

# CONSCIOUS ONLINE COURSES

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AN EASY GUIDE FOR CONSCIOUS  
ENTREPRENEURS, COACHES AND HEALERS

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ISBN: 978-1-7321558-0-0 (Paperback Edition)

ISBN: 978-1-7321558-1-7 (Electronic Edition)

Library of Congress Control Number: 2018906497

Cover Design © 2018 Blissful Butterfly

For permission requests, special orders or quantity sales, please contact the publisher using the information below:

Published by Blissful Butterfly

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Printed and bound in the United States of America

First printing June 2018

# Contents

Enjoy the Journey .....	11
Make This Easy.....	17
Allow Your Inspiration .....	29
Craft Your Guided Path .....	45
Select Your Focus .....	67
Affirm Your Outcomes .....	83
Think Like a Learner .....	101
Create Your Course Plan .....	115
Choose a Course Platform .....	145
Design Your Course.....	163
Automate & Market It .....	177
Find Good Feelings.....	197
Appendix.....	203





I appreciate you, Esther Hicks, for embracing your unique and joyful path with a sense of humor that in turn educates, uplifts and lights a path for so many. It paved a path of ease, fun and inspiration to write this book.



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# Preface

I contemplated writing this book for some time before I actually put fingers to a laptop to write it. I sifted and sorted through all of my knowledge and experience to find the easiest, most fun and inspirational way to guide you through your online course creation journey. After seeing so many people struggle and then quit after putting considerable time and effort into building an online course, there is a better way to guide people like you, the conscious entrepreneurs, coaches and healers of our world.

You are different. You care about what you do and the people you help. You care about your community and how your gifts and talents support it. You care about creating something valuable for your tribe. Your work is important. It is why I decided to write a book about online course creation for people just like you.

I am someone just like you. I have been in the education and training fields my entire career. Creating curriculum, training and online courses for school systems, nonprofits and companies is an incredible way to make a living. Along the way, I stepped onto the inspired path of entrepreneurship, trained as a Martha Beck Life Coach and be-

came a certified Eden Energy Medicine Practitioner. I love applying what I know about online training to the worlds of conscious entrepreneurship, coaching and healing.

With a foot in each of those worlds myself, as well as being an expert instructional designer, I feel inspired to help you share your gifts and talents with the world. I want you to experience a flow of abundance in the process. You deserve prosperity. An online course is a terrific route to attract more prosperity into your life and business.

Although it is not what you often hear, this process can be an easy, fun and inspiring journey. It absolutely can. You are a unique person with unique talents. It is time to share those talents globally with people who need exactly what you have to offer. Do it in a way that feels good to you.

This book walks you through the entire online course creation process from start to finish. But, it is different from most online course books, because it approaches the creation journey in a mindful way. We walk step-by-step through the process to tap into your intuition to choose the right topic, narrow down your wealth of information, develop content your learners love, select a course platform and automate and market your course. You have access to my many years of learning design experience wrapped up in an easy set of instructions.

While there is a creation process this book recommends, there is not a right or wrong way to use this book. In fact, tap into your intuition to decide the best way to use the

information in these pages to manifest the outcomes that make your heart sing. In my case, I like to read books like these by flipping through all of the chapters to see the flow of the book. Then, I usually go back and read through a chapter that really grabs my attention. After I have been inspired by my curiosity, I go back and begin from the beginning. But, that is a personal choice. I encourage you to digest the information in whatever way feels best to you.

For now, let go of any existing negative beliefs you have about creating online courses. Let your journey be one of clarity, inspiration and appreciation. You can create the exact experience you desire. May this book light each step of your path along the way.



## Enjoy the Journey

Creating an online course can be a joyful journey. While it takes time to sift and sort through your expertise to gift your tribe with a course that will thrill them, it is absolutely worth your inspired effort. The real question is, “*Should you create an online course?*” This is a question only you can answer. If you have a positive mindset and are open to the infinite possibilities, it might be perfect for you, your business and your tribe.

This book will help you if you:

- ✦ Seek ease and flow as you create an online course
- ✦ Consider new possibilities you encounter
- ✦ Believe there are many “right” paths to success
- ✦ Want to use intuition and inspiration to create

This book will not help you if you:

- ✦ Have set beliefs about what you want to offer
- ✦ Want the one-and-only formula for online courses
- ✦ Will not follow intuition even if it is clear to you
- ✦ Need technical instructions for uploading content

If you fall into the first group, this book is perfect for you. We will approach course creation mindfully and with a true appreciation for the gifts and talents you want to share with your community. It is time for you to tap into your experience to create more time, more freedom and more abundance in your life. An online course can be one way for you to support more of your tribe members, attract more financial freedom and create more space in your life to do what you love to do.

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### **There is a lighted path for you.**

As you embark on this journey, use this book as your guide, but not as the absolute way to complete your journey. You are unique. You are gifted. You are the best guide for yourself, if you will allow it. This book will help you get centered, get clear and stay on track. As you take this course creation journey, this book will help you in a variety of ways.

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### **You will not be alone.**

We will travel together in the pages of this book as you walk through each step in your online course journey. The information in this book will help you design an online course that feels good to you and your students.

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### **You will tap into your intuition.**

Tap into your inner wisdom to help you make the best decisions about what you want to share, how much to

share and how you want to share it. This book goes into detail about how to do this and why it is the number one course creation strategy.

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### **You will create a unique guided path.**

If you want to continue the journey with your students long after they have completed your online course, you will need to show them what that looks like. There is an art to crafting a guided path that both you and your students will love. This book will show you how to do that. As you create a unique online course or program, you will make sure it supports the guided path you want your students to continue to walk with you in the future.

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### **You will create great content.**

Your course is only as good as your content. No matter how much content, how flashy or how many videos, if the content itself is not well organized and carefully crafted, your course will not succeed. This book will help you figure out what information to include, how to organize it and how to present it so your students love it and learn from it. As you build your online course, you will learn how to create content that really speaks to your students and aligns with the way their brains learn and remember.

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### **You will create great learning.**

Not everyone learns the same way. A lot of course creators create content that actually hinders learning, because

they do not understand how our brains work. This book will give you some of the best brain research and suggestions for how to apply it to make great online learning experiences for your students. We will spend time finding out what you can do to make things easier for your students to learn what you want to teach. It will help you decide the best way to present your ideas and concepts based on the most current research in learning.

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### **You will select a great hosting platform.**

Most course creators either spend way too much or way too little time selecting the right online course platform. This book will show you how to spend the right amount of time selecting a home for your online course. With a lot of informational support, you will select a course platform that meets your needs now and into the future. You will learn all about what to look for and what to avoid when making your decision.

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### **You will select great marketing strategies.**

There is no doubt. You will need to market your course. Just like creating a course, there is not one right way to market it. You are a unique individual with a unique course. How you market that course will also be unique. With help from this book, you will intuitively choose the marketing strategies that feel best to you and eliminate the ones that do not.

**You will make it as hands-free as possible.**

One of the main reasons most conscious entrepreneurs, coaches and healers have for creating an online course in the first place is to have more time freedom. The key to getting as much free time out of this as you can is automation. You will discover that the key to a truly hands-free experience is automating as much of the course registration, the course itself and the follow up process as possible. This book will help you see some of the possibilities and begin to consider the best way to make this as time-free as possible for you.

It sounds like a lot, I know. You can do this. You can absolutely do this. It can be an easy, fun and inspired journey. All you need to do is let yourself believe that it is possible and then follow the information in this book. That is it. Do not worry. As author Gabrielle Bernstein might say, *“The Universe has your back.”*



## **Make This Easy**

You may have spoken to other people who have created online courses or programs. You may have received advice or been told it takes a lot of hard work, or it is not really fun or there are daunting things you must do to make your course profitable. All of these may or may not be true for you. As conscious entrepreneurs, coaches and healers, each of you is unique.

As much as possible, I want you to try to set all of the well-meaning advice and the “*shoulds*” and “*should nots*” aside. Replace them with three ideas I know can be true for you on your journey. This is easy. This is fun. This is inspirational.

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### **This is easy.**

It is okay to roll your eyes (I won't take it personally). Most people do when I tell them creating an online course can be easy. It can. But, it is helpful to have a few things in place that let inspiration flow and keep your resistance to a minimum so you can continue to feel that sense of ease throughout the process. Do not worry. Later on, I will share some insight and ideas to help you align with your

purpose and connect with your inner wisdom. It will keep you in the flow as you create what you most want to share with your unique tribe.

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### **This is fun.**

If you are not feeling a sense of excitement about this right now, you will get there. It is not absolutely necessary to think this will be fun; but, if you do not even feel a tinge of anticipation for where this might lead, it can sometimes throw you far off track.

I have seen determined people push through the process, hating every moment, only to figure out later that what they really wanted to create and share was something entirely different. I have some exercises to help you get clear about what you most want to offer. It may not be exactly what you have in mind right this moment. If you are inspired before you create, the journey will feel fun. Let's get you in the vicinity of fun before you begin your journey.

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### **This is inspiring.**

It is okay if you don't feel inspired at this moment. Or maybe you do. Either way, the creation journey you will be taking has the potential to kindle creativity to more, better and greater ideas. Once you align with your inner wisdom and allow yourself to express your gifts in your unique way, it often sets off a series of inspired actions that go well beyond creating your online course and affect

every aspect of your life in positive ways.

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### **This is a journey of discovery.**

When you create a conscious online course or program, it is a heart-centered gift to your tribe, but also a means of expressing some of your most essential gifts and talents. As you walk through this simple step-by-step guide, you will have an opportunity to tap into your inner wisdom, make decisions based on intuition and dig deeply into what makes you so extraordinary. That is what your tribe wants from you.

Once you have completed this journey, you will know in your heart this is the perfect offering of service to both your tribe and yourself. It will benefit them and ultimately give you more freedom to do more of the things you most love to do, without sacrificing income or adding to your overscheduled calendar.

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### **We all want freedom to choose.**

I am so excited about this journey for you. I believe people just like you, who do good things in our world, should have the time and abundance to choose exactly what you want to do and feel great doing it. It can be a challenge for even the most seasoned practitioner, coach or entrepreneur to balance helping more people and attracting more abundance, while still nourishing themselves.

One way to help maintain balance is to free up some of your time and still bring in the income you desire through

an online course or program. It serves your tribe, but also brings you sitting-on-the-beach-while-it-rolls-in income, otherwise known as passive income. It is abundance that flows to you while you are off doing or creating something else. We need more of your conscious gifts to expand our world, so begin manifesting it for yourself starting now.

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### **I love guiding this journey.**

I love knowing how our brains work and how we learn. That is what you want people to do with your online course, right? You want them to learn something that can help them. It makes sense to know how people learn before you begin creating your course.

I am also eager for you to create more abundance in your life with ease rather than by working harder and harder. Taking action is very important, but only if it is inspired action. When it is inspired it does not feel like hard work. It feels fun and light and effortless. That is my desire for you during this journey, amazing results that feel easy and effortless.

You may wonder what makes me qualified to guide you through the online course creation process. I definitely have the right credentials and have been in the education and training fields for over two decades. I have created a lot of online courses and programs for large global companies that invest a lot of time and money in the best online learning. Plus, I know a lot about how the brain works when you learn...what makes you remember one

thing more than another...what makes you find it easy to learn a complex procedure, but sometimes difficult to learn something simple...even what motivates you to complete one online course, but quit another after the first section. That is all helpful, no doubt.

But more importantly, I know what you are about to experience. I have been where you are and want you to know you are supported. I focused this book very specifically. As a certified Eden Energy Medicine practitioner and trained in the Martha Beck style of life coaching, I want to help people like you, conscious entrepreneurs, coaches and healers. I want the incredible things you do and the way you help people to be at the fingertips of our global community. I want your brand of healing to reach the people who really need it.

You can only help so many people one-to-one with the hours you have in your day. Your calendar only has so much space. Plus, you want (and maybe even need) to be creative and continue to grow your skills so you can help more people in new and improved ways. That means you need time and money in addition to inspiration and purpose. A perfect first step will be your online course.

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### **You are on the leading edge.**

If you are considering creating an online course, and I assume you are if you are reading this book, you are joining a rapidly growing and highly prosperous group. No matter what eLearning forecast report you review, the numbers may vary, but the findings are similar. The eLearning

market is set to expand from a \$50 Billion to more than \$300 Billion industry in the next ten years.

And for those of you specifically in the *wellness* industry (that includes you amazing coaches and healers), your leading edge potential is even greater. Up to now, the traditional focus has been on sickness and figuring out how to alleviate symptoms. The momentum of preventative care and natural wellness is rapidly growing. The global wellness industry (which includes everything from wellness tourism to complementary medicine to nutrition-weight loss to wellness real estate and everything in between) was a \$3.75 Trillion (yes, Trillion) industry just a few years ago according to the Global Wellness Institute<sup>1</sup>. They predict it will continue to grow rapidly over the next decade.

Now is the perfect time to create your first online course and learn the skills to replicate the process with ease, fun and inspiration again and again and again. This book will guide you to do exactly that.

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### **There is not a right or wrong way.**

You can absolutely read this book from the first chapter to the last chapter and follow the steps. But that is not the only way. In fact, I encourage you to flip through, look at the topic sections and maybe even skim through a chapter further on in the book that inspires and engages you.

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<sup>1</sup> Global Wellness Institute. (2017). *Global wellness economy monitor: January 2017* (white paper). Miami, FL: Yeung, O., & Johnston, K.

Once you are ready to begin creating, I do recommend starting at the beginning. It is critical to get clear about what you plan to offer, which may surprisingly end up being different than what you currently have planned. In fact, I believe the up front planning is the most important part of making this a journey of ease and flow. In instructional design (the field of designing learning experiences), really great learning experiences begin by getting very clear on what you are offering your learner and why they should care about learning it. We will use that approach in the beginning phases to create the best possible course in the least amount of time and with the greatest amount of ease.

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### **It will take exactly as long as it takes.**

Most of you want to know how long it will take to create your online course. I would love to be able to tell you exactly how long it will take to create. But really, I would be making up a number without knowing more about what you are planning. There is not a right or wrong length of time. It will take exactly as long as it takes. Many factors affect your timing, such as...

- ◆ How much information you plan to share
- ◆ How much time you can devote to creation
- ◆ How much of a learning curve this is for you
- ◆ How quickly you define and narrow your content
- ◆ How many tools or templates you need to craft
- ◆ How much video or audio you need to create

Please do not get overwhelmed with all of this right now. We will go step by step on this journey together. When you feel inspired, you speed up your creation and feel extremely satisfied. I will do my best to help you get inspired as much as possible.

Once you create your detailed course plan, which we will do early in the process, you will be able to more clearly identify the amount of time you will need to complete this journey. If you are very conscientious about completing this and beginning to build income from it, I suggest setting aside at least five hours a week for your journey.

The creation process is extremely unique for each of you. Be kind to yourself. Be understanding if you plan on one timeframe and a different one chooses to emerge. Work through this at your own pace, one that will not overwhelm you or cause you to give up before it comes to fruition.

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### **Clear a path and manifest time.**

If you commit to this process, one of the best ways to clear a path for your success is to block “play and creation” time on your calendar. Approach this with playfulness and flexibility. Sometimes looking at your calendar can spiral you into I-don’t-have-time-for-this thinking. Look at this as wishful planning. In a perfect world, when would you like to set aside time to do this? What might get in your way and how can you allow for scheduling flexibility and still successfully complete this journey?

I would like you to start playing with the idea that setting aside blocks of time on your calendar now, even if they get switched around later, is the first step in creating space to work on this. It is like saying to the Universe, “Yes, I’m all in! Help me create time in my schedule.” When you make a decision, your energy does its best to align and support it. It is an agreement with yourself, a promise to your tribe and most of all a step in the direction of manifesting what you want.

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### **Answer these questions.**

Here are a few questions to help you consider your options for creating this course within the framework of your calendar. As you answer them, know that there is not a good or bad, right or wrong answer to each question. Be as honest with yourself as you can. It will lessen the guilt and self-criticism later if you set goals that feel good to you right now.

#### **When will I be ready to begin?**

Look at your calendar and pick a start date. Whether it is tomorrow or two weeks from now or after you get back from vacation, commit to putting a start date on your calendar right now. Block off at least an hour of time when you know you can be in a quiet place without distractions.

#### **How much time can I devote to this weekly?**

Decide how much time feels good to devote without

causing anxiety, guilt or overwhelm. You can always block more time in the future if you are staying true to the blocks of time you schedule now. Give yourself permission to adjust your plans without beating up on yourself. Committing to six hours now and only being able to manage an hour can really affect your enthusiasm and sense of success for this journey if you berate yourself in the process.

### **When do I work best?**

Think about what time of day you do your best work. It is the time of day when you feel most focused and energized. It will help you tremendously on this journey if you schedule most of your time when you are at your most creative and productive. Again, no right or wrong answers, only what is ideal for you.

### **When can I block off 1-2 hours?**

Think about your typical schedule. It is ideal to block time when you have fewer responsibilities and clients, as long as it also coincides with great creative time for you. If there are days you often get last minute requests for your time, try not to schedule course creation time during those periods. Find places in your schedule where you can block off an hour or two at a time to devote to this journey.

### **Will I protect that sacred time?**

This question is really important to answer as hon-

estly as you can, especially if you have any underlying fears around income and money. If you consider this course creation journey as less-than, you may find yourself postponing it over and over when money is feeling tight and a client wants a space you have blocked for designing your course. You owe it to yourself to keep this on track by protecting the time you allotted on your calendar.

### **What obstacles may show up?**

You may have lots of unexpected family obligations. You may belong to a club or organization with impromptu events. Your friends and family may like to schedule last minute dinner or lunch plans. You may often overbook your schedule right before holidays or weekends. Your calendar may have lots of little inefficient time blocks that leave you without big blocks of time. Or, you may watch a lot of television or spend time reading. All of these are fine. They are simply things to consider when scheduling time on your calendar. Pick times that integrate nicely with the other things you love to do in your life.

### **What do I have that I can use?**

Are there any materials you have already created you can use for your course, such as podcasts, blog posts, videos or special forms? If you are not sure about your topic yet, do not worry. You can skip this question for now. We will discuss how to pick a great topic and narrow it down.

If you do know your topic and have some materials, make a quick list of them and set aside time on your calendar to locate them and put them in a place you can easily access.

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### **Schedule time on your calendar. Now.**

Take a look at the guidelines you set for yourself by answering the questions. Schedule blocks of time on your calendar right now. Try to be true to yourself and your commitments. If you plan to devote three hours each week, work best in the morning and Friday is the best day, block Friday mornings on your calendar each week. If there are Fridays that are already booked and cannot be adjusted, then book the next best time according to the guidelines you created. It is important to mark them as *unavailable*. If you have an assistant, let him or her know to schedule around these course creation blocks.

Block at least two to three months out if you are setting aside five hours each week. Block at least three to four months out if you are setting aside less than four hours each week. Your blocked time will include time to read the chapters in this book as you go. Once you have finished scheduling time on your calendar, you are ready to begin on the start date you selected.

Now that you have some scheduled course creation blocks, it is time to align with your inner wisdom and get clear about how you want this journey to unfold.