite a short episode, but I hope this was helpful for you. It's short to the point, gives you the, the answer to this common question that I get and yeah, I hope it was helpful for you and I will be chatting to you soon. Have a fabulous day. Thanks so much for listening to today's episode.

If you haven't yet joined the waitlist for the Educators Income Booster Bootcamp, then head to my website at digiteach.biz to sign up. This is going to be the best live training experience helping you take your knowledge and map it out into a desirable course that can sell for years to come so that you can scale your income and impact like crazy.

I appreciate you so much, and I can't wait to connect with you in the next episode. In the meantime, go create a business and life you love.