

How
to plan

A SUCCESSFUL COURSE



CGCircuit



Congratulations

on your decision to become an instructor. We are honored you choose CGCircuit as your platform of choice.

This document will help you plan your course, organize your lessons, and guide you step-by-step through preparing a class to be published on CGCircuit.

This ensures continuity and clarity for CGCircuit customers. We are dedicated to offering top-quality instruction for our students and a good experience for our content creators.

One of the most important things to increase your chances of success is to spend some time really thinking through your course topic.

Start with a topic that you're knowledgeable in and passionate about.

PLANNING

Download the [tutorial planner](#) and fill it out.
Give it some thought.
It's ok if it takes more than a few days to finish.

Decide on the type of course you want to make:

- Full tutorial series
- Small single videos that provide good actionable tips
- Small pieces of content such as short free videos on similar subjects that you will give away.

Many online course creators offer free courses to generate leads. If you go this route, make sure your free course still delivers a lot of value for the end user; we can't stress this enough. At the end of your free lesson, you invite your students to purchase your paid course, which offers more in-depth training on the same topic. You can upload them on CGCircuit itself to reach our customers immediately and on a platform like Youtube or Vimeo to grow your audience.

A platform like CGCircuit can also use these pieces of content to help promote your tutorial on our networks. This will build confidence and excitement for your tutorial, leading to more purchases.



RESEARCH



Research what's out there:

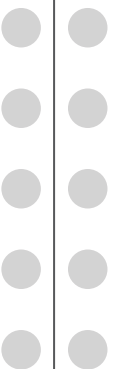
Before producing a tutorial, look around for other content on the same subject. Take note of what you like and don't like about other tutorials or works. Then, just look at how other people structure their content and how you can improve upon it.

Don't be discouraged if you find that your course topic isn't in high demand or if there's a lot of competition. Instead, try refining your topic to see if there's a unique approach you can take to capture a new audience.

There are many ways to approach each topic and different techniques to use.

Visit YouTube, Vimeo, and other video platforms to see what other people have made about the subject you want to create. Take the necessary time for this by searching for as many courses or works as you can. This is what to look out for :

- Number of views
- Number of comments
- Number of replies to other comments
- Number of "likes."
- Give to courses or works you find a "popularity" score based on the criteria above.
- Visit 5 courses or works with the highest "popularity" score and take notes on:
 - What is the main pain point people have.
 - What people don't like.
 - What people like.
 - How can you improve it?
- Based on what you find, write down the biggest take-aways and make sure they are always in front of you.
- Now refine the tutorial planner using notes you took during research.
- Research websites where people are potentially interested in your course. Facebook groups, forums, etc.



PRODUCTION

Download the [Lesson Plan](#).

The Lesson Plan is such an essential part of making a tutorial. It's a way for you to put your ideas down and organize them before you start recording your videos. In our experience, this part of the production of the tutorial will dictate how smoothly your videos recording will go. The more thought you put into this part, the smoother it will go. We also have an important suggestion that, besides other benefits, will make recording your videos much more straightforward:

all videos in the course should not be longer than 10 minutes, and they should, in fact, be between 5 minutes and 7 minutes in length. This is an important factor to keep in mind when you create the lesson plan.



Please make sure you watch this [video](#), where we explain in detail the guidelines we would like content creators to follow to create the best possible tutorials for the end-user.

Structuring the course in Chapters and Lessons helps users reach topics faster and more efficiently.

Course Title

When choosing a title for the course, think of the following:

- A title can be no longer than 40 characters.
- A title should describe the best aspect of the tutorial rather than describing what the tutorial shows. Always think about what the viewer will be able to do after watching the course.
- Think of keywords. When people search for Houdini tutorials, make sure you include "Houdini" in the title. This helps SEO (search engine optimization) so people can find your course more easily through organic search.

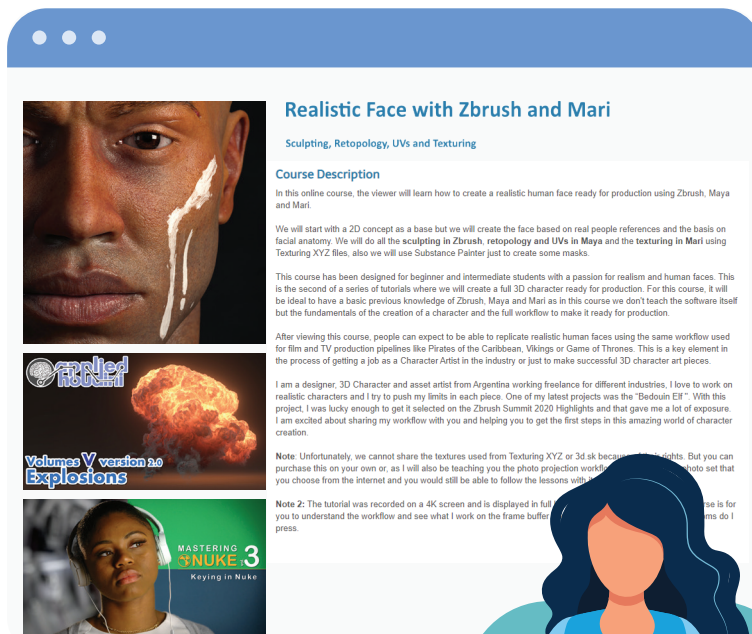


PRODUCTION

Tag Line/Subtitle

A clear subtitle provides a brief overview of the course and sets the right expectations for what your students will learn.

- Keep it to 50 characters.
- Mention the most important areas that you've covered during your course. Include relevant keywords.



PRODUCTION

Course Description

Writing a good description takes time, and it's something that's usually overlooked, but is a requirement to succeed.

Remember, no one is buying a course. They're buying a solution to their problem.

The Description in the Lesson Plan document has been prefilled with a great starting point for you. Always think about what is best for the viewer and what they want to know about the course. For example:

- What does learning what you teach help them to do?
- What problem does it help them solve?
- What is the specific result they can achieve by implementing what they learn from your course?

If the title is "Creating a Volcano in Houdini," think about these questions:

- What will the viewer learn by building this volcano?
- Can the viewers apply what they learn in your course to something else? If so, you should list all of those things.
- Use the Course Structure in the Lesson Plan to remind you of all the course talks about.

Your goal is to ensure your learners feel that your course will provide value, address their needs, and deliver a satisfying online learning experience.

- Be clear and honest — misrepresenting your course will likely lead to refunds and negative reviews.
- Think about how your students would search for your course on the web and use those search keywords in your description.

Pricing

This is always difficult to do! Choosing a course price is one of the decisions that are at the top of the list of the most difficult decisions to make as a course creator.

If you charge too little, the perceived value of your course goes down, severely limiting your revenue potential.

If you charge too much, you'll probably have to reduce your price (that looks very bad if you do, by the way!) to get some sales.

PRODUCTION



Things to consider when choosing your price

Your course length. The length of your course is not as important as the quality of your content, but it does have some merit.

Your competition. Take a quick look at your competition, but don't compete with them on price alone. Ideally, you want to be the premium option in your market. Use your competition as a benchmark for course quality and to validate the market demand for your course topic.

The value of the outcome. Quantify the value of the outcome your students will achieve. Do you help them save time? How much? Do you help them save money? How much?

Your credibility & authority. Are you perceived as an expert by your target audience? Do you have impressive credentials? Have you won awards? Have you been featured in the media? Do you have positive testimonials from past clients?

The cost of alternatives. If students weren't taking your course, how else would they learn about your topic? How much time and money would that cost them?

How specific your course is. The more specific your course topic and/or target audience is, the more you can charge for your course. The riches are in the niches.

