



How to create successful courses on WizIQ?

Creating a successful course for online education is similar to working in the traditional realm, and yet in many ways, completely different. Don't struggle with the learning curve of creating courses in a new medium.

We've interviewed our course marketing personnel, course support team, and teachers just like you who already run successful courses on our platform. Let their insights save you time and experimentation, by following the best practices in this course creation process.

1. Think like a student first and teacher second

Successful courses are designed from the beginning with the ideal customer (student) in mind. Understanding who these ideal learners are helps you sharpen your initial course concept, design, creation, and even your marketing strategy.

Begin by defining at least three of these ideal learners, in statements known as *learner personas*. For each persona, create a short description of who they are and what they want to achieve.

An example learner persona for a GMAT preparation course might be:

Mark holds a Bachelors of Science in Mathematics, and works in the accounts department of a Bay Area IT company. An ambitious high achiever, the last recession made him fear that a simple Bachelors of Science was no longer enough to achieve his goals. He wants to pursue an MBA from a prestigious Institute, but doesn't have the time or discipline to prepare for the GMAT entrance exam on his own. Hence, he's looking at his online options. Although he'd prefer learning LIVE with an experienced instructor, he likes the idea of working at his own pace. He's not particularly price conscious but wants to be sure he chooses a quality course. Once he finds one, he wants to get started as soon as he enrolls.

Once you've completed your personas, use them to list the course "requirements" from a student's perspective. The requirement list for the GMAT course might read something like this:

Price should be less than \$2000
Teacher should be a native (language) speaker

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Teacher should have proven experience
Course should be self-paced
Etc. etc.

When this exercise is complete, you might realize that you're not just creating one course. For example, two of your requirements might directly conflict. If you're aiming your GMAT course at potential learners who've been laid off, then the price requirement could be far lower, such as less than \$100.

It might not be possible to provide a quality, comprehensive GMAT preparation course at that price point. However, you could create a series of courses or a course which does not contain LIVE classes to meet the price point. At the same time, you could create a larger course to meet a higher price point.

Once you've nailed down your personas, your students' requirements, and know how many courses you're creating, you're ready to proceed to Step 2.

2. Create a compelling course page

Every course on WizIQ has a *course page*, which serves as your first interaction with potential students. Its most basic function is to explain what your course is about, who it's designed for, and why you're the ideal person to learn from. This combined information helps you both get the learner's attention, and earn their trust.

What makes a course page compelling? Typically, successful courses have at least the following elements on their course pages:

- **Testimonials:** Include at least 3 testimonials, preferably from people matching each of the learner personas you created earlier. Just starting out? Include testimonials from your offline students.
- **About you:** At WizIQ, learners aren't just choosing courses, they're also choosing teachers. Now's not a time to be modest. Show students why they want to learn from you, in particular. If you have achievements, awards, degrees, and/or work experience that makes you ideal for teaching this course, be sure to list them. The little things help too. For example, uploading your photo adds a personal touch.
- **Course objectives:** List the key benefits students should expect upon course completion. For example, they might pass an important exam, get a certification, or travel abroad with ease.

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- **About the course:** Explain what students should expect from the course itself. Is your course a collection of self-paced text and video modules? Are you teaching a series of live classes? Are you offering a combination of both? List the topics you're covering, from the most basic to the most advanced, so students fully understand the range of material you're covering. Also, be sure to highlight what makes your course unique among similar offerings. What are you doing differently?
- **Course schedule:** Clearly define the course schedule, such as when it starts, what days and times classes are held, and how long it runs.
- **What does the course include:** List the number of live classes, tests, videos, self-paced modules, and so on that make up the course. If this is a flexible, self-paced course based on students' ability and speed, then mention how many classes it takes to complete the course on average.

Feel free to add any other elements that make sense for your course. This is just a basic list.

3. Add a promotional video to your course page

If text is golden, then images are platinum and videos diamond.

Today, videos offer a level of polish that many people expect. Even fiction books have promotional videos!

Adding one or more videos to your course page gives you another avenue to capture learners' interest. Don't miss this chance to give potential students a look at your approach to online learning. Show them what they might expect by:

- **Sharing a class recording:** Use WizIQ itself to record a live class session, with some trusted students to show interactions. Or, share a segment of any relevant class you've already taught. Once you've got your recording, download it, then use any screen recording software (plenty of free software available and there is always the ever reliable Camtasia) to make a short 5-10 minute demonstration video. Such a video gives students a good idea of the course's learning environment.
- **Explaining the course:** Switch on your webcam and record a video of you, dressed nicely with a nice background, talking about your course.
- **Sharing student testimonials:** Collect video testimonial from your successful students. Not only will doing this help you build confidence, but sharing it on your course page can make an



instant impact.

Once your videos are ready, upload them to a hosting site like Vimeo or Metacafe, then insert them into your course page.

4. Price your course right

Unfortunately there's no simple formula for pricing courses. The "right price" is the one at which your course sells and pays your time.

In general, you decide on your course's price comes through the following factors:

- Course subject complexity
- Paying capacity of the prospective learners
- Student demand and market supply for the course
- Market rate for the similar genre of course

Your learner personas should provide some assistance toward this research. There are two other things you'll find useful. The first is knowing that the best-selling courses on WizIQ fall within the range of \$50 - \$100. Second, is that successful instructors on WizIQ started with modest pricing.

Each course you teach builds your reputation as a quality instructor, and as that reputation grows, you can gradually increase your prices. Don't just take our word for it. Popular teachers like [Nellie Arpita](#) and [Alex](#) all started low, worked hard, and are now well-known brands on WizIQ.

If you find you're still unsure, [contact us](#), and we'll help you determine the right starting price.

5. Including live classes? Keep right number of classes at suitable class timings

If your course contains live classes, list the time for every class. If you're flexible, mention the time range in which you can teach the classes.

In general, successful courses offer:

- Evening and/or weekend classes, since most students are busy with school or work during the day
- Class lengths of around one hour, with breaks in between, such as every alternate

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weekday



- Access to class recordings for learners who miss a live class

The ideal number of classes is somewhere between 10 and 20. However, for some courses, this number can go as high as 50 or as low as 5.

Finding your sweet spot may take several rounds of the same course. For this reason, during the first few times you teach a course, try to be flexible. If you reach a certain point and you're not where you should be on the syllabus, consider adding a few more classes. Also consider having a fallback class after every 4 or 5 classes. Doing this gives you time to catch up if you're behind, along with offering more time for student questions.

6. Exceed learner expectations

Make an indelible impression on your learners by exceeding their expectations. Much of this revolves around course delivery, such as:

- Schedule all live classes at least 3 days in advance, if not earlier.
- Share your schedule and availability in advance.
- Never ever miss any scheduled class, and if you must cancel or postpone, do so as far in advance as possible.
- If you're conducting a class from a place where electricity and Internet connectivity is an issue, make appropriate backup plans.
- Prepare your whiteboards in advance, give yourself more time to interact with students.
- Distribute notes and other learning material as promised.
- Always record your classes so that students who miss them or want to review can watch the recording.

7. Add self-paced tutorials and tests

Even if you're offering live classes, begin your class with self-paced learning modules. Letting your students get started the moment they enroll lets them build momentum. Your self-paced modules might consist of PDFs, Word/PowerPoint/Excel documents, videos, audio or previously recorded classes.

Also, don't miss your chance to assess how your students are progressing. WizIQ allows you to create tests with multiple choice questions. Tests also help students to see how well they're doing with the material.

8. Create multiple courses

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Creating multiple courses helps you target specific learner segments. You can offer a low-priced course with self-paced tutorials and tests, and also offer a course priced slightly higher that contains live classes.

Other course variations might be for a different geography, covering a smaller portion of the syllabus, one-on-one vs. group, or even just a test series.

The WizIQ courses team will be glad to [help you](#) come up with variations of your courses.

9. Sprinkle in some free offers or discounts

Add some glitz to your course. A small giveaway never hurts!

Try offering perks like:

- A 10% early bird discount
- A free audio book or e-book
- A free counseling session after the course

Feel free to dream up your own, or discuss your options with our course marketing team.

10. Keep trying and reinventing

Life on the Internet is constantly changing. The most successful instructors on WizIQ are constantly experimenting. They try different course taglines and highlights, changing which courses they offer, adjusting their prices and how long a course takes, new course variations and much more. If you're just getting started, keep gathering feedback, and perfecting your course page. One day, you too will be counted among the successful WizIQ instructors with your own successful teaching business.

Ready to create or modify your course?

Check out some public courses already listed at <http://www.wiziq.com/courses/> and contact us at courses@wiziq.com and we will help you at each step in the process.

You can also watch our courses video at <http://www.youtube.com/watch?v=2KagwVld0fY> and reach us at <http://www.wiziq.com/courses/create/>

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