

5 ways to build your ONLINE COURSE PORTFOLIO

As you define your online course offering, a primary consideration is how the course fits into your business and your existing (or future) product portfolio. Make sure the course you create is one you can have success with now—and that can pave the way for future successes.



Is this course going to be your flagship product? Or is it an entry-level offering that introduces students to you, hopefully then moving them on to taking other courses? Does this course stand alone or is it a part of a learning series?

The answers to these questions are going to affect the scope of your class, the features you include, the amount of hand-holding you do, and even what you name your course. Here are 5 approaches for building your portfolio.

CHOCOLATE-BOX ASSORTMENT

1

The “chocolate-box” assortment portfolio is like the sampler box that has one piece of chocolate filled with cream, another that’s dark chocolate, another with nuts, and yet another that’s got fruit in it.

It’s a mix. They’re all candy with chocolate – but they don’t progress or build on one another. Good examples of chocolate-box course portfolios can be found at sites like Udemy or Skillshare or Craftsy.

RELATED ASSORTMENT

2

While the chocolate box assortment is a series of classes broadly collected, the related assortment offers classes presented from logically-related angles on your topic. There’s a commonality in the approach.

A related assortment of scrapbooking classes could include: Scrapbooking Events, Scrapbooking Your Story, Scrapbooking Everyday Life, and Scrapbooking Travel and Vacation. They’re all about scrapbooking a particular focused subject matter.

As another example, if you were teaching dog grooming, you might do a related series that includes Grooming Small Dogs, Grooming Large Dogs, Grooming Long-Haired Dogs.

PROGRESSIVE SERIES

3

Another assortment of classes you could develop in your portfolio is the progressive series. Use this when you’re teaching techniques that get progressively more complex and that build upon pre-requisite knowledge.

Sometimes we want to put everything ALL into one class, but that makes the cost of the class higher—and it increases the amount of effort it takes for you to create the class and your students to complete it. Consider breaking it up, instead. Get folks in at a lower cost and give them work with which you know they can happily succeed. THEN offer them another. And another.

HYBRID: PROGRESSIVE THEN ASSORTED

4

An initially progressive series (for example: Copic Coloring #1, #2, and then #3) can prepare students for a variety of classes that build on basic skills. Once a student has mastered introductory Copic Coloring they can move onto advanced classes of their choice: like Copic Shading or Copic Ink Effects.

So: what advanced topics could you teach once you’ve got a progressive or related series established? These would be classes that are a natural progression from the first class, building upon the early skills you teach, but not necessarily pre-requisites for other classes.

FUNNEL ENTRY-LEVEL TO PREMIUM COURSE

5

You can funnel students from your entry level assortment or series into a higher-priced and more in-depth “signature class.”

Think also about creating a progression of classes that progress not only in content and skills but in price.

