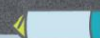# CREATING YOUR CLASSROOM

Discovery

A simple step-by-step course creation system designed to fast-track getting content out of your head and into your customers' hands.

CREATED BY

COURSE COACH, TONI L. BROWN

Legalese for Workbook

MEET YOUR TEACH

Hi I'm Toni Brown.

Your course coach, here to help you capture and catapult your course to great heights! I get you organized so you can design and launch your course in record time.
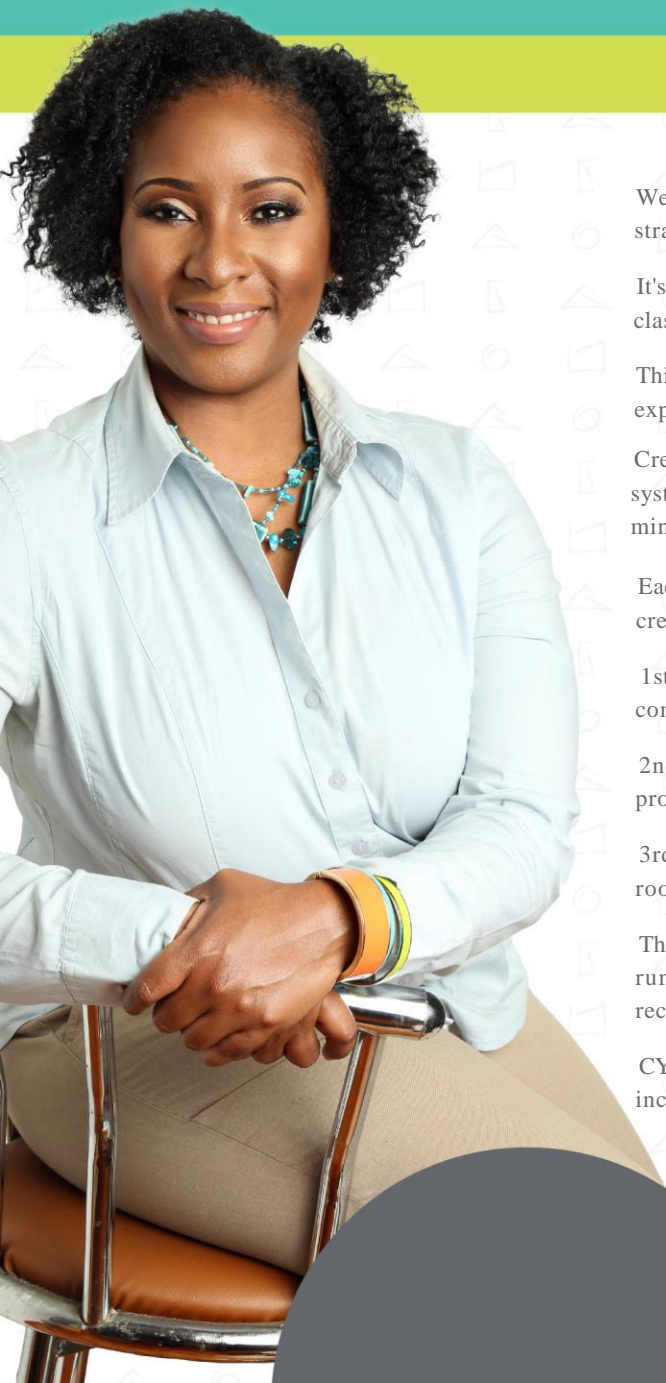
It is my mission to help you boost your bottomline so you can turn your "Ors" into "Ands", by generating more money for you and your family.

Thank you for purchasing this workbook. You can always reach met in my Facebook Group Create Your Course to gain additional support.

Questions?

Send questions straight to me at
CoachMe@CreateMyCourseToni.com

Introduction

Welcome to Creating Your Classroom's Organize It! content strategy guide or workbook.

It's time for you to get Organized to Design and Launch your classroom in record time!

This content strategy guide is for people that want to teach their expertise and expand their audience with courses.

Creating Your Classroom (CYC) is a carefully crafted course design system that will help you go from confused to confident in a matter of minutes. It has three (3) modules and each module contains 3-4 lessons.

Each module or workbook guides you step-by-step through each course creation stage: organize, design, develop and/or launch.

1st Module is Organize It! where you define, organize and outline your content.

2nd Module is Design It! where you create your classroom blueprint and prototype.

3rd Module is Launch It! where you prepare to teach! You set up your class room, test, market and launch your classroom.

The Creating Your Classroom (CYC) system is designed to allow busy, always on the run, over worked-underpaid educators like you, to erect your education empire in record time and make you more time to do the things you love.

CYC is an all-inclusive curriculum that will help you create a solid source of income for your family.

PROGRAM MODEL

Stage I

Stage II

Stage III
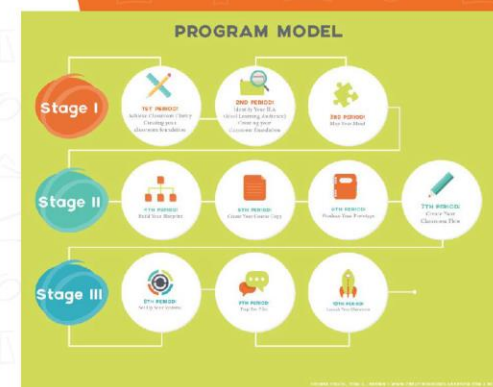
This course strategy guide, Discover!, will take you step-by-step on how to identify your ideal content for your ideal client and get your brilliance organized.

The guild builds upon each lesson and this helps you design your learning event quickly and efficiently.

This is the Discovery module and there are five (5) lessons in this module.

This workbook will guide you step-by-step on how to identify your ideal content for your ideal client and get your brilliance organized.

This workbook builds upon each step provided and this helps you design your learning event quickly and efficiently.

Parts of the guide refers to a previously taught section in the workbook, so don't skip around. If you feel that you know already know the content provided, then review it as a refresher.

This content design and development guide is for business professional and people that want to teach their expertise.

Objectives

- Identify your course topic

- Identify the goal and purpose of your course

- Conduct a Learner Analysis

Purpose

The purpose of this class is to define your classroom by identifying and recording the why, who how for your education empire.

In the foundation phase you will identify the purpose of your learning system:

What you want to teach?
Who wants to learn it?
How do you know they learned it?

This is the foundation of your content development. Once you have this part ironed out, you will be well on your way to create content that counts and brings in a profitable passive payday.

Overview

To start the analysis phase you will begin with the end in mind.

So, by the end of the course, the learner will be able to _____. You will fill in this blank by answering the questions listed on the next page.

You will also determine the learning baseline and define the level of learning for your learners.

You will determine all of this in the FOUNDATION class.

Overview

It all starts with knowing what the heck you want to teach! You have so many fantastic ideas but it's hard for you pick what you want to start with and most importantly will they buy it!

Once you've determined what you want to teach, you start to formulate the learning goal(s) of your course, all the other aspects of your classroom design and development strategy will fall into place.

Your course will be designed to take your learner from where they are to where they need to be in the process and the goal is the process that gets them there.

A great example for a goal for a beginners swim class is to teach techniques, tips and skills to be safe swimmer.

Now, if you think about it, there are a lot of things that can be taught but the goal here is to make sure you know how to be safe in water. That's the main point of the course.

Let's get started with crafting your Instructional Goals!

Overview

It all starts with a clear **GOAL**. Once you've carefully formulated the learning goal(s) of your course, all the other aspects of your classroom design and development strategy will fall into place.

Your course will be designed to take your learner from where they are to where they need to be in the process and the goal is the process that gets them there.

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Let's get started with crafting your Instructional Goals!

CONTENT & LEARNER
DISCOVERY

So what do you want to teach?

How are you going to teach it?

Who is going to take it?

Discover: Identify Your Instructional Goals
What's Your G.I.F.T.?

Let's begin at the end! We will identify your topic first and then focus on your audience.

What do you want to teach?

Who wants to learn about _____ INSERT TOPIC _____ ?

Discover: Identify Your Instructional Goals
What's Your G.I.F.T.?

The purpose or focus of this course is…

_____

_____

_____

What is the goal of your course?

Discover: Identify Your Instructional Goals
What's Your G.I.F.T.?

What is your profitable Online Course Idea _____ ?

_____

_____

_____

What problem does it solve?

What pain points does it solve?

PAIN POINTS	SOLUTION
_____	_____
_____	_____
_____	_____
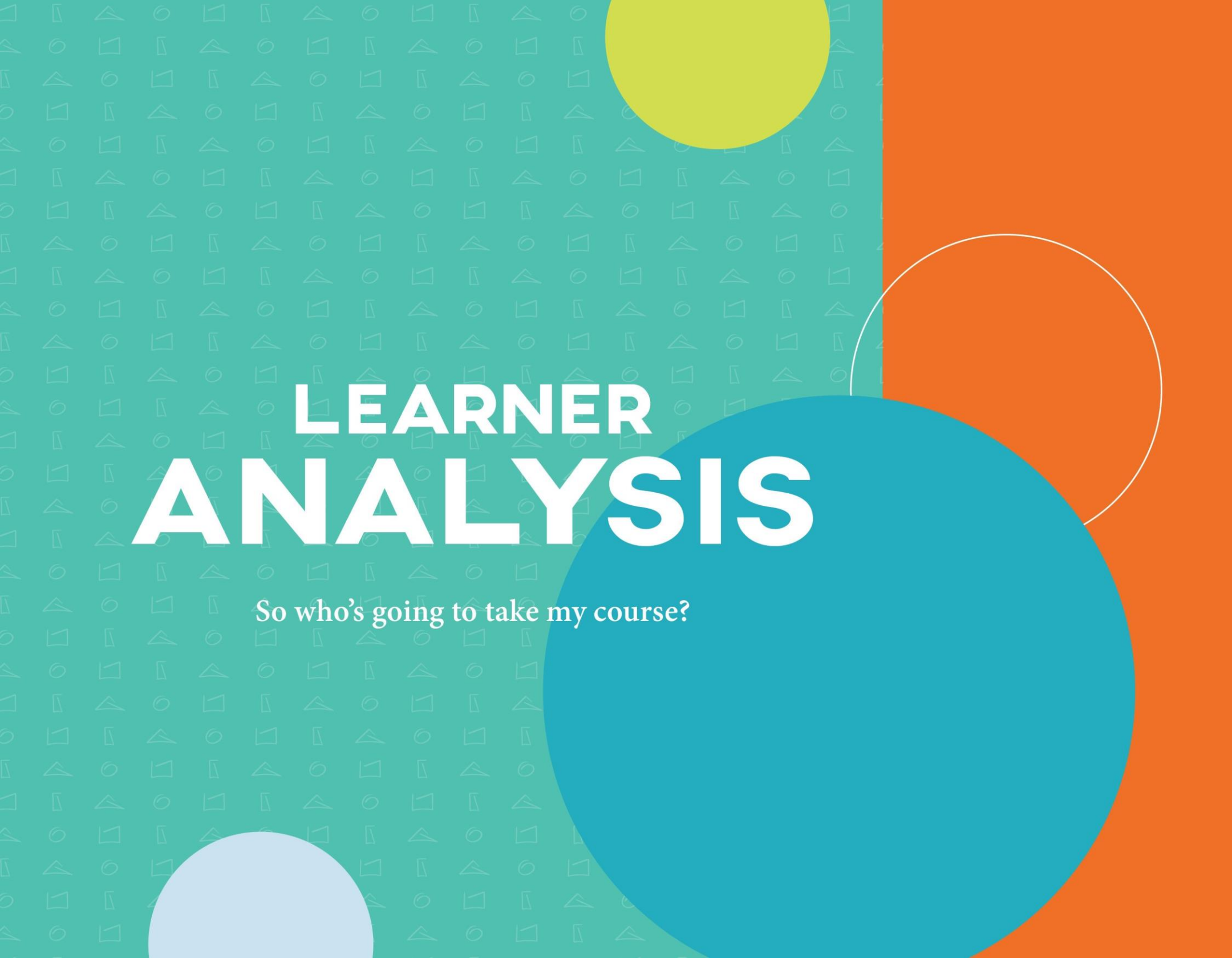
LEARNER ANALYSIS

So who's going to take my course?

Discover: Identify Your Content

Now let's identify your audience.

A learner analysis involves analyzing the population targeted to receive the instruction, as well as the target population's learning environment. The information you gather during this analysis enables you to make critical design decisions such as determining what instructional strategies and delivery methods will be most appropriate and effective for the learners.

A learner analysis, or gathering information about the target audience, will help the Instructional Development Team determine the best instructional strategies and methods and the best delivery environment for their learners.

Tools to Use
- Survey/questionnaires
- Focus Groups
- Polling
- Interviews

Perform a Learner Analysis

List what your learners already know. This determines how much or how little you need to include in the content.

_____

_____

_____

What's your learners baseline? Do they have any previous knowledge of your product or services?
If so, what are they?

Circle the best baseline for your learners

BEGINNER
Learn something new

INTERMEDIATE
Have some knowledge
but want to become better
(take their current skill
to the next level)

ADVANCED
Become a professional

INSERT TOPIC

What do they want to learn about _____ ?

_____

_____

Discover: Identify Your Instructional Goals

What's Your G.I.F.T.?

Based on your findings what type of students are sitting in your classroom?

What is the goal of your course?

_____

What is the purpose of your course?

_____

_____

What do you want to teach?

_____

Who wants to learn about _____ ?

_____   _____

_____   _____

What's your learners baseline?

BEGINNER   **INTERMEDIATE**   **ADVANCED**

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Glossary

Course Goals - general statements of what the program intends to accomplish, are broad statements of the kinds of learning we hope students will achieve - they describe learning outcomes and concepts

Learner analysis - involves analyzing the population targeted to receive the instruction, as well as the target population's learning environment

Learning objectives - are clear and concise statements that describe what you intend your students to learn by the end of the course and are created from the course goal.

Content type - the material the content of your course is being delivered

Action verb - verb that expresses physical or mental action

Appendix

1# Understand your participants' need- both content and classroom.

2# Don't underestimate what they need to know

3# Be ready to learn more about yourself

4# Have Fun!!!!

5# Take small steps

6# Take your time…it's a marathon, not a sprint!

7# Know your G.I.F.T and the rest is smooth sailing.

Appendix

Here are some extra steps you can take that go beyond the basics in course creation.

The Uber Learner-Great way to see your customer through their eyes

CREATING YOUR CLASSROOM