



Mini Lessons
ACADEMY

From Idea to Income

The No-BS Guide to Creating
Your First Online Course
in 10 Days





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INTRODUCTION

Why Your Course Idea Is Dying In Your Head Right Now

You're doing it again.

Right now. At this exact moment.

You're killing your course before it even exists.

Not with action. With waiting.

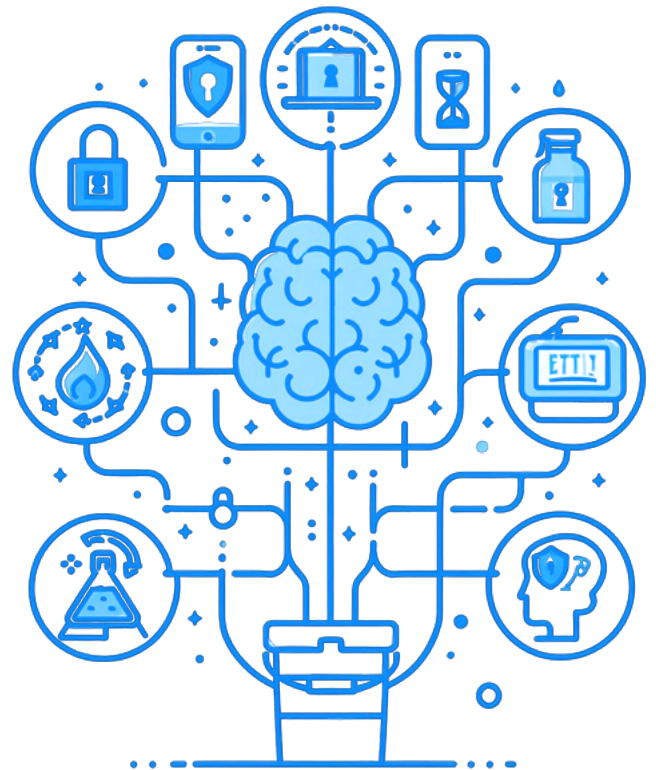
See, while you've been "getting ready" for the last six months—reading one more blog post, watching one more YouTube tutorial, telling yourself you'll start "when the time is right"—something devastating has happened.

Someone with half your knowledge just made \$4,200 from a course they filmed last Tuesday.

On their iPhone.

In their bedroom.

They're not smarter than you. They don't know some secret you don't.



*They just understood something
you're about to learn.*



Two truths that separate course creators who make money from those who don't:

TRUTH #1

Your "comprehensive" course is why nobody's buying

Here's what you did.

You sat down with a notebook. Got excited. Started outlining.

"First they need to understand the fundamentals... then the history... then the basic principles... then the intermediate stuff... then—"

Three hours later: 47 lessons. Complete curriculum. Everything from beginner to expert.

You felt productive. Accomplished. Ready.

You just killed your course.

Because here's what you don't understand about your students: They don't want to learn everything.

They want to solve ONE problem. Right now. The problem that woke them up at 3 AM last Tuesday.

Watch how this works:

"Complete Guide to Yoga" - Nobody cares.

"Fix Your Lower Back Pain in 14 Days (Even If You Can't Touch Your Toes)" - They're reaching for their credit card.

"Entrepreneurship Masterclass: From Idea to Empire" - They're already gone.

"Get Your First 3 Paying Customers This Month (Without Spending a Cent on Ads)" - They're typing in their billing information.

You built a library. They wanted a fire extinguisher.

Their house is burning RIGHT NOW. They don't need 47 lessons. They need water.

And while you were busy building your comprehensive masterpiece, someone else sold them a bucket.

TRUTH #2

Your course is competing with Netflix

Let me ask you something.

How many online courses have you bought?

Now... how many have you finished?

Yeah. Exactly.

A talking head. Droning on. For 45 minutes straight. Reading slides.

No energy. No interaction. Just... explaining. And explaining. And explaining.

You know what happened? You got bored. Clicked away. Never came back.

And you gave that course a 2-star review, even though the information was probably solid.

Here's the brutal truth:

**Course completion rates
are 15%.**

Read that again.

Only 15 out of every 100 students who buy a course actually finish it.

85% quit.

And when they quit, they don't think "I should have tried harder."

They think "That course sucked."

They leave bad reviews. They ask for refunds. They tell their friends not to buy it.

Your course isn't just competing with other courses.

It's competing with TikTok. Netflix. Instagram. YouTube. Every dopamine hit available on their phone.

And unless your course is more engaging than watching someone make a 60-second recipe video...

You've already lost.



The good news: Both problems are fixable

Everything you just read?

Fixable.

Not "maybe fixable if you're talented" or "fixable if you're a natural teacher."

Fixable with a system.

A system that works whether you're a complete beginner or you've tried and failed before.

This guide shows you exactly how to:

- Validate your idea in 48 hours (before you waste a single minute creating content)
- Use the backward design method that makes creation 10x faster
- Apply the exact framework top course creators use to keep students glued to their screens
- Film professional-looking videos with the phone in your pocket
- Launch your course and make your first sale (even with zero followers)

Thousands of people have used this exact system.

They're making money while you're "getting ready."

Your turn.

Let's build this thing.



CHAPTER 1

Validate Your Idea

(Or Watch Months of Work Disappear Into Nothing)

Picture this:

Three months from now. You finally click "Publish" on your course.

You spent 12 weeks filming. Editing. Perfecting every detail. Rerecording lessons that weren't quite right. Designing the perfect thumbnail.

You're exhausted. But proud.

Launch day arrives.

You check your email.

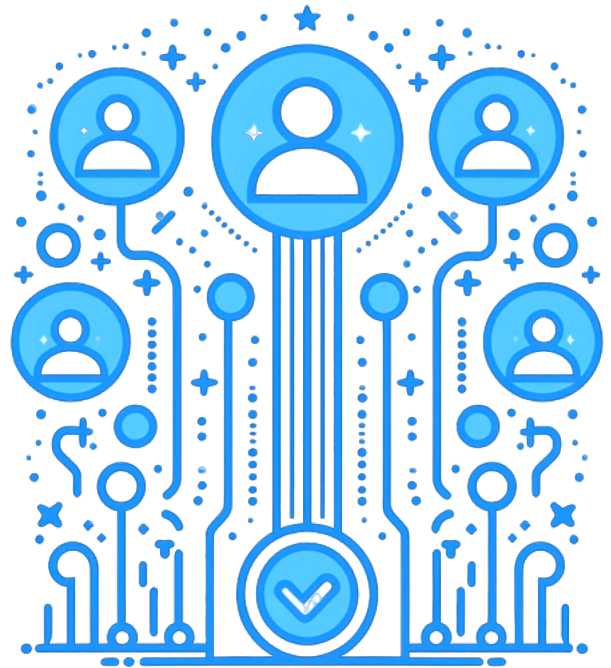
Nothing.

You check again.

One sale. Your mom. She used a coupon code.

The next day: Nothing.

Week two: Still nothing.



*And suddenly the truth hits you like a freight train:
Nobody wants this.*



Everything you're about to read exists to prevent this nightmare.

Because here's what happened: You built something nobody asked for.

You created the course YOU wanted to teach. Not the course they needed to buy.

And now you're sitting on 47 perfectly edited videos that will never make you a dollar.



The method that prevents this disaster

Successful course creators don't create first. First, they validate.

They ask three simple questions BEFORE writing a single word:

- 1 Does anyone actually have this problem?
- 2 Is it painful enough that they'll pay to solve it?
- 3 Can I prove I can solve it?

If any answer is "I think so" or "probably" or "maybe" ...

Stop. You're gambling. And the house always wins.

Here's how to know for certain:

STEP #1

Find your 3 target people (This takes 2 hours)

Not 100 people. Not "your audience."

Three. Specific. People.

They must:

- Have the problem your course solves (*actively suffering from it RIGHT NOW*)
- Have money to pay for a solution (*not broke college students unless you're targeting broke college students*)
- Be actively looking for answers (*they've Googled this in the last week*)

Where to find them:

Facebook groups where people complain about this exact problem. Reddit threads where they're asking for help. LinkedIn posts where they're frustrated. Forums where they're desperate.

You're looking for pain. Recent pain. Raw pain.

Someone posted 6 hours ago: "I'm so frustrated with [your topic]. I've tried everything and nothing works."

That's your person.

Message them. (Template below.)

STEP #2

Ask questions that reveal the truth (Not questions that get polite lies)

Here's what DOESN'T work:

"Would you buy a course about X?"

They'll say yes. They're lying. They're being polite.

"Do you think this is a good idea?"

They'll say yes. They don't want to hurt your feelings.

"Would you pay \$97 for this?"

They'll say yes. Because hypothetically spending fake money in a fake scenario costs them nothing.

Here's what DOES work:

"What's the biggest challenge you're facing with [topic] right now?"

Then shut up. Let them talk. The more they talk, the more you learn.

Listen for emotion. When their answer shifts from facts to feelings—that's where the money is.

"What have you already tried to fix this?"

This question is GOLD. It tells you:

- How desperate they are (Have they tried 5 things? They're very desperate.)
- What didn't work (So you can beat the competition)
- How much they've already spent (Shows you they'll pay)

"If you could solve this problem, what would that make possible for you?"

This reveals the real transformation they want. Not the surface-level fix. The deep desire underneath.

"If I created something that solved [this], what would need to be included?"

Stop. Read that again.

They just told you exactly what to put in your course. **Word for word. For free.**

STEP #3

Look for the pattern (This is where validation happens)

After three conversations:

All three mentioned the same problem?

Validated. Build it.

Three completely different problems?

Your idea is too broad. Narrow down. Interview three more people.

Nobody seems that bothered?

Wrong problem or wrong audience. Start over.

This step saves you three months of wasted work.

STEP #4

Mine competitor reviews like a detective looking for murder evidence

Go to Udemy. Amazon. Gumroad. Anywhere your competitors sell courses.

Find courses similar to yours.

Ignore the 5-star reviews. Ignore the 1-star reviews.

Read the 2-star and 3-star reviews.

These are GOLDMINES:

"Great content but way too advanced for beginners" → Your course will be beginner-friendly

"Needed more real examples" → Your course will have 10 examples per lesson

"Too theoretical, not enough practical steps" → Your course will be 90% action, 10% theory

"Examples were outdated" → You'll use 2024 examples

"No community support" → You'll include a Facebook group

They just handed you the blueprint to beat them.

For free.

STEP #5

Write your one-sentence promise (If you can't write this, you're not ready)

Fill in these blanks:

"I help [specific person] achieve [specific transformation] so they can [tangible benefit] without [common obstacle]."

Bad example (too vague): "I help people learn marketing."

Good example (validated): "I help new freelance writers land their first 3 clients in 30 days so they can replace their part-time income without spending money on ads."

Show this sentence to your three interviewees.

If they say "YES, that's exactly what I need"—you're validated.

If they say "Umm, I guess?" or "Sort of"—keep refining.

The cost of skipping this chapter

You're thinking: "I'll just skip this part. I know my audience. I've been in this space for years."

That's what everyone thinks.

Then they launch to crickets.

Then they quit.

Don't be everyone.

Action before you turn the page:

- ✔ List 5 places your ideal students hang out online
- ✔ Find 3 people who have the problem RIGHT NOW
- ✔ Interview them using the questions above
- ✔ Read 50 competitor reviews (not 10, not 25... **50**)
- ✔ Write your one-sentence promise
- ✔ Show it to your 3 interviewees

This takes 4–5 hours total.

And skipping it costs you 200+ hours of wasted work.

Your choice.



CHAPTER 2

Design Your Course Backward

(Or Build a Monster Nobody Can Finish)

You've validated your idea. Three people confirmed they'd pay for this. You're excited. You're ready.

So you open a Google Doc and type: "Lesson 1: Introduction to..."

Stop.

That's how you build a course nobody finishes.

Let me show you what just happened in your brain:

You asked yourself: "What's the FIRST thing they need to know?"

Wrong question.

That question leads to courses with 47 lessons that students abandon by lesson 4.



The right question:

"What's the LAST thing they need to be able to DO?"

Not know. DO.

See, knowledge doesn't pay. Results do.

Your students don't want to "understand email marketing." They want to wake up tomorrow with 47 new subscribers.

They don't want to "learn about freelancing." They want to send their first cold outreach email that gets a reply.

They don't care about your knowledge. They care about their transformation.



Why designing forward is a trap

Here's what happens when you design forward:

Lesson 1: "First they need to understand the basics..."

Lesson 7: "Ooh, I should probably mention this important thing..."

Lesson 15: "Wait, they also need to know about..."

Lesson 28: "How did I get here?"

Before you know it: 47 lessons. 8 modules. 12–page outline.

Your students open your course. See "47 lessons." Think "I don't have time for this."

They complete lesson 1. Then lesson 2. Life happens. They never come back.

Course completion rate: 8%.

You: "My course is comprehensive! It's valuable!"

Them: "It's overwhelming. I quit."



The backward design method (Used by every top-performing course on every platform)

Professional course designers don't start at the beginning. They start at the end.

Then they work backward, cutting everything that doesn't directly lead to that end.

Here's how:

STEP #1

Define the transformation in one sentence

"By the end of this course, students will be able to [specific, measurable outcome]."

Can't complete that sentence? You're not ready to build yet.

Examples:

Bad: "Students will understand social media marketing." (Vague. Unmeasurable. Nobody pays for "understanding.")

Good: "Students will create and post their first 30 days of content that gets engagement." (Specific. Measurable. They can screenshot their first comment as proof.)

Bad: "Students will learn about starting a podcast." (What does "learn about" even mean?)

Good: "Students will launch their podcast with 3 published episodes." (Crystal clear. They either did it or they didn't.)

Write yours now. One sentence. Specific outcome.

STEP #2

Identify the 3–5 major milestones

What are the BIG stages someone must complete to achieve that transformation?

These become your modules.

Example: "Launch a profitable online course in 10 days"

Working backward from the end:

- 5 Launch and make first sale
- 6 Write and produce the course
- 7 Create engaging content that students actually finish
- 8 Design the structure using backward design
- 9 Validate the idea so it actually sells

Notice: We didn't ask "What's interesting to teach?"

We asked: "What MUST happen for them to succeed?"

We eliminated everything else.

STEP #3

Break each module into 3–5 lessons

For each milestone, ask: "What are the specific skills needed to complete this?"

Module 1: Validate Your Idea

- 1 Lesson 1: Find your 3 target people
- 2 Lesson 2: Ask the right questions
- 3 Lesson 3: Mine competitor reviews
- 4 Lesson 4: Write your one-sentence promise
- 5 Lesson 5: Run a pre-sale test

Five lessons. Not fifteen. Not twenty-seven.

Five.

Each one leads directly to completing the module assignment.

STEP #4

Create your final assessment FIRST (This is the secret)

Before you write a single word of content:

Design the final project.

What will students submit that proves they achieved the transformation?

Example final assessments:

"Launch Your First Course" → "Submit proof of your launch and first sale"

"Master Cold Email" → "Send 10 cold emails and share one positive response"

"Start a Podcast" → "Share links to your first 3 published episodes"

Now here's the magic:

Work backward from that final assessment.

What do they need to know RIGHT BEFORE they can complete it? And what do they need RIGHT BEFORE that? And before that?

Suddenly: No fluff. No "nice to know" content. No tangents.

Only what they need to complete the assessment and get the result.

STEP #5

Create one assignment per module

Each module ends with a practical task that proves they're making progress.

Module 1: "Interview 3 target students and document the results"

Module 2: "Submit your backward-designed course outline"

Module 3: "Record your first lesson and submit it"

Real tasks. Real progress. Not multiple-choice quizzes that prove nothing.



The structure that keeps students hooked

Module structure:

Introduction (2–3 min):

- What you'll accomplish in this module
- Why it matters to your transformation
- What you'll create by the end

3–5 Lessons (5–10 min each):

- One concept per lesson
- Clear, actionable steps
- Examples they can follow

Assignment:

- Clear deliverable
- Estimated time to complete
- How to submit

Wrap-up (2 min):

- Quick recap
- Celebrate their progress
- Preview what's next

Total module time:

30–40 minutes maximum



"But courses with 40 hours of content exist!"

Yes. With 5% completion rates.

Here's the truth they don't tell you:

A 3-hour course with 90% completion destroys a 40-hour course with 5% completion.



Every. Single. Time.

Why?

Because completion = results. Results = testimonials. Testimonials = more sales.

Meanwhile, the 40-hour course?

Abandoned students. No results. Bad reviews. No sales.

But hey, it was "*comprehensive*."



How long should your course actually be?

As long as needed to achieve the transformation. Not one minute longer.

Practical answer: 3–5 modules. 15–25 lessons total. Each lesson is 5–10 minutes.

Total course length: 2–4 hours of content.

"But won't people think it's not worth the money if it's only 3 hours?"

They'll judge it by their results. Not your hour count.

Would you rather:

40 hours of content with 5% completion and "I got overwhelmed and quit"

Or...

3 hours of content with 85% completion and "This changed my life"

Which one gets 5-star reviews?

Action steps (Complete these before creating ANY content):

- ☑ Write your transformation sentence: "By the end, students will be able to _____"
- ☑ List your 3–5 major modules (stages of the transformation)
- ☑ For each module, list 3–5 specific lessons
- ☑ Create your final assessment (what proves they succeeded?)
- ☑ Create one assignment per module
- ☑ Show this outline to 3 potential students and ask: "What's missing?"
- ☑ Adjust based on feedback

THEN—and only then—start creating content.

Start with the finish line. Build backward. **Cut everything else.**



CHAPTER 3

Create Lessons That Students Actually Finish

(Not Boring Lectures They Abandon)

Close your eyes and picture this:

You click on a lesson. A talking head appears. They start explaining.

And explaining.

And explaining.

No examples. No interaction. Just explaining concepts for 45 minutes straight.

Five minutes in: You're checking your phone.

Ten minutes in: You're thinking about lunch.

Fifteen minutes in: You click away and never come back.

That's what you just built. A lecture. A video textbook. Explaining and explaining and more explaining.

*And here's the brutal truth:
Your brain doesn't learn from explanations.*



Your brain learns from experiences.

That's why you remember how to ride a bike but forgot everything from that 3-hour training video at work.

The bike was an experience. The video was an explanation.

If your course is just explanations, your students will forget everything by tomorrow.



The biggest lie in education: "I just need to explain things clearly"

You've heard it a thousand times:

"If I can just explain it well enough, they'll understand."

Wrong.

Understanding doesn't equal learning. And learning doesn't equal remembering. And remembering doesn't equal doing.

Your students don't need clearer explanations. They need designed experiences.

The 5E Framework (How top educators create lessons students can't stop watching)

Professional instructional designers use this framework. Now you will too.

E-1

ENGAGE (First 30 seconds – This makes or breaks everything)

You have **30 seconds** before their brain checks out.

Not 5 minutes. Not 2 minutes. Thirty seconds.

If you don't hook them immediately, they're gone.

Bad opening: "In this lesson, we're going to be learning about the fundamentals of email marketing and why it's important for your business."

Click. They're scrolling Instagram.

Good opening: "You spent three hours writing that email. Hit send to 500 people. Got two clicks. Two. What went wrong? That's what we're fixing in the next 8 minutes."

See the difference?

The bad opening told them what they're learning. Generic. Boring.

The good opening showed them a problem they recognized. They've lived it. It hurts. They need the answer RIGHT NOW.

Pattern for hooking them every time:

Show a painful, specific problem they immediately recognize.

Not: "Today we're learning about headline writing."

Instead:

"You posted on LinkedIn yesterday. 4 likes. All from your friends. Meanwhile, someone in your industry posted the same day and got 2,400 likes and 47 new clients. The only difference? Their headline. Yours was invisible. Theirs was irresistible. Here's why..."

They can't look away.

E-2

EXPLORE

(2-3 minutes - Let them discover patterns BEFORE you teach)

Here's where most teachers screw up:

They jump straight from the hook into teaching.

"Now let me explain the principles of good headlines..."

Click. **Gone.**

Instead, let them explore first.

Teaching headline writing?

Show five headlines:

- "How to Make Money Online"
- "I Made \$4,200 This Month Selling Digital Products (Here's My Entire Strategy)"
- "Marketing Tips for Small Business"
- "The 3-Minute Marketing Trick That Tripled My Sales"
- "Why Your Business Needs Marketing"

Then ask: "Which would you click? Why?"

Let them notice patterns. Let their brain work.

Then—and ONLY then—explain why those patterns work.

Why this matters:

When students discover patterns before you explain them, retention jumps 3x.

They don't think "The teacher told me this." They think "I figured this out."

And what we figure out ourselves, we remember forever.

E-3

EXPLAIN

(3-4 minutes – Short, simple, one concept)

NOW you can explain.

But notice when this happens: After they've explored. After they have questions. After they're curious.

You're not forcing information on them. You're answering questions they already have.

Rules for explaining:

One concept per lesson. Not three. Not five. One.

The moment you say "Also, another thing..." - you've lost them.

Simplest words possible. Could you explain this to a smart 12-year-old? If not, simplify.

"Leverage strategic optimization of multi-channel touchpoints" = Nobody cares.

"Post on three platforms instead of one" = They get it.

3-4 minutes maximum. That's it. Longer than that? They're gone.

E-4

ELABORATE

(2-3 minutes – Show it working in different ways)

Don't stop at one example. Show how this applies in different scenarios.

Not more theory. More application.

Teaching cold email?

Example 1: Software sales

Example 2: Freelance writing

Example 3: Consulting

Same principle. Different applications.

Their brain thinks: "Oh, this works for ANYTHING. Not just one narrow thing."

E-5

EVALUATE

(1-2 minutes – Make them DO something before moving on)

End every lesson with action.

Not "Do you understand?" (*They'll lie.*)

Not "Any questions?" (*Crickets.*)

"Pause this video right now. Write three headlines for your business using what we just covered. Post them in the course community. I'll personally review the first 50."

This forces active learning.

If they can't do it, they didn't learn it. Back to the lesson.

If they can do it, they just proved they learned it. Move forward with confidence.

The 10–Minute Lesson Structure (Copy this exactly)

0:00–0:30 **ENGAGE** — Hook them with a problem they immediately recognize

0:30–3:00 **EXPLORE** — Show examples. Let them spot patterns before you teach

3:00–6:00 **EXPLAIN** — Teach clearly. One concept. Simple words.

6:00–8:30 **ELABORATE** — Multiple applications. Show it working in different scenarios.

8:30–10:00 **EVALUATE** — Quick action. Prove they understood it.

Total: 10 minutes.

Change activities every 2–3 minutes. Brains can't wander if you keep them moving.

The mistakes that kill engagement (You're probably making #3)

MISTAKE #1

Talking Head Syndrome

You on camera for 10 minutes straight. Nothing else.

Even if you're interesting, brains crave variety.

Fix: Mix it up every 30–60 seconds.

- You on camera
- Screen recording
- Image example
- Back to you
- Screen share
- Text on screen
- You again

Variety = attention.

MISTAKE #2

No Pauses

You explain something important... then immediately keep talking.

They didn't have time to process it. It's gone.

Fix: After important points, pause for 2–3 seconds. **Silence is powerful.**

Let it sink in.

MISTAKE #3

Too Much Theory, Not Enough Action

"First I'll explain the psychology of buyer behavior, then we'll discuss the historical context, then..."

They don't care about theory. They care about results.

Fix: Only include theory if it directly helps them complete a task. **Otherwise, cut it.**

MISTAKE #4

No Stories

Facts fade. **Stories stick.**

"You should post consistently" = They'll forget by tomorrow.

"Sarah posted once a month for six months. Got 14 followers. Then she posted every day for 30 days. Got 2,400 followers and 8 clients. Same content. Different consistency." = They'll remember forever.

Action steps (Do this for your next lesson):

- ✔ Write your 30-second hook (*What problem does this lesson solve?*)
- ✔ Find 3 examples for the EXPLORE phase
- ✔ Write your explanation in the simplest words possible (*Explain it to a 12-year-old*)
- ✔ List 2–3 different applications for ELABORATE
- ✔ Create your evaluation task (*What will they do to prove they learned it?*)
- ✔ Time yourself reading through it. Longer than 12 minutes? Cut something.

Your goal: Create experiences that stick. Not explanations that fade.

Short. Focused. Active.

That's how students finish.



CHAPTER 4

Create Your Course Without Fancy Equipment

(Your Phone Is Enough)

"I need better equipment before I can launch."

You've been telling yourself this for months.

"The lighting in my room isn't good enough." "I need better gear." "Professional courses have better production quality." "I'll launch once I save up for proper gear."

Meanwhile, someone just made \$3,800 selling a course filmed on a 2018 iPhone. With window light. In their bedroom.

While your \$5,000 camera setup gathers dust next to your unused treadmill.

Here's the truth that nobody wants to hear:



*Students don't buy production quality.
They buy transformation.*



A perfectly lit, 4K course that doesn't get results? Dead.

A grainy iPhone course that changes lives? Bestseller.

The one factor that kills courses in 3 minutes

Not video quality. Audio.

Fuzzy video? Students forgive it.

Echoing, muffled, hard-to-hear audio? They're gone in 180 seconds.

This is the only rule:

Your audio must be clear. Everything else is optional.

Minimum Setup (Under \$150 total)

Microphone

\$30-60

Pick one:

- Rode SmartLav+ (\$60) - Clips to your shirt, plugs into phone
- Boya BY-M1 (\$20) - Same thing, cheaper
- Your iPhone headphones (\$0) - Seriously. The mic is solid.

Secret: A \$20 mic 6 inches from your mouth beats a \$500 mic across the room.

Closer mic = better audio. That's the entire science.

Camera

Your phone. That's it.

iPhone 10? More than enough. Samsung S10? Perfect. Even older? Still works.

Mount it on a \$15 Amazon tripod. Done.

\$0

Lighting

Face a window during daytime. Free. Looks professional.

No windows? \$25 ring light from Amazon.

That's it. Done.

\$0-30

Background

\$0

Clean wall. Bookshelf. Your home office.

Just avoid:

- Clutter
- Weird personal items that distract
- Busy patterns that disturb the camera

Total investment: \$45-150



Setup (Takes 5 Minutes)

- 1 Camera at eye level (*Stack books under your phone if needed*)
- 2 Sit 2-3 feet away (*Arm's length*)
- 3 Face your light source (*Window or ring light in front of you*)
- 4 Frame yourself: Centered, little space above your head
- 5 Record 10 seconds: "Testing audio and video"
- 6 Watch it back

Can you hear yourself clearly? Can you see yourself clearly?

Yes? You're ready.

Stop overthinking.



Screen Recording (For showing your computer)

Mac: QuickTime (*Free, already installed*)

Windows: OBS Studio (*Free download*)

Both: Loom (*Free, super easy*)

Tips:

- Close unnecessary tabs
- Hide desktop icons (They're distracting)
- Record in 1080p
- Zoom in so text is readable
- Record in short segments (Easier to edit)



The Biggest Filming Mistake (You're about to make it)

You sit down. Hit record. Try to deliver your lesson perfectly from memory.

Mess up. Stop. Start over.

Mess up again. Stop. Start over.

Three hours later: One 10-minute lesson. You're exhausted. You hate this.

This is the wrong method.

*Professional creators use:
Bullet points.*



Write 4–5 bullets. Hit record. Talk through them naturally. Like you're explaining to a friend.

Mess up? Pause 3 seconds. Restart that sentence. Keep going.

You'll edit out the mistakes later. It's faster than re-recording.

Example:

Bad method: Memorize script, try to deliver perfectly

Good method: **Bullet points**

- **Hook:** Most people spend 3 hours on emails that get 2 clicks
- **Problem:** Generic subject lines are invisible
- **Solution:** Curiosity + specificity
- **Examples:** Show 3 good subject lines
- **Action:** Write 3 subject lines right now

Read bullets. Hit record. Talk naturally. Done.



How to Sound Natural (Not Like a Robot Reading a Script)

Don't "perform." Talk to one person.

Imagine your ideal student sitting across from you. Explain like you're having coffee.

Not: "One must consider the implications of subject line optimization."

Instead: "Here's the thing—your subject line is the only thing they see. If it's boring? They're not opening your email. Period."

*Energy:
20% more than feels natural*



What feels like "too much" on your end looks normal on camera.

Smile bigger. Talk louder. Be more expressive.

Think YouTube creator, not corporate training video.



Editing (Keep It Simple)

Cut mistakes. Remove pauses longer than 3 seconds. Maybe add a simple intro screen.

That's it.

Tools:

- iMovie (Mac, free)
- DaVinci Resolve (Windows/Mac, free)
- Clipchamp (Web-based, free)

Don't pay an editor until you make \$5,000 in revenue.



Batch Recording (The Time-Saving Secret)

Set up once. Record 5–10 lessons back-to-back. Put on the same shirt. Same background. Same setup.

Way more efficient than setting up 10 separate times.

Process:

- Monday: Write bullets for 10 lessons
- Tuesday: Set up once, record all 10 lessons
- Wednesday: Edit
- Thursday: Upload
- Friday: Launch

Don't drag it out over months.



"But What About B-roll and Graphics?"

You don't need them.

Students don't care about scenic B-roll of you walking on a beach while contemplative music plays.

They care about solving their problem.

Cut the fluff. **Give them the solution.**

Action steps:

- ☑ Test your phone camera quality right now
- ☑ Order a \$20 mic if you don't have one
- ☑ Find your filming location and test the lighting
- ☑ Record a 2-minute test video
- ☑ Watch it back - Is the audio and video clear?
- ☑ If yes, you're ready. Start recording.

"Good enough" is good enough.

Perfect is the enemy of done.

And done is the enemy of broke.



CHAPTER 5

Upload & Launch Your Course

(Before You Overthink This Into Oblivion)

Course filmed. Videos edited.

Now you're frozen.

Teachable? Kajabi? Thinkific? Udemy?
Gumroad? Self-hosted? WordPress plugin?

Three days of research later: More confused
than when you started.

And you still need a sales page. And emails.
And a launch strategy.

And every article says something different.

And everyone's an expert.

And you're paralyzed.



*Here's what's really happening:
You're stalling.*



This is the scary part. The part where strangers might say no. The part where you find out if
this thing you built is actually worth money.

So your brain invents problems.

"I need the PERFECT platform first." "I need to research pricing strategies." "I need a brand
identity."

No. **You need to launch.**



Why Most Creators Choose the WRONG Platform

There is no "best" platform.

Only "best for where you are RIGHT NOW."

And right now? You need fast, cheap, easy.

Not powerful. Not feature-rich. Not scalable.

Those come later. After you make money.



The Platform Decision (Three Questions, One Answer)

QUESTION #1

Do I have an audience?

YES → Self-hosted platform (Teachable/Thinkific, \$29–50/month, you keep 100% of revenue)

NO → Marketplace (Udemy, they take 50% but they bring customers)

QUESTION #2

Can I handle marketing myself?

YES → Self-hosted

NO → Marketplace

QUESTION #3

Budget?

Under \$50/month → Teachable, Thinkific, or Udemy

Over \$150/month → You're overthinking. Stop.



The Recommendation (For Your First 10 Students)

Start with Udemy.

"But they take 50%!"

Yes. And they have 62 million students actively looking for courses.

You have zero students.

50% of \$2,000 = \$1,000 in your pocket 100% of \$0 = \$0 in your pocket

Math.

Here's the strategy:

First 10–20 students: Udemy. Get sales. Get testimonials. Get proof this thing works.

After 10+ five-star reviews: Move to Teachable/Thinkific. Use those testimonials to sell it yourself. Keep 100% revenue.

Validate first. Scale second.



Upload Process (1–2 Hours, That's It)

- 1 Create account
- 2 Click "Create Course"
- 3 Add title and description
- 4 Upload videos (Drag and drop)
- 5 Add downloadable resources
- 6 Set price
- 7 Publish

Done.

You're overthinking this.



Sales Page Essentials (Answer Four Questions, Nothing More)

QUESTION #1

What transformation?

"By the end of this course, you'll be able to [specific, measurable outcome]."

Not: "Learn about email marketing"

Instead: "Send your first email campaign that gets 20%+ open rates"

QUESTION #2

Who's this for?

Specific situations and problems. Not "everyone."

"This course is for:

- Freelancers who've sent 20 cold emails with zero responses
- Business owners who have an email list but don't know what to send
- Anyone who's spent hours writing emails that nobody reads"

QUESTION #3

What's inside?

List your modules and lessons. That's it.

Module 1: Find Your Target Audience (5 lessons, 45 minutes)

Module 2: Write Emails They Can't Ignore (4 lessons, 38 minutes)

Module 3: Send Your First Campaign (3 lessons, 29 minutes)

QUESTION #4

Who's teaching?

Brief credentials. Relevant experience. Proof you can deliver.

"I'm Sarah. I've written emails for 47 businesses. My emails average 31% open rates. Industry average is 18%. This is everything I know."

Add testimonials if you have them. If not, that's fine.

That's your entire sales page. Done.

📺 Pricing (The Numbers Nobody Tells You)

First course:

\$97-197

Why:

- \$29 = People don't value it. "This was cheap so it's probably not good." Low completion rates.
- \$997 = You have no trust yet. No testimonials. Nobody's paying that.
- \$97-197 = Sweet spot. High enough to be taken seriously. Low enough to say yes.
- After 20+ reviews: \$297-497
- After you're known: \$497-997+
- After you're famous: \$1,997+
- But you're not there yet. Start at \$97-197.

β Beta Launch Strategy (How to Remove All Pressure)

Sell your first 20 students at 50% off.

"I'm launching the beta version of this course. It's not perfect yet, but the system works. I'm offering it at \$97 instead of the regular \$197 price in exchange for honest feedback and a testimonial."

This does four things:

- 1 Removes perfection pressure (*It's a beta, of course it's not perfect*)
- 2 Gets you paying students NOW (*Not in 3 months after you "perfect" it*)
- 3 Gets you testimonials (*For your full-price launch*)
- 4 Gets you feedback (*So you can actually make it better*)

Where to Find Your First 10 Students

Your Network (Text 50 people):

"Hey! I just launched a course on [topic]. I know you've struggled with [problem] before. First 20 people get it for \$97 instead of \$197. Want in?"

Half will ignore it. 10 will say "Cool!" 3 will buy.

Facebook Groups:

Don't spam. Provide value first.

Answer questions for a week. Be helpful. Build trust.

Then: "Hey, I just put together a course on this exact topic. Link in comments if anyone wants to check it out."

Reddit:

Same strategy. Provide value. Mention course naturally.

"I actually just made a course about this. Not sure if self-promo is allowed here, but DM me if you want the link."

Email List:

Even 50 people can convert.

"I built something. Details below."

LinkedIn (If B2B):

Post about your launch. Tag it appropriately. Let your network know.



Launch Email Sequence (3 Emails, 5 Days)

EMAIL #1 (DAY 1)

The Problem

Subject:

"Why most people fail at [thing]"

Body:

Create pain. Agitate the problem. End with: "I created something to fix this. Details tomorrow."

EMAIL #2 (DAY 3)

The Solution

Subject:

"How I solved [problem] (and how you can too)"

Body:

Introduce your course. Link to sales page. Explain the transformation.

EMAIL #3 (DAY 5)

The Close

Subject:

"Last chance: Beta pricing ends tonight at midnight"

Body:

Create urgency. Remind them of the discount. Final call to action.

Done.

If Nobody Buys (This Might Happen)

Three possible reasons:

- 1 Your messaging is unclear (*Go back to your one-sentence promise*)
- 2 Your price is wrong (*Try \$97*)
- 3 Wrong audience (*Go back to validation, interview 3 more people*)

Don't give up. **Adjust.**

Action steps:

- ☑ Choose your platform (Udemy for beta launch)
- ☑ Upload your course (2 hours maximum)
- ☑ Write your sales page (Answer the 4 questions)
- ☑ Set your beta price (\$97–147)
- ☑ Message 50 people personally
- ☑ Post in 5 relevant communities
- ☑ Send your 3-email launch sequence

Launch doesn't need to be perfect.

It needs to be done.



CONCLUSION

What Happens After Launch

(This Is Where Most People Quit)

You launched.

First sale came in. Then another. Then two more.

Strangers—people you've never met—just paid you for your knowledge.

You're excited. You made \$400 this week. From something you created once.

Then... you stop.

"I'll get back to marketing next week."

Next week comes. You don't.

A month later: No new sales. You move on to the next shiny thing.



This is where most creators die.



Not at the launch. After it.

They launch once, make a few sales, let it collect dust.

That's leaving thousands of dollars on the table.



Priority #1: Student Success (Nothing Else Matters)

Your first 10–20 students are worth more than gold.

Not because of the money they paid.

Because of what they'll create:

- 5–star reviews
- Word-of-mouth referrals
- Case studies for your sales page
- Testimonials for your next launch
- Social proof for future students

*Every successful student is a
money-printing machine.*



Every abandoned student is a 1–star review waiting to happen.

Your job: Get them to finish. Get them results.

How:

Check in weekly: "How's Module 2? Questions?"

Create a community: Facebook group, Discord, Slack. Somewhere they can connect.

Ask for feedback: "What was confusing? What should I improve?"

The Numbers That Matter

Completion rate

Industry average: 15%
Your goal: 60%
Why: Results require completion

Aim for
60%+

Satisfaction

Anything below 4 stars: Something's broken.
Fix it.

Aim for
4.5+ stars

Results achieved

If 70% of students achieve the promised
transformation, you're winning.
Below 50%: Go back. Fix your course.

Aim for
70%+

When to Raise Your Price

Once you have:

- 20+ completed students
- 10+ five-star reviews
- Proven results (Testimonials with specifics)

Raise your price 30–50%.

Early students got a deal. They took a risk on an unproven course.

Next students are paying for proven results. They get lower risk. They pay more.

\$97 → \$147 → \$197 → \$297

This is the path.



The Momentum Killer (You're About to Do This)

You launch. Make \$1,200 the first month. Get excited.

Then you stop marketing.

"I'll focus on this again next month."

Month 2: \$400

Month 3: \$100

Month 4: \$0

You're confused. "Why did it stop working?"

It didn't stop working. You stopped working.

*Successful creators market consistently.
Every single week. Forever.*



Not 4 hours a day. Just consistent.

- One helpful post per week
- One email per week
- One piece of content per week

That's it.



The Compound Effect (Why Patience Pays)

Month 1	5 students	\$500
Month 3	12 students	\$1,200
Month 6	25 students	\$2,500
Month 12	50 students/month	\$5,000/month

But only if you stay in the game.

Most people quit at Month 2 after making \$1,300 total.

"This isn't working."

It was working. You quit too early.

One Year From Now

If you stay consistent:

- ✓ Hundreds of successful students
- ✓ Consistent four-figure monthly income
- ✓ Proof you can monetize your knowledge
- ✓ Foundation for your second course
- ✓ System that generates income while you sleep

This is just the beginning.

You've built something that helps people you'll never meet. That generates income while you sleep. That scales beyond your time.

Keep improving it. Keep marketing it. Keep helping students succeed.

The system works.

Your students are waiting.

Now build it.

BONUS SECTION

The Truth About AI Course Creation

Everything you just read works.

Thousands have successfully used this exact system.

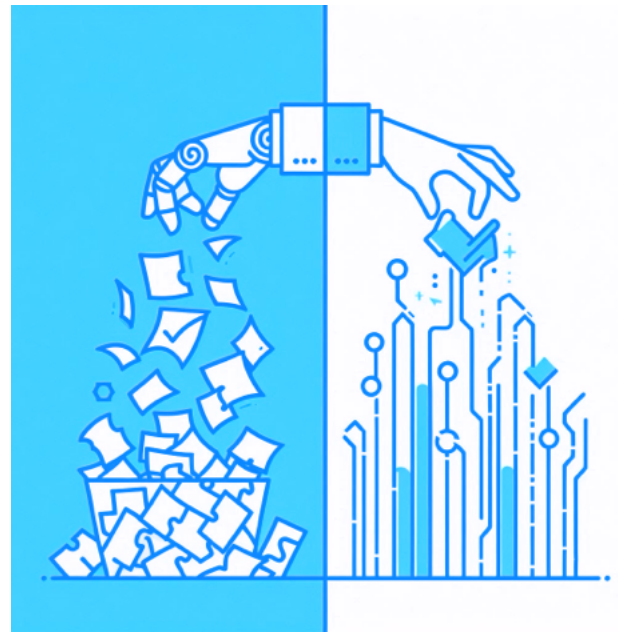
But let's be honest: It still takes time.

Validation takes time.

Design takes time.

Creating engaging lessons takes time.

So naturally, you've thought: **"Can't AI just do this?"**



I get it. I thought the same thing.

I've spent the last few years testing every AI course creation tool that exists.

ChatGPT. Claude. Kajabi's AI. Mini Course Generator. AI Course Architects. All of them.

They all promised the same thing: "Create a course in minutes!"

They all failed.

And here's why.



The Fatal Flaw of AI Course Creation

Ask yourself this: Would you pay \$197 for an AI-generated course?

Be honest.

No. You wouldn't.

Because AI-generated courses are garbage.

They're not just bad. They're offensively bad.

Generic content that reads like a Wikipedia article. No personality. No stories. Surface-level information anyone could Google. Zero engagement.

Lessons that drone on. No interaction. No transformation.

Would you finish that course?

No.

Neither will your students.

And when they don't finish, they don't get results.

No results = bad reviews. Bad reviews = no sales. Dead course.



Why AI Course Tools Keep Failing

Here's the problem:

Every AI tool on the market is a content generator.

Not a course designer.

ChatGPT can write 50 lessons for you. Easily.

But it has no idea if those lessons actually teach anything.

It doesn't know:

- If students will finish them
- If students will remember them
- If students will get results from them

It doesn't understand:

- Learning science
- Instructional design
- Retention strategies
- Engagement frameworks
- The 5E model
- Backward design
- Cognitive load theory

It's just predicting the next word.

That's why AI courses have 5% completion rates.

Students don't finish. Don't get results. Leave terrible reviews.

Meanwhile, you're confused: "But the content was good!"

The content was fine. The teaching was broken.



What If AI Understood How Humans Actually Learn?

That's the question I asked.

Not "What if AI could generate more content faster?"

But "What if AI understood instructional design?"

So I spent six months working with actual instructional designers. PhDs. People who've designed courses for universities and Fortune 500 companies.

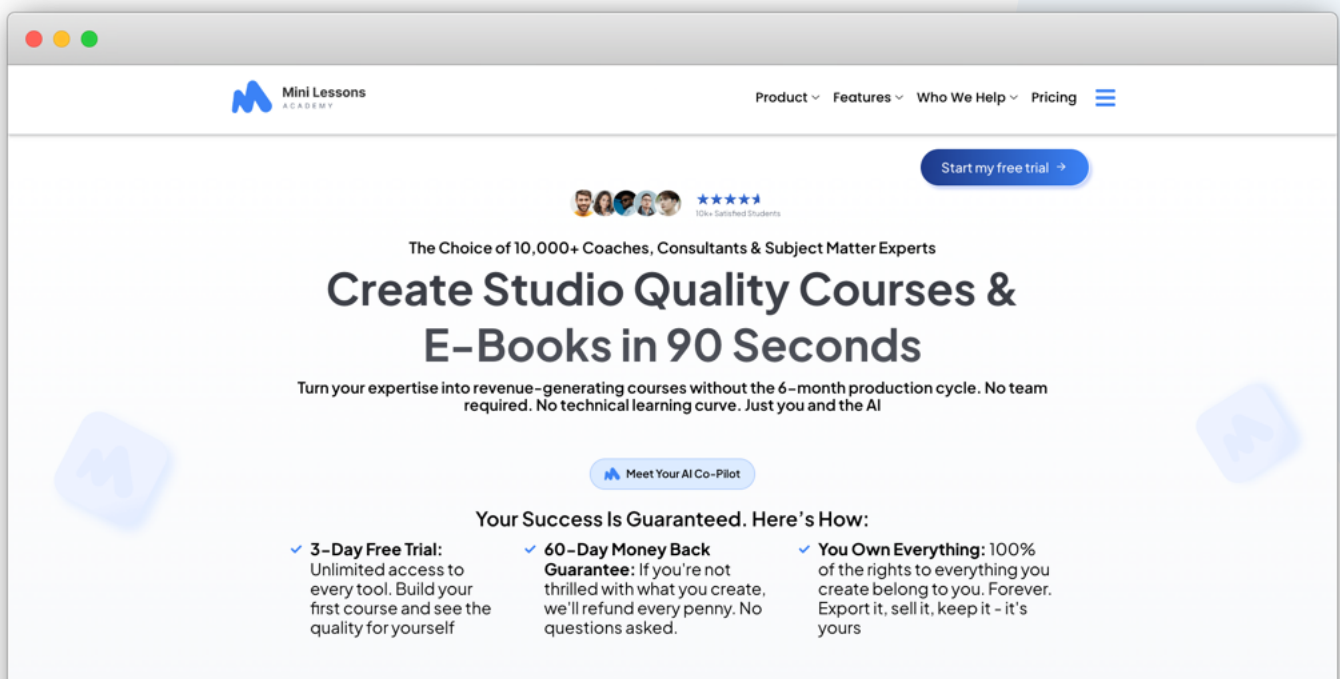
People who understand the science of learning.

And I asked them: "What if we built an AI that designs courses like you do?"

Not content generation. Course design.

Like hiring a \$5,000 instructional designer who knows every principle in this book.

That's Mini Lessons Academy.



The screenshot shows the Mini Lessons Academy website. At the top, there's a navigation bar with the logo and menu items: Product, Features, Who We Help, Pricing. A prominent blue button says "Start my free trial". Below that, there's a testimonial section with a 5-star rating and the text "The Choice of 10,000+ Coaches, Consultants & Subject Matter Experts". The main headline reads "Create Studio Quality Courses & E-Books in 90 Seconds". A sub-headline states "Turn your expertise into revenue-generating courses without the 6-month production cycle. No team required. No technical learning curve. Just you and the AI". A button below says "Meet Your AI Co-Pilot". The bottom section is titled "Your Success Is Guaranteed. Here's How:" and lists three bullet points: "3-Day Free Trial: Unlimited access to every tool. Build your first course and see the quality for yourself", "60-Day Money Back Guarantee: If you're not thrilled with what you create, we'll refund every penny. No questions asked.", and "You Own Everything: 100% of the rights to everything you create belong to you. Forever. Export it, sell it, keep it - it's yours".



What Makes MLA Different (This Isn't Like the Others)

MLA isn't a content generator.

It's an AI instructional designer.

There's a massive difference.

Here's what MLA actually does:

1 Starts with transformation, not content

Most AI: "What should I teach them?"

MLA: "What will students be able to DO when they're done? What proves they succeeded?"

Then it builds backward from that end goal.

Just like Chapter 2 taught you.

2 Creates actual learner personas

MLA analyzes your audience:

- Current skill level
- Specific pain points
- Learning preferences
- Time constraints
- What they've tried before
- Why they failed

Then designs lessons specifically for THEM.

Not generic lessons. Personalized ones.

3 Applies real instructional frameworks

- 5E model (Engage, Explore, Explain, Elaborate, Evaluate) & other models depending on the learner's environment & motivations
- Bloom's Taxonomy
- Cognitive load theory
- Backward design
- Active learning principles

These aren't buzzwords. They're the actual science of how humans learn.

MLA uses all of them.

4 Creates engaging lesson formats

MLA doesn't give you 47 talking-head scripts.

It creates varied lesson types:

- Case study analysis
- Real-world scenarios
- Interactive practice
- Application exercises
- Reflection prompts
- Pattern recognition activities

Variety = engagement.

Engagement = completion.

Completion = results.

How MLA Actually Works

STEP #1

You input your outcome and audience

"I want to teach freelancers how to land their first 3 clients in 30 days without spending money on ads."

STEP #2

MLA researches

It analyzes:

- Who is your ideal learner persona within the freelancing market
- What freelancers already know
- What they're struggling with
- What learning methods work for this audience
- What competitors are missing
- What objections exist

Real research. Not generic templates.

STEP #3

You get a complete outline in minutes

Not just a list of topics.

A fully sequenced course structure:

- Modules in the right order
- Engaging lesson formats
- Clear learning objectives
- Built-in assessments
- Retention strategies

Everything is designed for maximum completion and results.

STEP #4

You customize with your unique insights

MLA gives you the structure. You add your stories, your examples, your personality.

The tedious part is done. You focus on what you're good at: teaching.



The Result: Professional Courses Students Actually Pay For

High completion rates

Because lessons are designed for engagement, not just information delivery.

Real transformations

Because everything is outcome-focused and backward-designed.

Happy students

Because the teaching actually works.

Great reviews

Because students get results.

Plus: Everything else you need

- Lead magnet ebooks
- Audiobooks with professional AI narration
- Marketing copy for your sales page
- Email sequences
- Quiz assessments
- Supplementary materials

Everything for a real course business.

What MLA Is NOT

Let's be crystal clear:

MLA is NOT:

- A push-button get-rich scheme
- A tool that "creates courses while you sleep"
- A replacement for your expertise
- Magic

You still need to:

- Validate your idea (*Chapter 1*)
- Add your unique insights and examples
- Record your content (*Chapter 4*)
- Support your students

*MLA handles the structural work
so you can focus on teaching.*



What MLA IS

An instructional designer in your pocket.

It eliminates 70% of the structural work:

- Figuring out the right order to teach things
- Designing lessons that keep students engaged
- Creating assessments that prove learning
- Building in retention strategies
- Structuring for completion

You still bring your knowledge. MLA handles the course design science.

The "Staring at a Blank Page" Problem

Here's what usually happens:

You sit down to outline your course. Open a Google Doc.

Cursor blinking.

"Where do I even start?"

"Should I teach this first or that first?"

"How many lessons should this be?"

"What if I structure this wrong and nobody finishes?"

Three hours later: Half a page of notes. Growing anxiety. No progress.

With MLA:

Input your outcome.

Get a complete, professionally-structured outline in under an hour.

The "blank page" problem? Gone.

The "is this the right way to teach this?" anxiety? Gone.

Months of outlining and second-guessing? Gone.

Real Talk: The Time Difference

Average person
without MLA:

3-6 months to create first
course. Most quit before
finishing.

Average person with MLA:

Professionally structured outline:
Under 1 hour

Then spend your time on what
you're actually good at: Teaching.

Course creation time: 2-3 weeks
from start to launch.

That's the difference.

The Two Paths

PATH #1

Do it alone

Spend 3–6 months figuring out instructional design yourself.

Read books. Watch videos. Try different structures. Scrap it. Start over.

Stress about whether you're doing it right.

Finally launch something. Hope it works.

(Most people quit during this process.)

PATH #2

Let MLA handle structure

Input your outcome. Get a professional design in minutes.

Customize with your insights. Record your lessons.

Launch in weeks. Know it's designed correctly.

(Most people who use MLA actually finish and launch.)



Special Offer for This Book's Readers

Here's the truth:

MLA isn't cheap. Because it's not cheap to build.

We've invested hundreds of thousands of dollars working with PhDs in instructional design to build this.

This isn't a wrapper around ChatGPT. This is real AI instructional design.

But for readers of this book, we're offering a limited-time discount for new course creators.

Because we know that if you're reading this far, you're serious. You're not a tire-kicker.

You're someone who actually wants to build and launch a course.

And we want to help you do it right.

What you get:

- Full access to Mini Lessons Academy
- AI instructional designer for your course
- Lead magnets, eBooks and marketing materials generator
- Professional audiobook generator
- Ongoing updates as we add features
- Priority support for your first course
- Landing Page and Learning Templates
- One Click Private & Public Sharing
- Unlimited Image Generation with Google's most advanced AI image generation models
- One-Click Monetization Options

What you don't get:

- Generic AI slop
- Templates that sound like everyone else
- Content with no engagement strategy
- Courses designed to fail

The investment

Regular price: \$97/month

For readers of this book:

→ **\$37/month**

Try today. Cancel anytime.

[Get started here](#)



Your Choice

Option 1: Spend 3–6 months figuring out instructional design alone. (Most quit.)

Option 2: Let MLA handle the structure so you focus on teaching. (Most succeed.)

Either way, the principles in this book work.

But if you want to actually finish and launch your course...

If you want it designed correctly from the start...

If you want students who complete it and get results...

MLA makes that **10x** more likely.

*The System Is Here.
Your Students Are Waiting.*



You have two resources now:

1 This book:

The proven system for validating, designing, creating, and launching profitable courses

2 Mini Lessons Academy:

All instructional design to eliminate months of structural work

Use them both. Or use just the book.

Your choice.

But whatever you do...

Stop overthinking.



Your students need what you know.

They're searching for it right now. On Google. On YouTube. In Facebook groups.

They're frustrated. They're stuck. They need help.

Your course is the answer they're looking for.

Stop waiting.

Start building.



Ready to Launch Your Course?

The system works. Thousands have used it. Now it's your turn.

Stop overthinking. Start creating. Your first student is waiting.

Ready to launch with MLA's help?

Get your first course structured professionally:

[Get started here](#)

Want to do it yourself?

Go back to Chapter 1. Start validation today.