

CRAFTSMANSHIP IN ONLINE CONTENT CREATION

*Beginner's
Guide*

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THE 3 DESIGN ELEMENTS OF CONTENT CRAFTSMANSHIP

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W E L C O M E !

Section I: Introduction



Hello!

My mission is to help Online Content Creators to elevate the results their Customer Learners(c) are getting - we can do better than 10%! People come to us - not only giving us their hard-earned money - they are also giving us their time, their hope, their daring, and their courage. Influencing others is a big deal - a privilege, really. And a sacred trust. You've learned all of the business pieces and how to make money - here you'll be part of **Business Next!** – becoming one of those content creators who see the need & are ready to roll-up their sleeves to become a true craftsperson - elevating the quality and results of their online content!

Welcome!

Dr. Michele Sare

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Section II: About Craftsmanship in Online Content Creation

Here in the online content creation business, many are getting great results! But too many are not - like about 90% are not. There is an adage that 'it is the customer's fault' for missing the intended mark - that it is their lack of dedication, drive, mind-set, or simply not 'wanting it enough' - or maybe - it is just their dysfunctional habits?

Yap. the customer has to do their part. But I've been a professional educator for 30 years. It isn't a cookie-cutter gig. And unless we're talking about content that is less than an hour or 9,000 words - quality content - cannot be built in a weekend. You may reach some but will leave most feeling confused & doubting themselves. Build your content with principle centered content craftsmanship.

YOUR THOUGHTS ON CRAFTSMANSHIP:

How do you see Content Craftsmanship?

A. What is a Guild?

- 1. A group of folks who work together.
- 2. Medieval association of craftsmen.
- 3. Organization dedicated to a particular interest or activity.

B. What are the 3 common levels in a Guild?

- 1. Beginner, advanced, expert.
- 2. Intermediate, advanced, expert.
- 3. Apprentice, journeyman, master.

C. What are the common terms for craftsmanship levels today?

- 1. Freshman, junior, senior.
- 2. Novice, beginner, intermediate, advanced, master/expert.
- 3. Vocational, professional.

D. How do we know what content craftsmanship is?

- 1. Principles developed since recorded time.
- 2. Creativity, storytelling, & personal expression.
- 3. Content that sells - how much money content can make.

D - 1
C - 2
B - 3
A - 2

Section III: *Business*

Next!

Isn't it both wonderful & amazing all that has been created - all of the backs that we stand on today - to be able to take what we know or know how to do - and to make our very own content creation business from it!?

Current

Primary emphasis is on making money (that is right, but what about the results customers are getting?).

The majority of available content to learn this gig centers around marketing & sales (also good, is it enough?).

Measures & metrics are all about profit numbers - few to none about customer results.

There are no guiding principles - standards, guidelines, or ethics in this business space. Anyone can claim anything as true, plagiarism runs amok...

Business Next!

Thought Leaders, in this online content creation gig, identify the gaps in industry results for customers.

Taking the next step in the evolution of this remarkable business - exploring & learning content craftsmanship.

Creators & Thought Leaders in this gig elevate measures & metrics to a new level to go beyond 'satisfaction' to include real results.

Creators & Thought Leaders in this gig work together to advance the reputation, standards, guidelines & ethics.

Craftsmanship

It's easy to point out gaps or needs, or where we can improve as a business - but we must first understand what it can or should be - before we can figure-out how to close those gaps ...What is *craftsmanship*?

- Quality of design
- Quality of work
- Skill at designing & making things.
- Lasting & sustainable
- Standards, guideline & ethics
- Measurable & consistent



At its core - craftsmanship is way to describe quality. We can measure quality in content in a whole bunch of ways - from profits to followers, to snazzy testimonials ... but what is our next step to measure quality?

Make the SHIFT

From 1 To 2

Here we are at the beginning & current condition: Our focus is on *content for marketing*. We spend a majority of our content creation efforts on marketing & selling. We create content for the *Customer Avatar - Customer Market*.

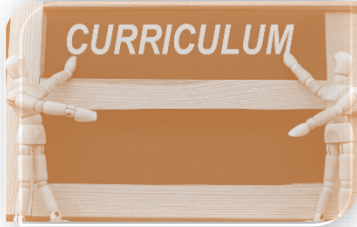
In *Business Next!* we are moving toward our next big important business benchmark. We keep with winning strategies of content marketing but shift to create *better content for learning*. Our shift is to include content for our now *Customer Learner(c)!*

There are so many great courses, books, and toolsets to learn and deliver effective marketing content. Lean in - keep going & growing your content for marketing! *Business Next!* takes us into our business evolution and onto the quality - the craftsmanship - of our content products that we intend for *learning ... so very different than content for marketing!*



Section IV: The 3 *Design Elements* of *Content Craftsmanship: Curriculum 1st*

These are the 3 main elements where you can learn to create quality – to become a true craftsman in this amazing business space – and to be a leader for *Business Next!* – delivering better results for those we get to serve!



**Curriculum
Design**



Articulation Model

Progression

Simple to

Complex

Novice to

Expert/Master

**Content
Design**



Syllabus

**Instructional
Design**



Delivery

&

Mechanics

Platform



Course Design -->Syllabus

The 1st 5

- 1) Title – true, not sales version
- 2) Time commitment
- 3) Pre-requisites
- 4) What level?
- 5) Your availability

The 2nd 5

- 6) Requirements – need to have & do
- 7) Resources – tools - supports
- 8) Expected results (objectives & methods)
- 9) Content calendar (outline)
- 10) How will be evaluated – follow up?

Without craftsmanship,
inspiration is a mere
reed shaken in the
wind.

Johannes Brahms

Trust yourself.



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"THE POWER & PROMISE OF EDUCATION TO START AN ONLINE COURSE CREATION BUSINESS IS A GREAT EQUALIZER OF ENTRY INTO BUSINESS OPPORTUNITY - & THEREFORE OPPORTUNITY TO IMPROVE PERSONAL INCOME & ECONOMY."

~ MICHELE SARE

The Curriculum ~ Progression

The biggest ‘need to know’ for designing a curriculum is that you are designing more than a course – you are creating a ‘program of skill or knowledge.’



The design and work here is all about articulation – that is – advancement or progression.

→ Simple to Complex and
Novice to Expert/Master ...
Build your content Logically,
Sequentially, Foundations →
Applications.

Learn more – Craftsmanship Master
Class & Lab on the Course Creation
Lab’s YouTube channel:

<https://www.youtube.com/channel/UCaxedgP4EeKG9EdxzAwRzyQ>



Delivery & Mechanics Strategies (Instructional Design)

Delivery – which is the right choice for the content & the Customer Learner?

- ✓ Teaching
- ✓ Training
- ✓ Coaching
- ✓ Mentoring
- ✓ Advising

Mechanics – all the tools, software, styles you choose for the content & Customer Learner:

- ✓ Ppt/presentation software
- ✓ Face-to-camera
- ✓ Demonstration
- ✓ Audio (podcast, et al)
- ✓ Written (blog, eBook, et al)
- ✓ Webinar
- ✓ Evergreen – live – 1:1 coach, et al

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Dr. Michele Sare
Online Educator



Monthly Learning Plan ~ How will You Become a *Content Craftsperson?*

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

Notes:

Ideas:

Weekly Craftsmanship Planner

MONDAY

Design the results the Customer Learner© will achieve.

TUESDAY

Create your syllabus – including the essential 10!

WEDNESDAY

Map your Customer Learner's© progression - or is this a stand alone course?

THURSDAY

Determine the best delivery strategies.

FRIDAY

Determine the best mechanical strategies.

SATURDAY

Put it all together – your syllabus, progression,
and instructional design elements.

SUNDAY

Reflect – relax – rejuvenate.

Thank-you!

I'm so excited to continue working with you, please reach out to learn more.

If you are interested in learning more about the **3 Design Elements**, the crafts of Customer Centered Content (C3), Teaching, Training, Coaching, Mentoring, Advising, more about adults as our Customer Learners©, and how to put it all together as a crafts-person in this wonderful business space of ours – please check out our website or send me an email at the address below.

*Until we meet again – blessing to you on becoming a **Content Craftsperson** – on your quality content creation journey!*



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