



6 Ways to Add Value to Your Online Course with stand-out workbook content

Workbooks are the get-it-done complement to your core lessons

Workbooks are a supplement to the lessons in your online courses. Done well, they give your students the reference materials and guides they need to complete lessons well.

When you're deciding on whether to include a workbook and what to put into it, always make sure you're giving true value. Do not include a workbook because you think you should. Do it because your students will be able to better execute on their own work with this workbook content.

Six types of content that you can put into a workbook follow.



1 use workbook content to: Detail key lesson takeaways

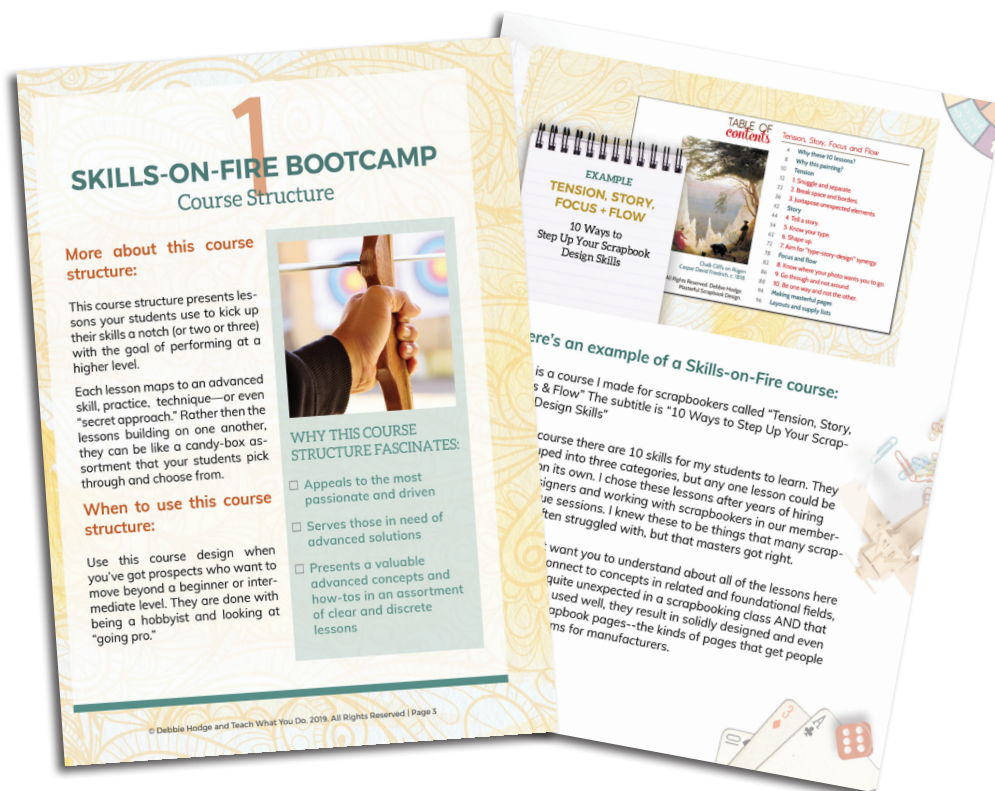
Your course lessons will teach important concepts and practices your students need to understand. These lessons might include background, examples, and how-tos on those key concepts.

Providing a lesson “takeaway summary” gives your students an easy way to review what’s especially important about what you’ve just presented.

Two ways to present key takeaways are:

1. **In a list of key points.** Optionally add one or two sentences to elaborate on each. This approach is good for a lesson that is comprised of multiple points or steps.

2. **As a longer written summary** (like a short magazine piece) perhaps with a pull-quote or key example box. This is good for when there are one or two overarching concepts being covered in depth within the lesson. You’re not putting everything in here. Rather, it’s a summary of the key concepts.



Ask yourself: *What key lesson takeaways can I summarize for my students to help them do the necessary work?*

TAKEAWAY #1:

TAKEAWAY #2:

TAKEAWAY #3:

use workbook content to:

Provide a checklist of action items

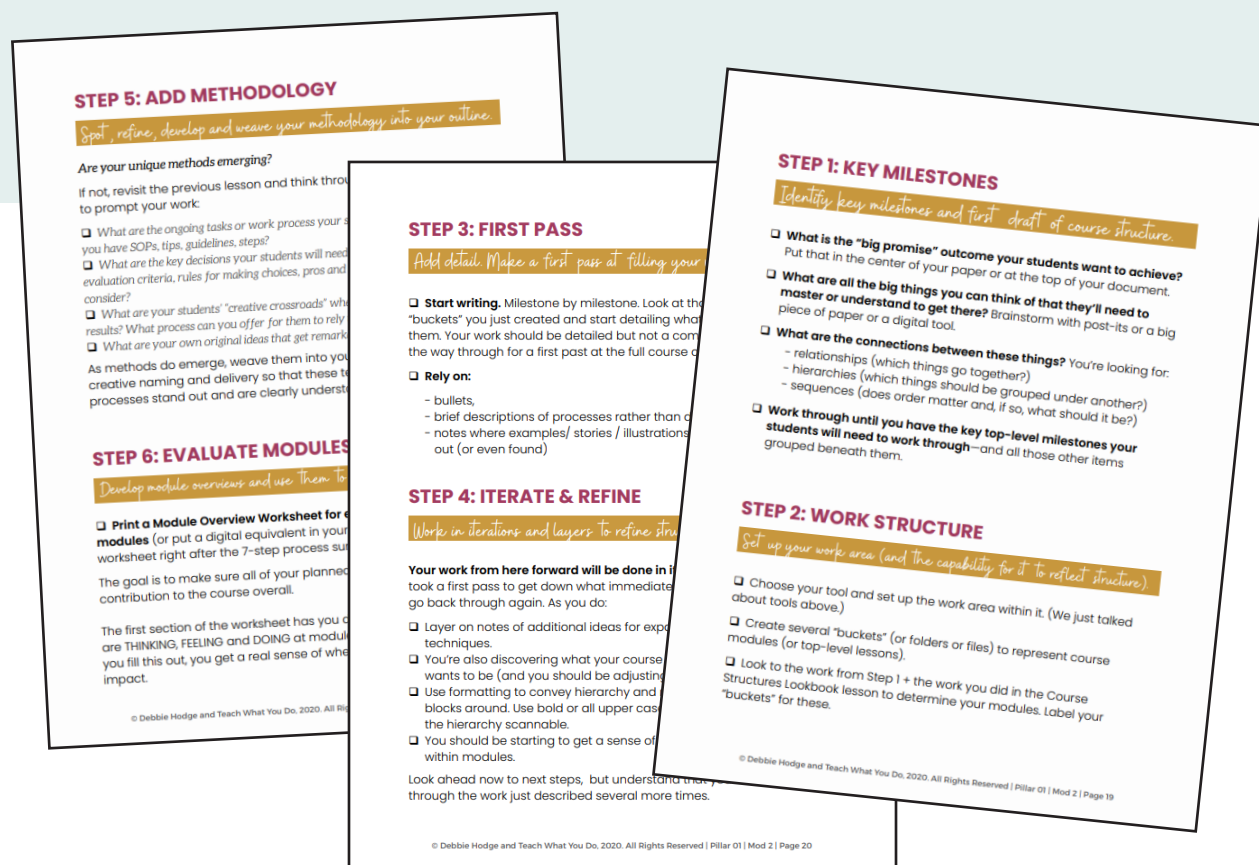
2

When there are several elements or steps or ingredients your students need to prepare, you can include them in a checklist.

This works when students don't need an in-depth how-to, but, rather, a reminder of the actions to be taken. Presentation is as a simple list with checkboxes. You might add one or two sentences to elaborate on each item.

AN EXAMPLE OF THIS TYPE OF CONTENT:

Here's a checklist from the eCourse Blueprint workbook. It goes with the lesson on creating a rich course outline. The actual lesson goes into more detail than the checklist. The checklist works as a handy guide for students to use while actually doing this work.



Ask yourself: *What steps do my students need to take next?*

STEP #1:

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STEP #2:

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STEP #3:

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STEP #4:

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STEP #5:

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3 use workbook content to: Supply step-by-step how-tos for work to be done

This is the checklist expanded. Here's you'll have more detailed how-tos for each step. You might also include illustrations or "call-out" notes.

The example I'm showing here comes from my Scrapbook Coach course. Each video lesson showed the creation of a scrapbook page. To go with that video are guides that review the steps. I took screenshots from key milestones in the process and added numbered steps to the work.

After watching the video, a student could then refer to the quick guide to recall the steps.

Scrapbook Coach
"Bracket" Quick Reference

#1: bracket of woven strips

#2: photos define bracket arms

#3: bracket with drama

This is the quick guide that accompanies the 4 videos in the "Bracket" class in the Scrapbook Coach series, self-paced classes by Debbie Hodge. This guide is an overview only. Be sure to view the videos for full design lessons.

Share your layouts, ideas or questions in the Get It Scrapped Scrapbook Coach Forum/gallery. Questions? Email me (Debbie.Hodge). Scrapbook Coach is a Get It Scrapped Production!

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BRACKET #1 (continued)

consider space needed for your title and journaling

embellish in two more spots with your accent color

choose those spots to work with your title to create a visual triangle

the triangle should frame or pass through the photos

BRACKET #1
bracket of woven strips

1 portrait-oriented photo (this one is 5" x 7.5")

2 determine whether to place your photo to the right side or the left side of the canvas

3 select two colors for your papers and elements - one to be dominant and the other to accent

4 select two patterned papers with your dominant color

5 they should be tone-on-tone or tone-with-neutral

6 cut strips from each about 1" wide, play with lengths - keep long for now and trim as your design develops

7 you could add a second photo if desired

6 cut a strip (a little less than 1" wide) of patterned paper in your accent color

7 add to the horizontal arm of the bracket

8 "weave" the horizontal and vertical arms

9 add one more narrow strip or piece of trim your dominant color to the horizontal arm

10 add a wide neutral block to horizontal

9 choose background paper

the bracket on this first page of the lesson was established with woven strips of paper

one dominant and one accent color were chosen

the horizontal arm was built up and layered more heavily than the vertical arm

the photos are housed inside the bracket

Scrapbook Coach | Bracket Quick Reference - 2013. All Rights Reserved. Debbie Hodge and Get It Scrapped.

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Ask yourself: *What step-by-step how-tos might my students need in order to execute on a specific action items?*

HOW-TO:

MATERIALS NEEDED:

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

ACTION ITEM BROKEN DOWN INTO SMALLER STEPS:

1.
2.
3.
4.
5.

IMAGES, EXAMPLES, RECOMMENDATIONS:

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

use workbook content to:

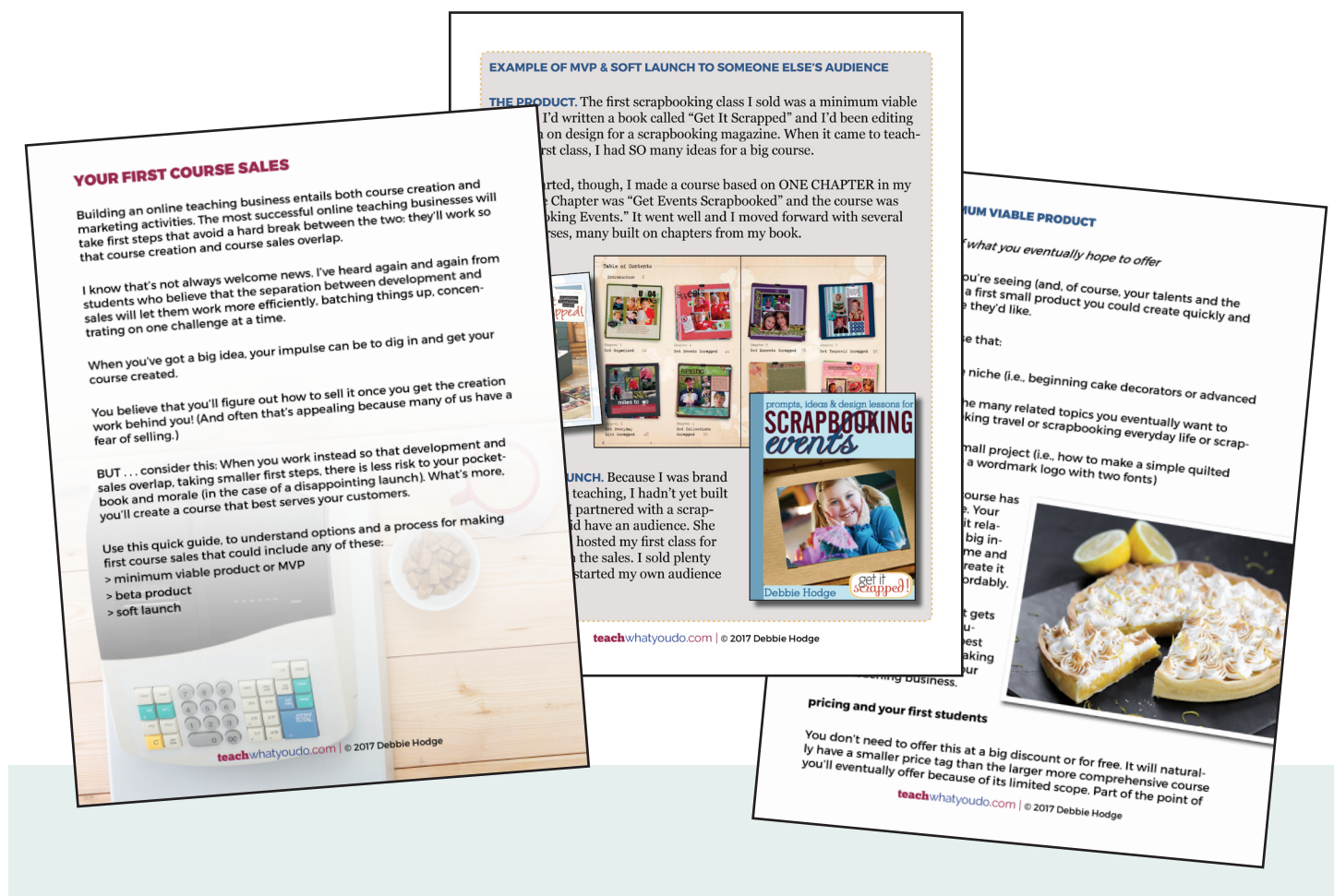
Enrich conceptual lessons with nitty-gritty details and case studies

4

With big courses (several modules with multiple lessons in every module), the scope of the work to be done can be quite extensive.

You could take an approach in which you provide upper level, conceptual instruction in the lesson--and then point your students to step-by-step how-tos in the workbook. This could be an especially apt approach when different students will take different routes, and, thus, not all content applies to everyone.

Another approach would be to use your workbook to provide detailed examples and case studies that supplement your lessons.



Ask yourself: *What additional info could be included in a workbook that would help move your students forward.*

EXAMPLES	HOW-TOS
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

GUIDED PROMPTS	CHECKLISTS
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
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5

use workbook content to:

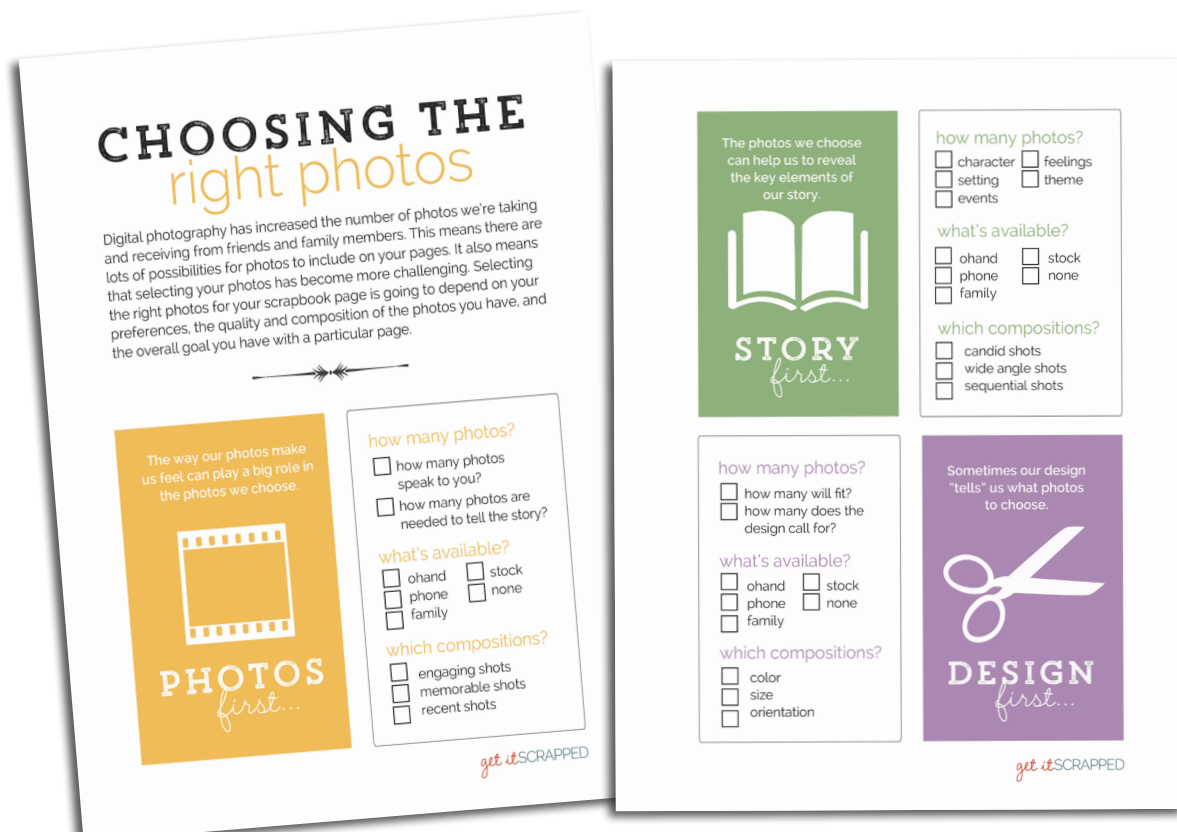
Provide a decision-making framework

If your students need to choose a tool or an artistic ingredient or a technique or a way forward in a coached situation, you can break down the choices for them and create a decision-making tool they can rely on to move forward.

Present key features or aspects to evaluate. Include pros, cons, and best usage situations. Perhaps pricing or rules or best combos. It depends on what they are considering / choosing / deciding on in order to move forward.

You might present this in a grid or list or decision tree--whatever form makes the most sense.

- We share a comprehensive table in the eCourse Blueprint to help students choose a classroom platform.
- In scrapbooking courses we provide visual guides for choosing patterned papers or colors or fonts.



Ask yourself: *What decisions can I help my students make so they can move forward with their work?*

DECISION TO BE MADE:

OPTIONS

CRITERIA FOR EVALUATING OPTIONS:

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☐

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☐

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☐

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use workbook content to:

Give students work prompts that help them figure out what they need to do

6

Map out the work your students need to do for the lesson they've just completed. Then, in the workbook, provide prompts and journaling or notes areas that get them thinking through this work.

Much of the work I'm teaching my students at Teach What You Do requires thinking through a detailed set of evaluations and decisions. Prompted guides are useful for this.

For example:

- If you're going to price your course, you'll need to work through understanding value offered, competitor pricing, the offer stack, your own budget and more. The lesson covers this and the workbook prompts journaling and decisions.
- To brand your course, you'll make choices that require thinking through multiple aspects: brand personality, colors, fonts, and imagery. The lesson teaches this and the workbook prompts it.

Ask yourself: *What parts of my student's work can I help them think through with guided prompts?*

QUESTIONS	
GOALS	
CHALLENGES	

That's it. You've now got an understanding of 6 types of content you can include in your teaching workbooks:

1. Key Takeaways
2. Checklists
3. Step-by-Step How-Tos
4. Enriching Details and Case Studies
5. Decision-Making Frameworks
6. Guided Work Prompts

