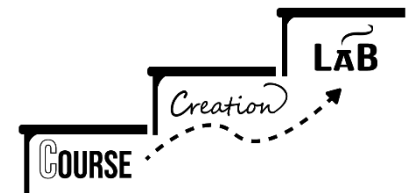


## Course Outline

# Starting Your Online Course Creation Business

## The Course Creation Lab ~ Dr. Michele Sare



### Educator

Dr. Michele Sare

### Level

Novice to Beginner

### Email

contact@coursecreationlab.com

### Class Location

Online at  
<http://coursecreationlab.com>

### Course Times

On your own schedule: The actual course is about 12-hours, but you'll want to spend a bit of time with each module to try and apply ☺!

Best learning strategies?

1. Scan, get the big picture
2. Gather your note taking supplies/however you choose & get comfie with some good brain music (I like Pachelbel's Canon D for learning times)
3. Go brick-by-brick & learn **one concept at a time**
4. Apply that concept before moving on ('lab' piece)
5. For deeper learning, teach it to someone (dogs & cats are willing listeners ☺)
6. Quiz yourself – if needed – take another look

### Course Overview

This 6-module – about 12-hour course - covers the basics of what a course creation business is, an overview of the necessary regulations, permits, taxes, and reporting for an online business, and introduces the *8 Essential Management Tasks*© needed for your online course creation business.

### Course Purpose

Introduce the essential components to plan and design your start-up online course creation business.

### Needed Course Materials

Note taking supplies – your personal preference – please have when you hop into learning. In-class handouts and worksheets are provided in each module. You'll access & explore online resources: You'll design these to meet your specific goals. In-class mini workshops will include skills worksheets – these are tailored specific goals.

### Expectations

Kind, respectful, open minded, courteous, wanting to learn, no quick-fixes or instant money – a business takes time and dedication. This course does not imply or promise a business – this is an introductory course to help you in your decision-making process to choose a path for yourself and your unique circumstances. Like other business models, an online course creation business is, a business...

*“The purpose of a business is to provide a unique product and/or service that enough people need and/or want – and will pay enough money for month, after month, year, after year - to create and sustain a profitable business...the purpose of a business is to make money. All the money coming into the business (income/revenue streams) must consistently be more than all the money going out of the business (costs/expenses). The personal purposes of a business extend beyond money and may be about creating a better life for family, more time flexibility, self-determination, freedom from job constraints working for others, cultural and creative expression, and so much more. Online course creation businesses are about making money, but they are personal too.”*

– Dr. M. Sare

**Course Schedule**

Module	Subject	Topics
1	How to begin to build an online course creation business.	Product or service; full-time or part-time; added income, living expenses, wealth; resources needed; business types and structures
2	What are the parts of a business and what do I have to do to have an online business?	Define unique product or service – differentiation; the <i>8 Essential Business Management Tasks</i> ©; skills and knowledge needed to operate a business
3	The management tasks of legal, regulatory, taxes, insurance, and bookkeeping to operate an online course creation business.	City-County-State-Federal requirements; EIN numbers; requirements and reporting; withholding and taxes; business structure; basic bookkeeping and record keeping; insurance
4	Planning, production, and inventory	Supplies – consumables, durables, equipment, technology; inventory management; product production; service production; facilities
5	Cash and financial management and sources of business capital (money for start-up);	How much money is needed to start, months 1 – 6, fees, quarterly taxes; how to fund your business until it is profitable; operating budget: Basic budgets/profit and loss statements
6	Marketing and Sales	Marketing basics; advertising campaigns; social media; sales; returns, warranties; payment options; banking practices

**Additional Information**

For course policies – please see our *Terms* at [coursecreationlab.com](http://coursecreationlab.com)

*Thank you – so glad you are on this journey with me!!*

Wishing you success as a course creator - and success for those you serve,

*Michele*