

FREE BEGINNER GUIDE · DIGITAL PRODUCTS

Create Your First Online Course *Step by Step*

A plain-English guide to turning what you know into a simple online course or digital product: choosing a topic, planning lessons, recording, pricing, and launching.

6

simple steps from idea to
launch

1

course outline template

30

day build-and-launch plan

You know more than you think

An online course is simply a set of lessons that helps someone get from where they are to where they want to be. If you can teach a friend how to do something, you can teach it online.

Product type	What it is	Effort
Mini course	3–7 short video or text lessons on one skill	Medium
Full course	Several modules taking students from beginner to confident	High
Email course	Lessons sent by email, one a day for 5–7 days	Low
Workbook or guide	A printable PDF with steps, worksheets, and checklists	Low
Templates	Ready-made planners, spreadsheets, or designs	Low

Topic ideas from your life

- ☐ A skill from your job (Excel, bookkeeping, sales)
- ☐ A hobby (gardening, baking, photography)
- ☐ Something you learned the hard way
- ☐ A language or cultural knowledge

A good first topic is...

- ☐ Specific: one clear result
- ☐ Something people already ask you about
- ☐ Teachable in a few hours of lessons
- ☐ Something you enjoy talking about

3 topics I could teach

Start small: a focused mini course or workbook you finish this month beats a giant course you never launch. You can always expand it later.

Check that people want it

Before you spend weeks building, spend a few days checking that real people want to learn your topic. It's the step most beginners skip, and the one that matters most.

5 quick ways to validate a course idea

1. **Search it:** are there books, videos, or other courses on it? Competition is a good sign
2. **Check questions:** look for the topic in forums, groups, and "People also ask"
3. **Ask your audience:** post a simple question or poll to your email list or social followers
4. **Talk to 5 people** who have the problem, and ask what they've tried
5. **Pre-sell:** offer an early-bird price before building; even a few buyers is proof

Write your course promise

Fill in: "In [time], I'll help [who] go from [starting point] to [result]."

Example: "In 7 days, I'll help complete beginners go from never touching a keyboard to playing 4 chords and their first song."

My course promise

Who exactly is it for?

And who is it NOT for?

Green lights

- ☐ People ask you about it often
- ☐ Others sell courses or books on it
- ☐ Someone offers to pay early

Red lights

- ☐ Nobody searches for it
- ☐ It's too broad to finish in weeks
- ☐ You'd be bored teaching it

Outline your course

Work backward from the result. List the steps a student must take to get there, then turn each step into a short lesson. Keep lessons to 5–15 minutes.

Module	Lessons (one per line)
Welcome	What you'll learn · How to use this course · Quick win

Module 1

Module 2

Module 3

Wrap-up	Recap · Next steps · Certificate or bonus
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Lesson structure

- ☐ What you'll learn in this lesson
- ☐ The teaching: show, don't just tell
- ☐ A short action step or worksheet

Keep it lean

- ☐ Cut anything not needed for the result
- ☐ 3 modules is plenty for a first course
- ☐ Add bonuses later, not now

Where will your course live? systeme.io's free plan includes one online course, a sales page, and email, all in one place. [Start free with systeme.io →](#)

Record your lessons simply

Students care about clear teaching more than fancy production. A phone, a quiet room, and good light are enough to start.

Lesson format	What you need	Good for
Slides + voice	Presentation slides and a screen recorder	Explaining ideas
Screen recording	A free screen recorder and a microphone	Software and online skills
On camera	A phone on a stand and natural window light	Hands-on skills, trust
Text + images	Written lessons with photos or diagrams	Quick, low-cost courses

Recording checklist

- ☐ Quiet room, phone on silent
- ☐ Light in front of you, not behind
- ☐ Test 30 seconds before recording
- ☐ Record in short sections
- ☐ Add a worksheet to each lesson

What a course platform does

- ☐ Hosts your videos and lessons
- ☐ Takes payments securely
- ☐ Gives each student a login
- ☐ Releases lessons over time if you want
- ☐ Emails your students

Tip: don't edit out every small mistake. A natural, friendly tone builds more trust than a polished but stiff video.

Simple gear that's enough to start

- ☐ Your smartphone camera
- ☐ A low-cost clip-on or USB microphone
- ☐ A phone stand or a stack of books
- ☐ A window for natural light
- ☐ A free screen recorder
- ☐ Free slide software

Price it, launch it, improve it

Your first launch is a test. Start with a fair price, get your first students, collect feedback, and improve the course before raising the price.

Pricing basics

- ☐ Look at prices of similar courses
- ☐ Price on the value of the result, not hours of video
- ☐ Offer an early-bird price to first students
- ☐ Offer a clear refund policy to build trust

Your sales page needs

- ☐ Your course promise as the headline
- ☐ Who it's for, and who it isn't for
- ☐ The module list and what's included
- ☐ About you, price, and refund policy

Week	30-day build-and-launch plan	Done
Week 1	Choose your topic, validate it, and write your course promise	☐
Week 2	Outline modules and lessons, and create slides or notes	☐
Week 3	Record lessons, upload them, and build your sales page	☐
Week 4	Email your list, share in 3 places, and welcome your first students	☐

Be honest in your marketing: describe exactly what students get, avoid income or results promises you can't back up, and use only real testimonials from real students.

After launch: collect feedback

- ☐ Ask every student one question: "What was most and least helpful?"
- ☐ Fix confusing lessons first, then add what students ask for
- ☐ Ask happy students for an honest testimonial

YOUR NEXT STEP

Host your first course, free

You have the topic ideas, the outline, and the launch plan. The last piece is a place to host your course and sell it. Here's the all-in-one platform we use ourselves.

WHAT WE USE

Build your course free with systeme.io

Online course

Upload lessons, and give students their own login. One course on the free plan.

Sales pages

Landing pages and sales funnels, with no coding.

Email marketing

Send unlimited emails to up to 2,000 contacts.

Free to start

No credit card needed, and the free plan doesn't expire.

Create your free account →

Disclosure: this is an affiliate link. MyInfoLabs.com runs on systeme.io, and if you later upgrade to a paid plan through this link, we may earn a commission at no extra cost to you. Plan details were checked in October 2026 and may change.

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Happy teaching,

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