

Picture yourself published



A step-by-step timeline to
envision course creation



Explore your topic

It starts with an idea — what you know. Then refine your topic with our [Marketplace Insights](#) tool. Think about what you can bring to the topic.

Be sure to:

- Brainstorm [topic ideas](#)
- Check [Marketplace Insights](#)
- Make your approach unique

Plan your course content

You don't need to jump in with both feet. Instead, think about your audience and spend time outlining your content and writing a script.

Be sure to:

- Think who your [intended students are](#)
- Plan your [curriculum](#)
- Write your [script](#)

Set up your recording tools

You don't need much to get started, just a fairly quiet place to record, a camera, and good microphone.

Be sure to:

- Check our recording tool [recommendations](#)
- Record a two-minute [test video](#)
- [Submit](#) your video for review

Record your course

Take your time and record in a way that's comfortable for you. Be sure to take plenty of breaks.

Be sure to:

- Use the same setup as your test video
- [Record](#) yourself at a comfortable pace
- Keep yourself hydrated

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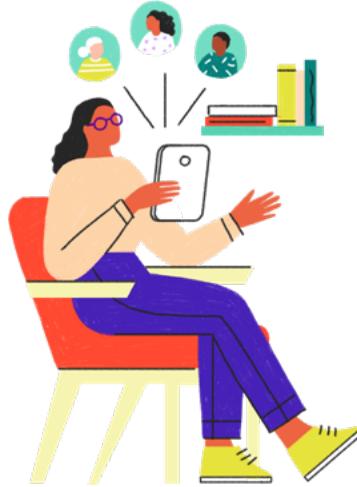


Edit your video

Here is where you finesse all the video you recorded. Make sure you're covering what you need to (and take out any awkward pauses).

Be sure to:

- Get feedback from a friend on your video
- Edit your lectures into easy-to-manage chunks
- Use the [Course Quality Checklist](#) before you submit

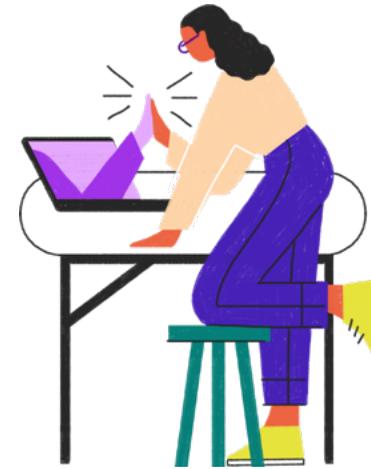


Publish & spread the word

Upload your videos and think about your marketing — including boosting your credibility with reviews.

To do:

- Create and optimize your [course landing page \(CLP\)](#)
- Create your [marketing](#) launch plan
- Share [coupons](#) with colleagues, communities and friends



Manage your course

Keep track of revenue, enrollments, and Q&A from your computer or smartphone.

To do:

- Respond to reviews
- Answer questions in Q&A
- Make changes based on feedback