teachable

BUILD
AUDIENCE

BUILD *your* AUDIENCE

A Teachable Academy Workbook

TABLE OF CONTENTS

⊘ **STOP**

Welcome! This is the companion workbook to our Teachable Academy course **Build Your Audience**.

How to use the workbook

Download and save the workbook before filling in your answers.

This is an editable workbook. Click inside the boxes or above the solid lines to type in your answers.

Here's how it works. In this course, we'll teach you everything we know about building an online course business. But knowledge alone isn't enough—you need to take action! That's why we created this editable workbook for you to download or print and fill in the blanks, so you know exactly what steps to take to create your best possible online course business.

We designed this workbook to follow along with the lessons in our course. If you find yourself getting stuck, go back to the course and see if one of our videos can help you out.

If you still need help, check out our Teachable Tribe on Facebook. This is a community full of course creators just like you, and we encourage you to ask questions and get involved in the conversation.

TEACHABLE RESOURCES

Not sure what to do next, or need help getting unstuck? Never fear, Teachable is here!

Here's how to get help:

Head to the Teachable Tribe, our private Facebook group just for Teachable course creators. You can ask your question in the feed and get answers from other instructors, and from the Teachable Team.

Consult Teachable's Knowledge Base for detailed, step-by-step articles on using Teachable and answers to common questions.

Peruse Teachable's Blog for case studies, tips, and in-depth articles on how to start your online course business, create your content, and market your course.

Submit a Support Ticket to get an answer straight from Teachable's dedicated customer care team.

Teachable exists to help people like you turn their knowledge into a successful online business. We're here to help, and we can't wait to see what you create!

Set your goal

Before you get too deep into course creation, it's important to know why you're creating this mini course. This will help shape what you create. Which of the following best describes you and your goals?

I don't have an online audience (yet!) -- *The #1 reason!*

I researched and validated my topic, but I'm *still* not sure what my course topic should be.

I'm new to online courses and want to get started with a simpler project

I need to start making a profit before my full-length course is ready. -- *Best for instructors who already have an engaged audience of 500+*

Other

Notes (especially if "Other"):

Choose your starting point

Which of these best describes you? (*Check all that apply.*)

I already have some content (like a blog, podcast, YouTube channel, or Instagram account)

I'm an educator or trainer. (I already teach in-person classes and workshops, or I host training events.)

I run a service business.

I'm brand new to this. I have my standard course topic, but I'm starting a business from square one.

Other

Notes (especially if "Other"):

STOP

Download and save the workbook before adding in your answers.

Brainstorm your mini course topic

When selecting a mini course topic, you should never start from scratch. Instead, you should work backwards from your standard course. (If you've outlined your course in Choose Your Course Topic, you should already have a starting point!)

Here's how to choose which section of your main course should become a mini course. Go back to your course milestones and see:
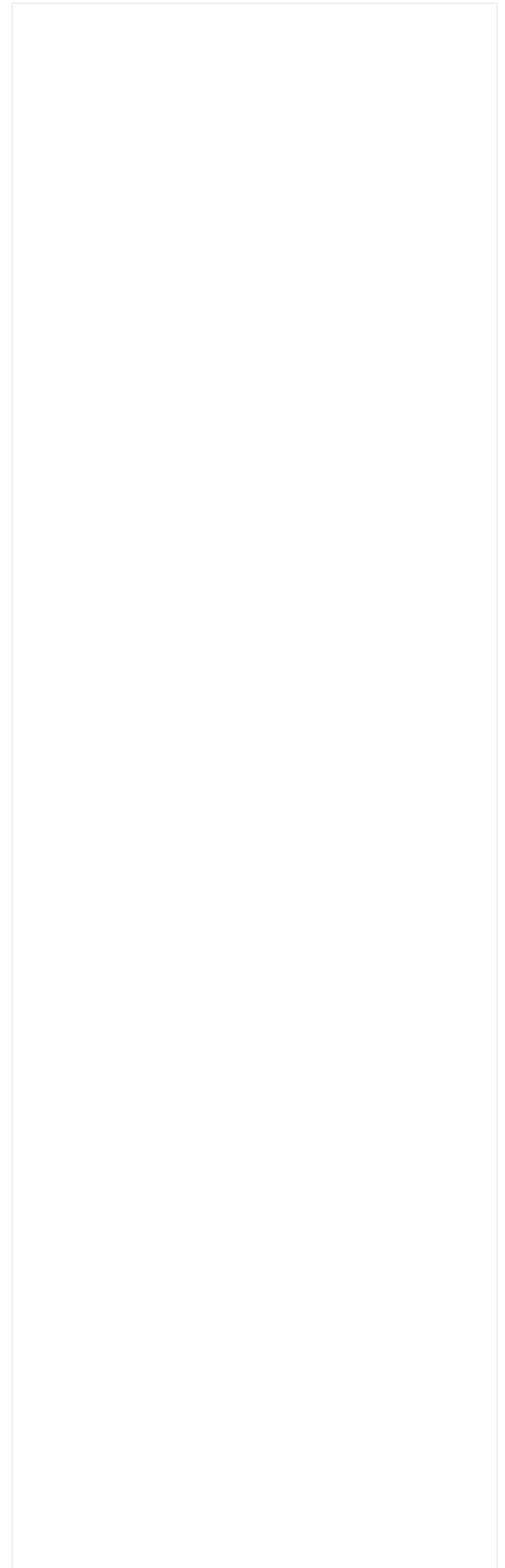
- Which milestone can stand alone, without diving into all the other sections?

- Which milestone would give students a real step up and introduce them to your curriculum?

It's tempting here to worry about giving it all away, but don't think of it that way. Err on the side of giving too much away for free. Of course, if your whole program relies on a super secret formula or system, save that for your main course. But make sure that your mini course is still valuable and worth the time if the student never enrolls in your main course. This builds major trust.

PRO TIP If you didn't outline your regular course yet, you can learn to do so quickly and easily in the Curriculum lesson in the Teachable course Choose Your Topic. Highlight milestones—sections of your curriculum—that could stand alone as a valuable mini course.

Brainstorm topics

Jot down all the milestones that could work for your mini course

Choose your mini course topic

It's time to narrow down your brainstorm to one winner. Keep in mind that your mini course topic needs to stand alone. In other words, even if it's the only course a student EVER takes from you, it provides so much value they become a raving fan.

If you're looking at a list of course topics and you can't decide, think about:

- Which topics would be the easiest for you to get up and running?

- Do you already have lots of content around one of the topics?

- Is one of them way easier to create? Maybe if it's a video course, it's easier to film because it doesn't require lots of camera angles, etc.?

Winning mini course topic:

Why did you choose this topic?

Identify your target audience

Consider your audience. It's helpful to know exactly who you want to sign up for your course before you even create it—then it will be designed just for them.

⭐ Need help identifying your target audience? See the Teachable course **Choose Your Course Topic.** It's covered there!

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Craft a transformation

At Teachable, we believe transformations are a great way to communicate the value of an online course. Remember why people take courses in the first place—they want to change something about their lives. By the end of your course, your students will know something they didn't before.

To outline the transformation, we use Digital Marketer's **Before-to-After Matrix.** To fill this matrix, you should answer these questions:

1. What does a prospective student have before taking your course? What will they have after they finish it?
2. How does a prospective student feel before taking your course? How will they feel after they finish it?
3. Who are they before taking your course? Who will they be after finishing it?

	BEFORE	AFTER
HAVE		
FEEL		
IS (IDENTITY)		

⭐ Need help crafting your transformation? See the Teachable course **Choose Your Course Topic.** It's covered there!

The Mini Course Formula

The hardest thing about creating a mini course is probably keeping it mini. Here's what I mean: since you haven't created your full course yet, you'll be tempted to keep adding to it, but it's better to keep it short and simple.

Both formulas have the same components, but you'll choose whether or not you want to incorporate video.
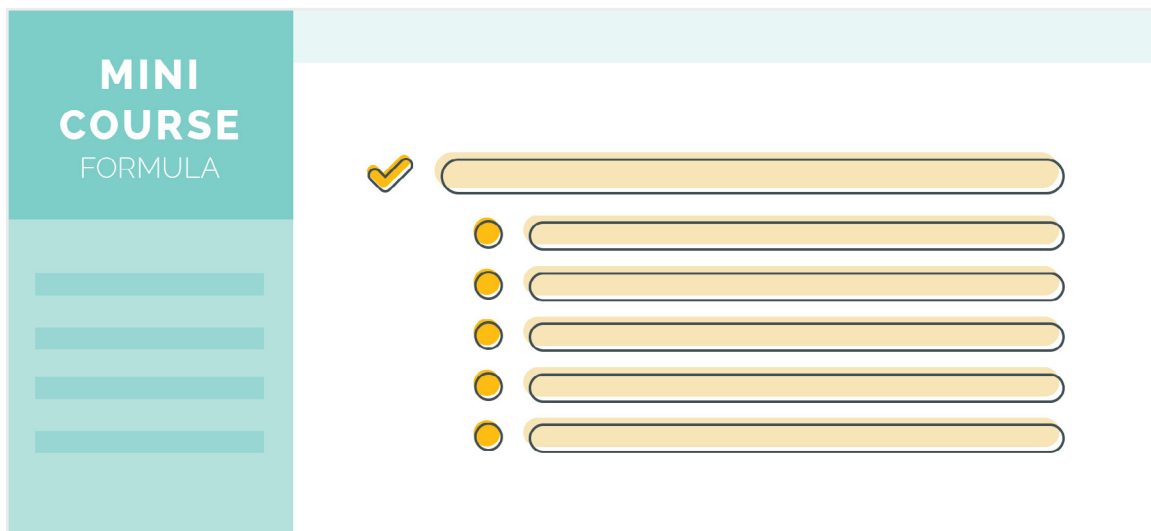
No video for me. I'll keep things simple.

Move to page 9 - The Mini Course Formula

Yes, I want to use video!

Move to page 10 - The Mini Course Formula With Video

TEMPLATE 1: The Mini Course Formula

Create ONE section in a Teachable course. (This is your milestone, or mini course topic.)

- Add a valuable download (a cheat sheet, guide, glossary, etc.).
- Add the 5–7 steps students need to achieve your milestone. These will be text lessons (no video).
- Add images to your text lessons, if necessary to explain what you're doing

TOPIC	
VALUABLE DOWNLOAD	
1 MILESTONE (including 5-7 steps total)	

TEMPLATE 2: The Mini Course Formula With Video

Create ONE section in a Teachable course. (This is your milestone, or mini course topic.)

- Introduce yourself and the course topic in a 2-minute video

- Add the 5–7 steps students need to achieve your milestone.

- Make 1 or more of these steps a video lecture. (You can present slides, share a simple screencast, record a video of yourself talking, etc.)

- Add text lessons for remaining steps

- Add images to your text lessons, if necessary to explain what you're doing.

- Optional: Include a valuable download (a cheat sheet, guide, glossary, etc.).

TOPIC	
INTRO VIDEO	
OPTIONAL: VALUABLE DOWNLOAD	
1 MILESTONE (including 5-7 steps total)	

Great! You're ready to create your mini course in Teachable!

Name your mini course

Now that we have all the ingredients for a great course name, it's time to put everything together.

There are three rules to writing a great name:

1. It should be benefit-driven
2. It should be specific
3. It should be convey emotion

Brainstorm some options for your mini course name:

Brainstorm a few ideas for your title and subtitle before starring the winner!

TITLE	
SUBTITLE	

TITLE	
SUBTITLE	

TITLE	
SUBTITLE	

⭐ Need help naming your mini course? See the Teachable course **Choose Your Course Topic.** It's covered there!

Marketing plan

With your mini course funnel all set up and ready to go, it's time to tackle the next step: driving traffic to your funnel. Here are a few ways that you can attract students:

- Go to in-person events, like conferences
- Guest post on other sites and blogs
- Ask influencers to share your mini course
- Speak as a guest on webinars and podcasts
- Promote your course on social media sites like Instagram, Facebook, and Pinterest
- Create video content on YouTube to drive viewers back to your course

It's time to make a plan

Brainstorm different ways you can share your mini course to reach your intended audience. (Try to list at least 7-10!)

Focus your energy

It's easy spread yourself too thin! Rather than trying to tackle all of the above, choose the top 2–3 methods you'll use to attract an audience to your mini course.

Make it happen

Now you know what to do, and it's time to get the logistics in place. Make sure that when visitors find your mini course, it's easy for them to sign up! For tips on setting things up in Teachable, visit the **Knowledge Base.**

STOP

You did it!

It's time to put your plan into action and start attracting email subscribers.

As a rough rule of thumb, we recommend aiming for around 500 subscribers before you start selling your main course.

When you feel like you have some traction with your audience and are seeing your audience begin to grow, you should start creating your standard course.

See our next Teachable Academy course, Create Your Course.

Want to learn more about creating and selling your standard Teachable course? See our other Teachable Academy courses to get up and running in no time.