

ONLINE  
COURSE  
CREATOR  
*workbook*

THE WHOLENESS NETWORK

# Hello!



You've decided to create your own online course, congratulations!

We are rooting for you and hope to give you support all along the way. Online courses are a way for your beautiful message and wisdom to reach thousands all day, everyday so that you can begin to make money while you play.

This workbook is designed to help you plan and execute your online class to be shared on The Wholeness Network. Together we can help bring wholeness to millions around the globe.

Best of luck!

*The TWN Team*

# About the Process

Creating an online class begins with clearly defining your purpose and the transformation you want to offer students. Get clear on your audience's needs, challenges, and goals. With that insight, design a structured curriculum by breaking your content into modules and lessons.

Create your course materials—videos, worksheets, meditations, or other resources. Make use of note pages at the end of this workbook.

Before launching, consider testing the course with a small group to gather feedback and make improvements. When you're ready, let's launch and promote the course through email, social media, or live events. Support your students with community engagement, live sessions, or ongoing resources.

## YOUR THOUGHTS:

# Mindset Quiz

Mark all that apply. This is just for you to let your inner dialogue express.

## What is my core motivation for creating this course?

- To make a meaningful impact on others' lives
- To create passive income
- To establish myself as an expert
- To follow what others are doing

## What transformation am I hoping to guide students through?

- A shift in mindset or awareness
- A deeper connection with self
- A practical lifestyle change
- A deeper connection with others

## Am I creating from a place of...

- Love and authenticity
- Stress and comparison
- Curiosity and joy
- Obligation or pressure

## How aligned is this course with my lived experience?

- I've practiced or lived most of what I'm teaching
- I'm mostly compiling what others have said
- I've researched a lot, but haven't lived it fully
- I'm still figuring it out as I go. I want to learn along with my audience

# Mindset Quiz

Mark all that apply. This is just for you to let your inner dialogue express.

## Who am I creating this for?

- A very specific type of person I want to serve
- A general audience who might be interested
- Myself—to process and express what I've learned
- Anyone who will buy it

## Imagine a potential buyer of your class.

Name:

Where they live:

Car they drive:

Hobbies they have:

## What is their everyday life like?

## How will I stay grounded and well while building this course?

- I have regular practices to support my wellness
- I will create specific work time to keep my life in balance
- I have ways to fuel myself in healthy ways
- I haven't thought about this yet

# Abundance mindset

What if I'm more ready than I realize?

What if this class changes someone's life—for the better?

What if this class changes many lives—for the better?

What if everything comes together more smoothly than I expected?

What if my unique voice is exactly what's needed in this space?

What if I allow this to be fun, light, and meaningful?

What if the fear I feel is just excitement in disguise?

What if launching this class opens doors I can't even imagine yet?

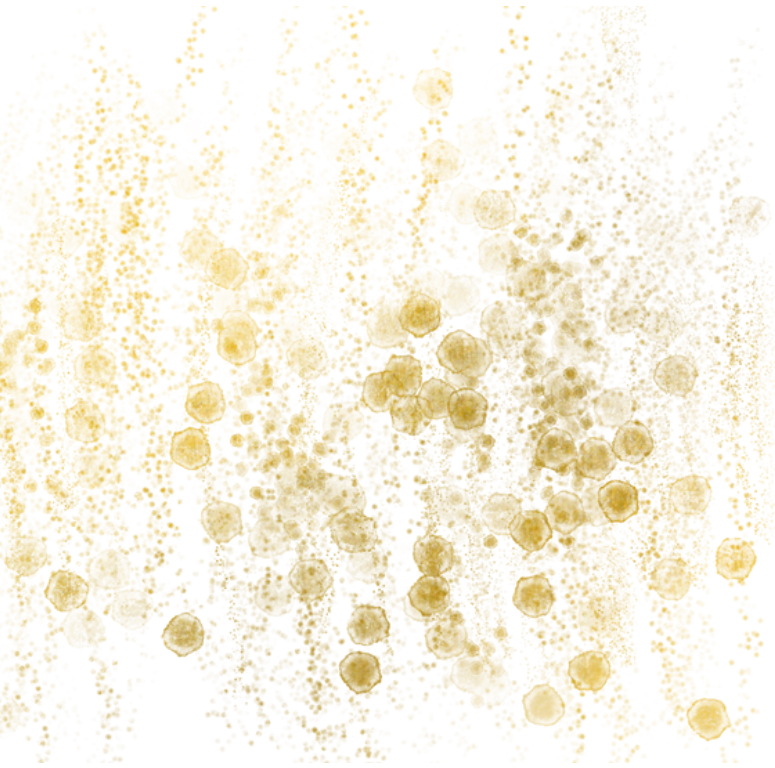
What if I choose to trust the process and show up with love?

Handwriting practice lines consisting of 28 horizontal lines.

# *My thoughts*

As I begin this creation





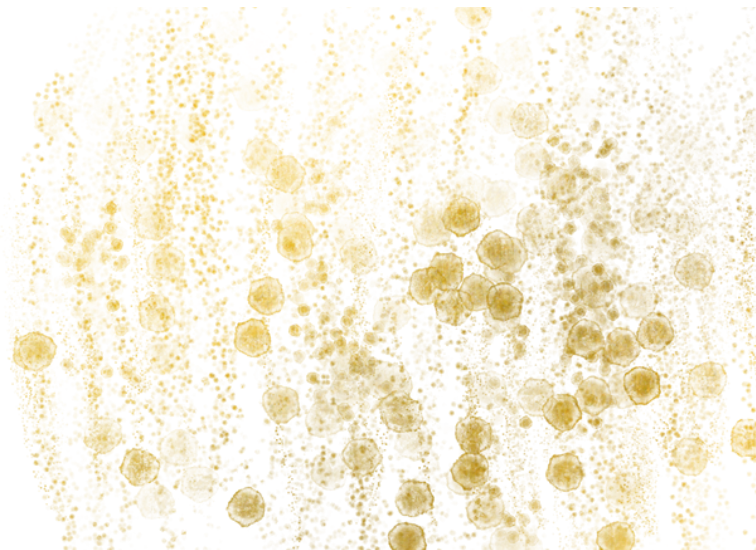
You don't have to be perfect—you just have to be present, real, and willing to show up with what you know and who you are. Someone out there is waiting for your exact voice, your story, your way of explaining it.

So lean in. Be bold. Trust that what you're building matters—because it does. And the impact will be greater than you can imagine.

*Trust yourself.*

# You are READY!

You are not just creating a course—you're creating a ripple. Every video you record, every word you write, and every insight you share has the power to reach someone in a moment of doubt, disconnection, or awakening. This course might be the turning point for someone to heal, grow, or finally feel seen.



## Decide:

Will this class be?

- Live
- Recorded
- Both?

A class is held live and recorded to sell afterwards.



# Old Way vs New Way

Creating an online class has changed significantly over the last few years due to advances in technology, shifts in learner expectations, and the influence of global events like the pandemic. Here's a breakdown of key changes:

## THEN

- Creating an online course required technical know-how, web development skills, and expensive tools.
- Learners were forgiving of basic video and audio quality.
- Courses were mostly static: videos + PDFs.
- Slick, studio-quality content was the goal.
- A general wellness course could stand out.

VS

## NOW

- User-friendly platforms make it simple for anyone to create and launch a course without coding or design expertise.
- People expect clear audio, polished visuals, structured learning paths, and a professional feel.
- There are interactive features like quizzes, polls, live Q&A, and discussion boards.
- Authenticity, relatability, and vulnerability are valued. Learners often prefer a real, human guide over a perfectly produced lecture.
- Niching down (e.g., “Mindfulness for First Responders” or “Spiritual Nutrition for New Moms”) helps courses resonate and attract the right audience.

The Wholeness Network has you covered!



# 1. Clarify Your Purpose

Example: "Help people reconnect with their body through mindful movement and breath."

1



What transformation will your course offer?

1

---

---

---

---

2



Define your "why".

2

---

---

---

---

3



What outcome students should expect?

3

---

---

---

---



## 2. Name your class

Your Course's title is a powerful component of marketing and creating interest. The title defines the class's content; the subtitle, narrows down the title even further, telling the reader exactly what the class is all about.

1



Keep it short and sweet. Short titles are easier to remember; therefore, they are easier to Google.

2



Give it a hook. In other words, make it interesting—give it some bling that will make it stand out.

3



Look up similar classes to get an idea of what is out there.

NOTES

---

---

---

---

---

---

---

---

## TITLE EXAMPLES

### Body-Focused

1. Rooted & Radiant: Reclaiming Body Wisdom Through Movement and Mindfulness
2. The Embodied Path: Healing Stress and Reconnecting with Your Body's Intelligence

### Mind-Focused

1. Quiet the Noise: Cultivating Mental Clarity and Emotional Resilience in a Busy World
2. Rewire & Rise: Harnessing the Power of Mindset to Create a Life of Ease and Purpose

### Spirit-Focused

1. Sacred Within: Nourishing Your Spiritual Self Through Everyday Practice
2. Awakened & Anchored: A Journey into Intuition, Energy, and Spiritual Grounding

### Soul-Focused

1. Soul Deep: Living Aligned with Your Inner Truth and Highest Calling
2. The Remembering: Returning to Who You Truly Are Through Soul-Centered Living

### Whole-Person Wellness

1. Wholeness in Practice: Integrating Body, Mind, Spirit, and Soul for Lasting Wellness
2. Rise Well: A Holistic Approach to Thriving in Every Layer of Your Being



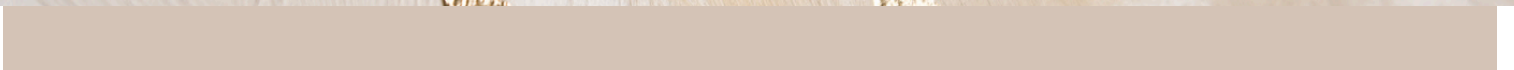
YOUR TITLE

SUBTITLE

TAUGHT BY

YOUR NAME

---





# 3. Design the Curriculum

1



Break the course into modules or sections.

2



Outline lessons within each section, with specific learning objectives.

3



Consider multiple learning styles (audio, visual, kinesthetic).

NOTES

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

# core concepts

List your core concepts (your values, beliefs, solutions, arguments, etc., that you want to share in this online course). If you're not sure, ask people what they want to know about your specialty (use social media, email, a blog, etc.).



You can also research frequently searched questions on the internet to help you determine the problems people have and the solutions they're seeking related to your expertise and desired outcome for this class.

**What questions do you have the answer for?**

---

---

---

---

---

---

---

---

**List six (6) core concepts to support your class concept:**

1. 

---
2. 

---
3. 

---
4. 

---
5. 

---
6. 

---

# Class Sections

By identifying your six core concepts, you've already crafted your outline—and most of your class sections!

Your class may have more.



---

SECTION TITLE

Brief description

---

---

---

---

---

---

---

---



---

SECTION TITLE

Brief description

---

---

---

---

---

---

---

---



---

SECTION TITLE

Brief description

---

---

---

---

---

---

---

---



---

SECTION TITLE

Brief description

---

---

---

---

---

---

---

---



---

SECTION TITLE

Brief description

---

---

---

---

---

---

---

---



---

SECTION TITLE

Brief description

---

---

---

---

---

---

---

---



# Class Sections

Expand on your sections's topic by including:

- INVITATION: BRING YOUR STUDENTS INTO THE CLASS WITH AN INVITE TO TRY SOMETHING.
- RELEVANT QUOTES: AI CAN SUPPLY YOU WITH FAMOUS QUOTES OR AN ORIGINAL.
- RESEARCH: FIND DATA, ARTICLES, STUDIES, OR STATISTICS THAT SUPPORT YOUR MESSAGE.
- CASE STUDIES: REAL OR FICTIONAL, THAT DESCRIBE SCENARIOS YOUR STUDENTS CAN RELATE TO. CONSIDER USING PROBLEMS AND SUCCESS STORIES OF PAST CLIENTS, ETC.  
NOTE: TO AVOID LEGAL REPERCUSSIONS, USE FICTITIOUS NAMES OR MAKE SURE YOU RECEIVE PERMISSION IN WRITING FROM AN INDIVIDUAL BEFORE USING THEIR NAME.
- VIDEO: SHARE A YOUTUBE VIDEO OR OTHER RELEVANT VISUAL TO SET THE SCENE, CREATE A FEELING, OR FURTHER YOUR MESSAGE.
- AUDIO: SHARE A MEDITATION OR CREATE A VISUALIZATION TO HELP YOUR STUDENTS EMBODY YOUR CONCEPT.
- VISUALS: CREATE SLIDES TO ENHANCE YOUR TALKING POINTS. \*
- QUESTIONS AND JOURNAL PROMPTS: GET YOUR STUDENTS TO APPLY YOUR TEACHING TO THEIR PERSONAL EXPERIENCE.
- YOUR PERSONAL STORY: THE MOST IMPACTFUL THING YOU CAN SHARE IS YOU. YOUR VULNERABILITY CREATES A SAFE SPACE FOR YOUR STUDENTS AND LET'S THEM KNOW YOU ARE WALKING ALONG WITH THEM ON THIS CLASS JOURNEY.



# Creating Slides\*

## 1. Start with Purpose

- Know your goal for each slide.
- Keep the “one idea per slide” rule.

## 2. Design for Simplicity

- Use clean, uncluttered layouts.
- Leave white space to reduce cognitive load.

## 3. Use Large, Readable Fonts

- Minimum 24–28pt for body text.
- Sans-serif fonts (e.g., Arial, Open Sans, Helvetica) are best on screens.

## 4. Visuals Over Text

- Use relevant images, icons, and diagrams.
- Avoid bullet-heavy slides—use 3–5 words per line if needed.



# Creating Slides\*

## Design Tips

- Color Consistency: Use 2–3 main colors. Ensure high contrast between text and background.
- Visual Hierarchy: Use size, bolding, or color to show what's most important.
- Branding: Include your logo or a subtle visual identity (colors, shapes) if applicable.

## Content Flow

- Hook Early: Start with a story, question, or visual that grabs attention.
- Use Section Slides: Clearly mark transitions to new topics.
- Repeat Key Ideas: Space repetition reinforces learning.

## Engagement Boosters

- Add interactive prompts (e.g., “Pause and Reflect,” “Try this,” “What would you do?”).
- Embed short videos or gifs to illustrate key ideas.
- Ask live questions or include poll/Q&A slides if the format allows.

## Tools That Help

- Canva / Beautiful.ai: Easy-to-use design tools for non-designers.
- Google Slides / PowerPoint: Great for templates and animations.

# Class Sections

For each section, create 10 to 20 questions that relate to it.

- Develop your content by describing the problem (the question) and providing the solution (the answer) to that question.



---

SECTION TITLE

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

13.

14.

15.

16.

17.

18.

19.

20.



# Class Section Outline

USE THIS SPACE TO CREATE

---

SECTION TITLE

# Class Sections

For each section, create 10 to 20 questions that relate to it.

- Develop your content by describing the problem (the question) and providing the solution (the answer) to that question.



---

SECTION TITLE

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

13.

14.

15.

16.

17.

18.

19.

20.



# Class Section Outline

USE THIS SPACE TO CREATE

---

SECTION TITLE

# Class Sections

For each section, create 10 to 20 questions that relate to it.

- Develop your content by describing the problem (the question) and providing the solution (the answer) to that question.



---

SECTION TITLE

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

13.

14.

15.

16.

17.

18.

19.

20.





# Class Section Outline

USE THIS SPACE TO CREATE

---

SECTION TITLE

# Class Sections

For each section, create 10 to 20 questions that relate to it.

- Develop your content by describing the problem (the question) and providing the solution (the answer) to that question.



---

SECTION TITLE

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

13.

14.

15.

16.

17.

18.

19.

20.



# Class Section Outline

USE THIS SPACE TO CREATE

---

SECTION TITLE

# Class Sections

For each section, create 10 to 20 questions that relate to it.

- Develop your content by describing the problem (the question) and providing the solution (the answer) to that question.



---

SECTION TITLE

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

13.

14.

15.

16.

17.

18.

19.

20.



# Class Section Outline

USE THIS SPACE TO CREATE

---

SECTION TITLE

# Class Sections

For each section, create 10 to 20 questions that relate to it.

- Develop your content by describing the problem (the question) and providing the solution (the answer) to that question.



---

SECTION TITLE

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

13.

14.

15.

16.

17.

18.

19.

20.



# Class Section Outline

USE THIS SPACE TO CREATE

---

SECTION TITLE

# Class Sections

For each section, create 10 to 20 questions that relate to it.

- Develop your content by describing the problem (the question) and providing the solution (the answer) to that question.

---

SECTION TITLE

---

1.

---

2.

---

3.

---

4.

---

5.

---

6.

---

7.

---

8.

---

9.

---

10.

---

11.

---

12.

---

13.

---

14.

---

15.

---

16.

---

17.

---

18.

---

19.

---

20.

---



# Class Section Outline

USE THIS SPACE TO CREATE

---

SECTION TITLE

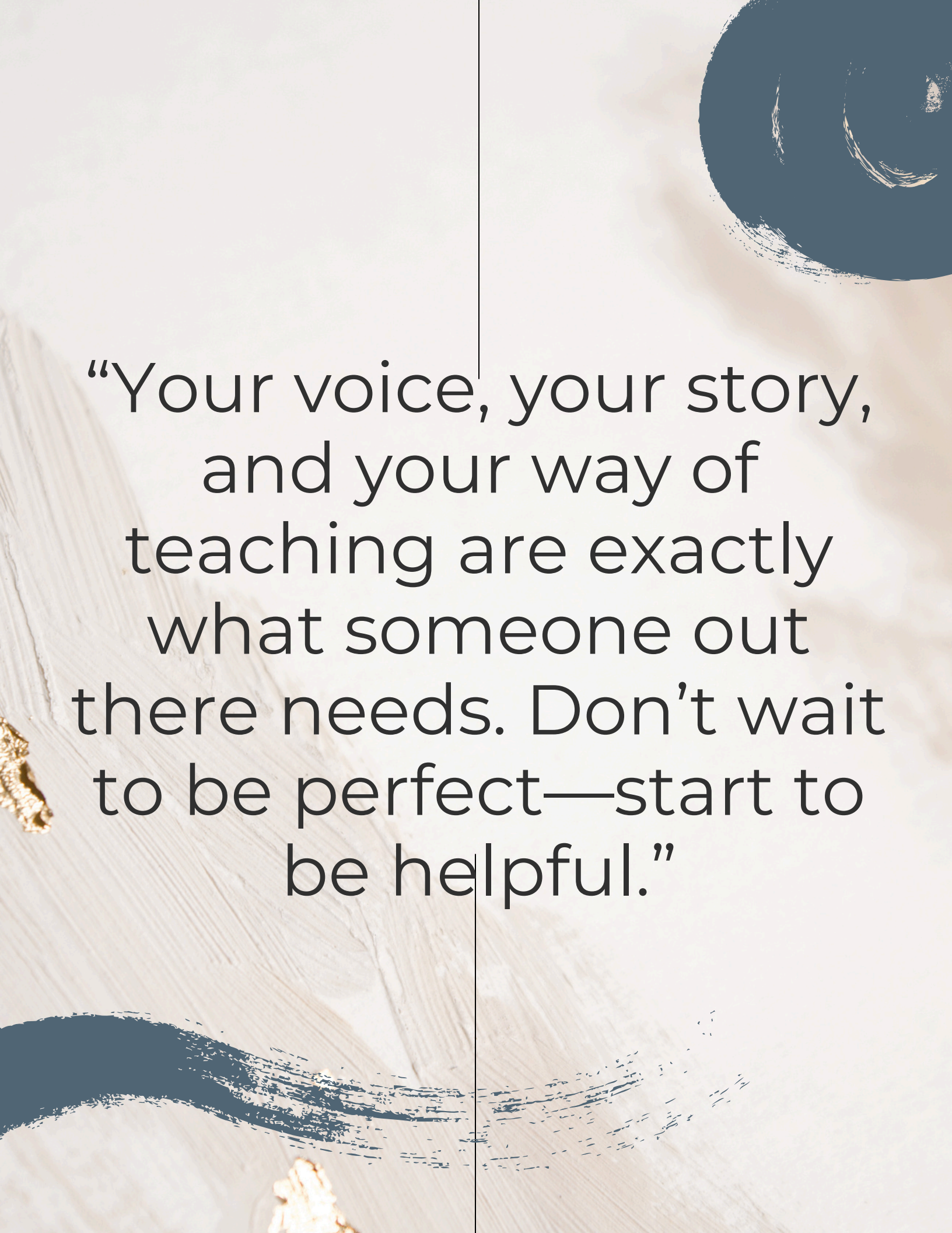
# Sections Checklist

Look back over your outline and make sure these components are included.



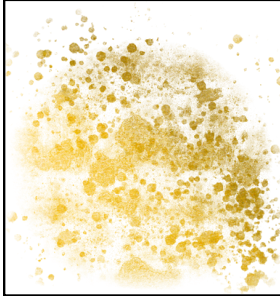
- A Memorable Title
- 1 or more quotes
- Story, personal when possible
- Data and/or statistics
- Audio, visual, or kinesthetic content
- Journal prompts or thought provoking questions
- Several Slide but not too many. Let students see your face more often than other graphics
- An invite
- Consider if a one-on-one session or special session upgrade is right for this class
- Consider if a certificate for completion would benefit this audience





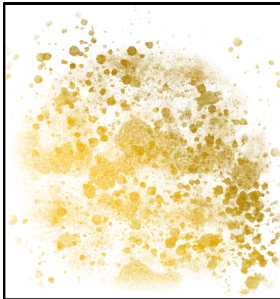
“Your voice, your story,  
and your way of  
teaching are exactly  
what someone out  
there needs. Don’t wait  
to be perfect—start to  
be helpful.”

# Tips for your videos



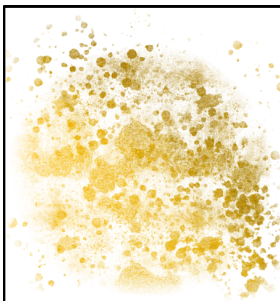
## LIGHTING TIPS:

- Use natural light when possible (face a window!)
- Or add a ring light or softbox for consistency
- Avoid overhead lights that cast shadows



## CAMERA SETUP:

- Use your phone or a webcam with good resolution (1080p minimum)
- Mount your camera at eye level
- Clean, uncluttered background (or virtual background if appropriate)



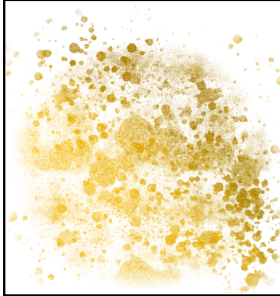
## ON-CAMERA PRESENCE

- Speak slowly and clearly
- Look into the camera, not the screen
- Smile and use natural gestures



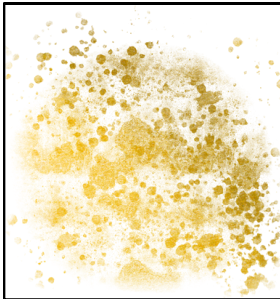
Consider using more of an outline rather than a complete script.

# Tips for your audio



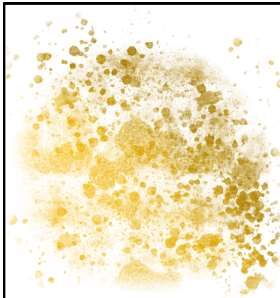
## EQUIPMENT

- Use an external mic (USB mic like Blue Yeti or Lavalier mic)
- Avoid built-in laptop or phone mics for main lessons



## ENVIRONMENT

- Record in a small, quiet room with soft furnishings to reduce echo
- Turn off fans, AC, notifications, etc.
- Record during quiet hours (early morning often works well)



## SOFTWARE TIPS

- Free options: Audacity, GarageBand
- Editing tools: Descript, iMovie, ScreenFlow, WeVideo
- Use noise reduction and normalize audio levels



Use brand colors/logos subtly, not distractingly

# Monthly Planner

Using the next few pages, select a release date, schedule out your content creation, and plan out launch. We suggest a minimum of two months for the entire process.

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY


# Monthly Planner

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY


Notes:

---

---





# Planning checklist

RELEASE DATE

---

RESEARCH DAYS

---

SCRIPT WRITTING DATES  
Use your outlines as a guide.

---

SLIDE CREATING DATES

---

VIDEO RECORDING DATES

---

VIDEO EDITING DAYS

---

WORKBOOK CREATION DAYS

---

PROMOTION CREATION DAYS

---

DAYS FOR REST AND SELF-CARE

---

# Weekly Planner

Use a weekly planner for a more detailed schedule.

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY



# 5. Upload Content

1



Select a price for your class and fill out TWN Online Class upload form.

2



Upload all graphics, slides, workbook and more with clear instructions and titles.

3



Book a Jam session with TWN to help is get on the same page with you.

**Make sure you give ample time for TWN to upload and have your content ready for you in time for your release date. Upload your content and/or book a Jam Session here:**

**<https://thewholenessnetwork.com/expertHub#online-class-upload>**

NOTES

---

---

---

---

---

---

---

---

# Jam Session Checklist

Make sure TWN knows this information.



- The full title of your class and content approval
- The cost of your class. Offer early-bird bonuses
- What format is your class? (live, recorded, both)
- Start date or release date. Consider a FREE webinar to launch
- Live class:  
Landing Page Info  
Reminder emails for each class session  
Recording of class email  
Class Link (zoom)
- Promotion ideas, creation and dates
- Online group forums for students to connect with you and each other
- Money transfer information
- Feedback/review collection. TWN has this in place for you
- Reminder: TWN takes 20-25% for hosting and promotion.  
Based on your expert tier level**



## 6. Promote class

1



Social Media Marketing using posts, LIVEs, Reels, countdowns, & more.

2



Send class description and link to email list. Offer something just for your list. A PDF, discount, BOGO, & more.

3



Ask others to help spread the word about your class. Offer them a free session with you or a discount to join the class.

NOTES

---

---

---

---

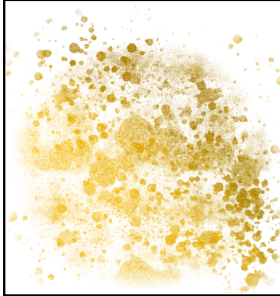
---

---

---

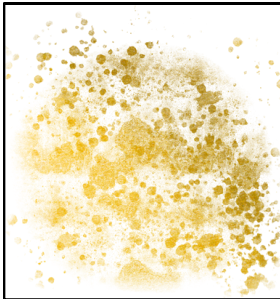
---

# Tips for Success on Social Media



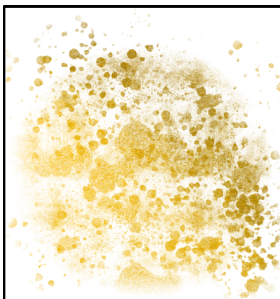
## **CONSISTENCY IS KEY:**

Keep your content flowing! Regularly posting captivating content not only keeps your audience hooked, but it also strengthens your brand's identity. Think of it as your brand's rhythm—set a beat and stick to it!



## **FOCUS ON ENGAGEMENT:**

Remember, social media is a two-way street! It's important to respond to comments, dive into discussions, and inspire your followers to interact. Building a community means fostering connections, not just collecting likes!



## **DATA IS YOUR SUPERPOWER:**

Harness the power of analytics! Keep an eye on metrics like reach, engagement, and conversions to see what's hitting home and what's falling flat. This data is your secret weapon for tweaking your strategy and maximizing your impact.

By honing in on consistency, engagement, and analytics, you'll be well on your way to creating a vibrant and successful social media presence.

Use these kinds of wording to stop the scroll on social media.

S  
K  
O  
O  
I

- Where has this been my whole life?
- I can't wait to show you...
- "I'll have what she's having"
- Mamma Mia this is GOLD
- Raise your hand if this is you!
- You might not know this about me.
- In (amount of time your class is) you could be...
- I believe! This did it!
- I wish I knew this yesterday
- Don't you love this?
- The best present ever
- Before you spend any more money, check this out
- This actually happened
- Which one are you?
- He will thank me one day
- Was it always like this?
- Where has this been? (could add "all my life")
- ONE thing you're doing wrong...
- You won't believe the 2nd one...
- Only (your # of sections) steps to THIS! 🤔
- This ONE tip changed my life
- Feeling stuck no matter how hard you work?
- What if you're not lazy—but just unaligned?
- The #1 mistake you don't know you're making.



# 7. Celebrate and Rest

1



Treat yourself to something as a celebration of your hard work.  
A treat, a treasure, or some time.

2



Take a day to unplug.  
Give yourself a day off from all work.

3



Reach out and share with someone who will celebrate your accomplishment with you.

NOTES

---

---

---

---

---

---

---

---



# Things to consider

These might make a difference

---

## Test the Experience

- Do a soft launch with a few trusted people.
- Ask for honest feedback about clarity, usability, and emotional resonance.
- Revise based on real user insight.

## Engage & Support

- Offer community spaces (FB Group, chat, Circle). TWN has the tech.
- Host live Q&As, group calls, or personal check-ins.
- Ask for student feedback regularly to improve the experience.

## Launch & Market

- Announce with emails, social media, webinars, or a free challenge.
- Offer early-bird bonuses, testimonials, or a mini-course.
- Make sure your sales page speaks directly to the transformation you're promising.

## Reflect, Improve, Repeat

- Add new content or refine based on feedback results.
- Consider evolving the course into a certification, retreat, or deeper program.
- Promote your class regularly with collected reviews.



# You're creation is ready!



You've taken meaningful steps toward sharing your knowledge, voice, and value with the world—and that's no small thing. **You've shown up with courage and commitment.**

Remember: the most powerful classes don't come from perfection—they come from connection. Keep refining, keep showing up, and trust that what you've built matters.

Your class has the potential to inspire, teach, and transform. And it all starts with the bold move you've already made.

We send love and abundance to your new class and those that will show up to learn from you.



We are here for you!

*The TWM Team*



