

eCourse Adventures

p r e s e n t s



THE ART OF

eCOURSE CREATION

Training Manual

“Don’t just create eCourses,
CREATE WORLDS!”

~ Bradley T Morris
CEO eCourse Adventures

Dear Recruit,

Welcome aboard the eCourse Frontier Starship and to The Art of eCourse Creation training experience. This Training *Manual* will be your starting point for navigating the new world of online education.

You see, the old world of online learning that we've come to know is based on outdated methods and practices, which no longer work effectively. Student engagement is at an all time low and it is our mission and duty to fix that.

On this intergalactic journey you will learn a revolutionary new approach to teaching and learning online where you:

- Discover our “whole-brain” approach to teaching students online.
- Learn to create courses that are works of art and engage your students long enough to help them get the results they signed up for.
- Discover why information-based teaching is failing miserably, and how you can leverage the power of experience-based education in your business.

In your training manual are creative exercises and important resources to help you integrate everything we cover on this journey through time and space. Fill in your answers for all of the journalling exercises while the inspiration is still fresh. You only get results if you do the work.

We look forward to helping you create the greatest eCourse you can possibly imagine.

Godspeed,

Captain Bradley T Morris
eCourse Adventure Guides

A New Reality

“The key is to make YOUR course more enjoyable and inspiring than the endless distractions trying to steal your student’s attention away.”

While the world of online education is on the uprise, we are facing the greatest student dropout epidemic that the world of online education has ever seen.

**70-97% of students who sign up for an online course
NEVER FINISH!**

Here are Five Key Reasons that our Scientists have discovered
on Why Online Students are Failing:

1. The curriculum is poorly designed and doesn't lead students in a supportive and inspiring way.
2. The course content is boring, unengaging and students become disinterested or distracted by more exciting things (like social media).
3. There is a lack of personal support or accountability for students and so they feel no pressure to “do the work.”
4. The student suffers from information overload, gets overwhelmed and quits.
5. The course creator doesn't understand the Art of eCourse Creation and how to make your online course an enjoyable student learning experience.

Your job as an online teacher is simple. Facilitate an eLearning experience that keeps your students excited and engaged so they actually achieve the results they came for!

You must treat your eCourse creation process as an artform. This requires creativity, innovation, imagination and collaboration with other talented people.

**Get ready for the Creative Vision Quest
of your Entrepreneurial Lifetime!**

Exercise 1: Future Testimonial

Write out a testimonial that you want your future students to say about your course. Write it as if they just finished your incredible eLearning experience.



Exercise 2: Negative Experiences

Write down 5 things you have NOT liked about the online learning experiences you've had so far. (think of courses, webinars or communities you've signed up for)



Exercise 3: Your Commitment

For each negative experience, write down what you're committed to doing instead. You design the future of online education by crafting the kinds of courses, communities and experiences that YOU would most want for yourself. Are you going to create another boring cookie-cutter course or are you here to pioneer a new way to teach, learn and transform lives in the online world?



The Art of Themeification

“The most effective learning happens on the deepest level when the whole brain is engaged.”

Humans don't consume media how we used to. Our attention spans have become so short that if a video or website doesn't captivate and draw us in within the first 7-seconds, then we are onto the next sparkly distraction.

That means, long-winded, drawn out, beat around the bush, boring Powerpoints have lost their potency since the early 1990's when they were all the rage. Most people are living in information overload. They have all the knowledge in the world at their fingertips and yet they turn to cute cat videos as a way to soothe their overwhelm.

If we look at how people typically consume media this day and age it's generally through one of these three categories:

1. Entertainment

2. Music

3. Video Games

However, online education is still teaching in the same old archaic ways as it was more than a decade or two ago.

The most efficient way to do this is to
GIVE YOUR COURSE A THEME.

When building the Great eCourse Adventure, we discovered that by giving our course a theme (of going up the mountain), we brought all of our lessons to life.

Our theme turned our course into a world, where our students became adventurers on a journey to the top of Launch Summit and along the way they learned to create the greatest eCourse they could possibly imagine.

Exercise 1: Your eCourse Topic

Just for fun: what is ONE eCourse topic that you'd be really excited to build a course for? Don't worry, this is not written in stone (it's just an exercise).

Exercise 5: Transformation

What would the student's transformation or end result be from signing up for this eCourse? (Our Example: learn our key principles for developing highly engaging, unique and creative online courses)

Exercise 3: Bringing your Theme to Life

Below are the 10 ways to bring your theme to life. Using your eCourse topic from above, go through and answer each of the questions below (quick and dirty version - you can always refine later).

1. **Your Theme:** Instead of a powerpoint presentation on eCourses, we took you on an outer space adventure. [The Great eCourse Adventure](#) is a journey up a mountain. What theme could you give your course? Write down 2 or more potential theme ideas for an eCourse you're thinking about creating (real quick).

2. The Sound: We used music and the sounds of a spaceship to bring each phase of our lesson to life. The Great eCourse Adventure brings you into the wilderness through nature sounds. What sound effects and music would your world need to seem more real?

3. Language: We use language to weave our lessons and theme together. What words can you use to make your theme more believable? (Example: In the Great eCourse Adventure, modules became checkpoints, lessons became steps, badges are backpack supplies, students are adventurers)

4. Metaphor: What symbology can you infuse into your course and theme to bring more meaning and depth? (Examples: Climbing a mountain to Launch Summit, traveling to the new world of Online Education)

5. Character: How you act, dress and teach within your world is important for theme consistency. We're the crew on the eCourse Frontier Starship. In the Great eCourse Adventure, we are eCourse Adventure Guides. Who are YOU in the world that you're creating for your students? (Note: you don't need to be an actor. Being yourself is way better!)

6. Personality & Vibe: In this Art of eCourse Creation training experience, we create an energy of importance and urgency. Whereas, The Great eCourse Adventure is fun, exciting and you never know what's going to happen next in the story. If your eCourse was a person, how would you describe its personality and vibes?

7. The Purpose: A shared sense of purpose brings your community members (students) together. Why has everyone come to your world? What are you all there to achieve? In this course, we have all gathered on the Starship to learn how to pioneer a new way to teach and learn online.

8. The Inhabitants: The community and teachers are the heartbeat of your world. Describe the kind of people you are seeking to serve with your eCourse. The more detailed, the better and more beneficial.

9. The Visuals: The imagery you use is the key for making your world come alive, as you experienced in our outer space adventure (pictures, video backgrounds, colours, fonts...) Describe the visual elements of your course. How will you visually bring your course to life? Don't worry if you're "not a techie". Just use your imagination and see what you come up with. Have fun!

10. Delivery: We took a simple lesson on building innovative eLearning experiences and made it an exciting adventure. How could you deliver your lessons to make it more interesting? (It does not need to be as complex as ours' -- use your imagination and get creative)

The most important thing about your theme is that it's consistent through every aspect of your student's experience. Remember, the more you enjoy your eCourse creative process, the more your students will love it and stick around.

So have fun!

Gamification for Maximum Engagement

“The most important ingredient in any eLearning experience is **ENGAGEMENT**. Without engagement, you don’t have an eCourse!!!”

Gamification is one of the most effective, popular, cutting edge tools for increasing engagement. If your students aren’t engaged and getting results, then you won’t have a successful course.

Many students are initially resistant to the idea of gamification, thinking things like:

- I’m not a gamer.
- Games won’t work with who I’m serving.
- Gamification seems too complicated and confusing.
- My work is serious, and I don’t like playing games.
- My people don’t care about points, levels & badges.

We totally get it and have been there before!
But take a moment to hear us out...

Gamification does **NOT** mean points and badges.
Gamification also does **NOT** mean your course
must be all fun & games.

The purpose of gamification is to motivate your students to go from being consumers of information to active participants in their learning journey. Badges, points and levels can help with this. But you do not need them.

Having your course be fun and “game-like” can help too,
but it’s not necessary!

Here are 3, non-conventional, tech-free ways to
Apply Gamification to Your Online Courses:

- 1. Create challenges after each of your main lessons** that your students must complete and report back to your community with an image, story, artwork or video of themselves sharing what they did. This creates a huge level of participation and accountability for your students. Always call them back to the community to share. (Sharing is Caring after-all)
- 2. Offer rewards and incentives to your students** when they complete tasks or do a great job. It could be free coaching, concert tickets or any of the other infinite number of choices. The point is, you are giving them something (or the opportunity to win something) for showing up and doing the work. Give them a reason to take action TODAY.
- 3. Have your students partner up and work together** as accountability buddies, on a project or for an exercise. This gives your course a whole new dimension of value, potency and connection. It is simple, yet so powerful... AND, it is gamification in action.

Gamification happens when your participants
start taking action and doing things in the

REAL WORLD!

(rather than just watch a video)

Your job is to inspire them to take this real world action.
Gamification works. So use it!

Exercise 1: Enhance Engagement

Make a list of FIVE different challenges, call-to-actions or ways that you can inspire engagement amongst your students.

Examples from Great eCourse Adventure:

- We offer a monthly challenge that goes above and beyond just the course lessons and inspires our students to take radical action and learn new skills.
- You earn “Backpack Supplies” (badges) by completing tasks and checkpoints.
- Every lesson ends with a call to action to come back to the community and share your experience, outline or results. This creates peer-to-peer accountability.

Okay, your turn. What are five things you can do? Don't worry about the tech (yet), just get creative and have some fun brainstorming.



The Zen of Tech

“Create time for tech learning time
and you will learn tech in no time.”

If you are a teacher, storyteller or transformational facilitator who's got something important to share, then you have stumbled into the right world at the right time.

The truth is, we've never had it better.

The tools we have available for creating incredible eLearning experiences are the best they've ever been and on top of that, they've never been more affordable.

Instead of getting stressed about the tech,
GET INTO IT!

Geek out on it! Watch the tutorials, dance between lessons and have fun. It's really a frame of mind that only you can choose! Learn the tech and you've got your ticket to freedom and tool for facilitating transformation. It's really that simple :-)

Now, if you really don't like it, and have the resources to make it happen, then just follow the wise words of our pilot and tech wizard, First Officer Andy Freist, and either collaborate, partner or hire out! And lucky for you, our fun and friendly team of professionals are also available for hire. So [contact us!](#)

But, for the majority of you starting out, you'll need to learn the tricks of the trade, so below are some exercises to help you sort out your tech.

Always remember this:

**If you create time for tech learning time,
then you'll learn tech in no time!**

Exercise 1: Your Big Why

If your WHY isn't big enough, then your resistance will always win and your vision will always lose. So what is your bigger reason for wanting to learn how to do the tech-side of course creating? Write down at least 3 potent reasons you're going to buckle and learn the tech with a positive, happy-go-lucky attitude. What could you create if you just learned the damn thing?

Exercise 2: Budget

Identify how much you have budgeted to build your course and platform.

\$0

Up to \$500

\$1,000 - 2,000

\$2,000 - 5,000

\$5000 - 10,000

As much as it will take!

Exercise 3: Tech Skills

How open and excited are you to learning the tech side of developing your eCourse membership and platform?

Love it and can't wait!

Look forward to learning how to do it.

I'm okay with it. I know it has to be done.

Resistant/Hesitant

Scares the S#!T out of me!

I'm going to hire or partner with someone

We know that choosing your tech can be quite daunting! That's why in [the Great eCourse Adventure](#), we take our students through a process, step by step, that tailors their tech based on their budget, tech skills and the specific needs of their eCourse.

Whether you choose to join us on that journey or not, our recommendation is to start where you are, and focus more on creating awesome media and lessons than worrying about which platform to use! That can truly become a BLACK HOLE for all your creative energy!

Harness the Power of the salesForce

“At the heart of all successful sales and marketing lies an invisible power called, the salesForce.”

The salesForce can be used for good and for greed. The Dark side asks, “How can I make more money?” Whereas, the Light side asks, “How can I create more value?”

Tips for Harnessing the Powers of the salesForce:

1. Know your customer.

If you are unclear about who exactly you are aiming to serve, then you will not be able to direct the salesForce in their direction.

2. Know your creation.

If you are unclear about your creation; what it does, how it does it and why it does it, then how can you expect your customer to want it?

3. Make the connection.

If you put your full heart, passion and creative gifts into your creation, then your love for it will be contagious. You won't “need to sell it” for it will sell itself.

Tips for Selling in the New World of Online Education

- People are looking to interact with people, not sales funnels
- Make your marketing content enjoyable, valuable, honest and authentic.
- Show up consistently for your students. Demonstrate true leadership.
- If you want to win the game, then be in it for the long-term.
- Treat your students how you wish to be treated and create courses that you would want to buy.

Exercise 1: Your Mission

Summarize your mission in 1-2 sentences. What are you here to do? What do you stand for? Why are you HERE taking up this space on the internet?



Exercise 2: Being Sold To

How do you want to be "sold to?" Describe how you'd love to be sold to when landing on a website and prospecting a product or service.



Exercise 3: Oprah Called

If you were on Oprah, what 5 questions would you want her to ask you? These are the conversations you need to be having with your audience via your blog, podcast, etc...



Cultivate Community and Culture

“One of the most important elements of an effective learning environment is a community gathering place.”

Since the beginning of time, we have gathered around the campfire to share stories, wisdom, to support one another and to receive the help we need.

Your online community is
Today's Digital Campfire!

To be honest, keeping your students engaged can be challenging. It can take a long time and a lot of hours to foster these virtual relationships.

So if it's hard, don't worry. Just remember, there are **REAL PEOPLE** on the other side of that screen and they will be grateful that you care.

The purpose of your community space is to offer your students a sense of accountability, belonging, personal support and connection to you and all of the other people on the learning journey with them.

Your community also gives you an opportunity to connect with your audience on a much deeper, more personal level than if you're just broadcasting to them.



Exercise 1: Likes and Don't Likes?

Write a list of all the things you DO and DON'T like from the online communities you are or have been a part of. Divide a page in half and on the left side write "Likes" and on the right side, "Don't Likes."



Exercise 2: Values and Beliefs

To create a community culture, you need to create a set of values and principles that you and your community members can get behind. What do you stand for? Write out a short community manifesto that shares the core values and beliefs of your community. This will help you attract the right people.



Recapping our Journey

Let's do a quick inventory of what you learned as we travelled to the new world of Online Education.

These principles will be a guiding light to help you
Bring Out Your Very Best Work!

1. The key to engagement is to create an immersive learning experience for your students. We do this through themeification, gamification, storytelling, creativity and building the kind of community that our students want to be a part of.
2. All the tech we need is readily available to us. It's never been easier or more affordable to build an innovative, unique multi-media learning experience for your students.
3. We must choose between the light and dark side of the salesForce, so choose wisely. Don't copy all those sleazy marketing tactics that don't align with your values. Treat your potential customers like real humans.
4. Your Online Community is the heartbeat of your eCourse. Serve your people and connect them together. This makes everyone stronger.
5. **MAKE GOOD ART!** Be passionate and build something amazing that you are proud of. The more you enjoy the creative process, the more your students will enjoy the product. Good art makes money!
6. Know that we're here for you. We are trained eCourse Adventure Guides. We've climbed plenty of mountains in our time. We'd love to help you climb yours and to create an online course that is out of this world!

Exercise 1: Top Takeaways

What were the top 2-3 insights, epiphanies or takeaways from your journey into the new world of online education? Let us know what you thought!



WE ARE HERE TO REIMAGINE AND TRANSFORM THE WORLD OF ONLINE EDUCATION.

Thank you for joining us on our mission to create
the Ultimate eLearning Experiences the planet has to offer!

Here are some Additional Resources We Have to Offer:

1. The Great eCourse Adventure

Want to learn how to create mind-blowing, highly engaging, super creative and enjoyable eCourses like the one you just went through... step-by-step?

We offer a [free 14-day trial](#) and your membership includes:

- The most exciting eCourse on building eCourses you've ever seen.
- Weekly coaching webinars where you receive personal coaching and workshops with our team or outside experts.
- A private community of adventurous, inspiring, fun-loving course creators who are also on a mission to transform the world of online education by creating the greatest eCourses they can possibly imagine.

2. Green Screen Magic

[Become a bonified Green Screen Magician](#) and transform your ordinary eCourses, powerpoint presentations & video lessons into Immersive Learning Experiences that will captivate and transform your audience's lives.

- Be guided in the editing room step-by-step, so that you too can master the art of performing green screen illusions.
- Understand simple lighting & sound tricks that make the worlds you're creating more believable & engaging to watch.
- Be the go-to leader in your industry by producing media that entertains, inspires and effectively teaches your audience.

3. Coaching, Consultation, and Production Retreats

Let our fun, friendly and [professional team](#) assist you on your creative journey by tapping into our specialized eCourse Creation Services!

There is an entire Universe....

...of online learning possibilities still to discover. We look forward to sharing the journey and all of the lessons learned with you.
Thank you for being a part of the transformation taking place.