

# **CREATORA 1: eCourse Creation Philosophy**

Let's get philosophical for a moment and talk about what goes into creating a great eCourse.

Bringing your idea into an actual transformational process is an art form.

## **Here are the guidelines we follow:**

1. Keep the lessons simple and digestible.
2. Make it easy for your students to succeed.
3. Create your eCourse with your student's experience in mind.
4. It's not necessary to over-deliver the information.
5. Remember that your stories are powerful.
6. Have clear Call to Actions.

What's wonderful about eCourses is that there are unlimited possibilities for what you can create and how you facilitate the transformation of your participants' dreams.

## **Here are some of the main tools you can use to facilitate your transformation...**

- Videos (great for main lessons)
- Audios (guided visualizations or meditations or lessons on the go)
- PDF's
- Evernote
- Written articles
- Links to other people's resources
- Automated emails
- Quizzes
- Facilitated exercises
- Phone or computer apps

## **Your to-do's for Today:**

1. **What are your key takeaways from today's lesson on eCourse Philosophy?**
2. **Share any other tools or apps you've discovered that would make for an awesome eCourse creation resource. Share them at the Campfire.**

**Once you're done?**

Check this to-do off your Adventure map!

Bradley & Andy  
*eCourse Adventure Guides*