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# CLONING BLUEPRINT

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## Welcome & Intro

Dear Author,

You have received this because you are really awesome and you are crazy enough to believe that you can change the world together with us :-) .. or it might be because we just knew that you're wasting too much time on angry birds, flappy wings, candy crush or whatever game that you're currently obsessed with.

We at eduPOW do believe in the magic castle and that we can all change the world together and get everyone to pursue their dreams. To know what's possible is to do the impossible right?

Your masterpiece on eduPOW will change millions of lives and we thank you for taking this journey with us (haha.. suckers... opss... sorry about that... its stressful to change the world :-) Ok, let's get started.

We will be right beside you to guide you along the way as you take this journey with us.

In order to simplify the process and make it manageable, we have broken down this handbook into the following Steps.

Step 1: Plan Your Course

Step 2: Create Your Course

Step 3: Final Touch

Step 4: Spread Your Message

Step 5: Pat yourself on the back and Congrats for a job well done – KaChing!

While you are in the midst of the above steps, you are welcome to contact us with any questions/suggestions/ideas/etc. We will be at your mercy 24/7, well not literally, but you get what we mean.

So, do take the next 14 days to whip out a great course, do a great job once, leave a legacy and you will be remembered for the rest of your life.

Together, WE CAN DO IT! Stay awesome!

**Team eduPOW**

## Step 1 – Plan Your Course

Before you even create your course, it's really important to first have a plan on what you intend to teach, and how you're going to teach it.

The following notes are meant as guides to assist you in planning your course in the event that you're creating it from scratch.

However, if you already have an existing course, the following notes would also guide you in structuring your course for publishing in eduPOW. I have provided a 'fill-in-the-blanks' framework for you in our Appendices towards the end of this document. Thus we would still encourage you to at least go through the following notes so that you will have an idea on how to organize your existing content for the eduPOW platform.

Therefore, first and foremost, before we drill into the nitty gritty, we'll need to have the big idea, the main objectives and priorities for your course. The following 2 points (1 & 2) will help you to nail them down.

### **1. Who Is This For**

*(Refer Appendix A)*

This will help you to identify whom you will be reaching out to. Some criteria to consider would be:

What level of proficiency are they at for your intended course? (no experience, beginner, intermediate, experts)

What's the pre-requisite level of knowledge they would need to have in order to maximize the benefit from your course

Any specific industries?

## **2. Course Objectives**

*(Refer Appendix A)*

This will allow you to focus on exactly what value do you want to deliver to your students.

A few useful questions to ask yourself would be:

What type of skills would you like them to acquire after going through your course?

What type of actions would they be able to perform after learning from you?

What type of knowledge would you like them to master after going through your materials?

What type of competency would they possess after learning your course?

List down 3 - 5 points from the above questions. This will be the ultimate objectives you would want to deliver. And whatever that you plan from now on, from the course framework till the content creation itself, should be laser focus on achieving these objectives. Anything that doesn't contribute to your students meeting these objectives should not be included.

## **3. Course Syllabus – Framework**

*(Refer Appendix B)*

Based on the list of outcomes as stated above, draft out what are the required knowledge/skills/competency they would need to learn and group them into meaningful chapters. These are akin to Key Points which you would like to cover, or necessary topics and skills which your students would need to learn.

In order to ensure that you've covered the subject sufficiently, we recommend that you compare your Framework of Chapters with your defined Course Objectives, and see if it meets them.

## **4. Course Syllabus – Details**

*(Refer Appendix C)*

This is where you start to expand on your Key Points above. Spend the time carefully to write out your notes with in-depth detail (not just mere bullet points), as well as any attachments that would support/supplement that particular lesson.

It's also here where you'll decide on the format for each lesson (we'll go through the different lesson formats which you can use).

Once you are satisfied with the framework of your course, take a break, and then come back and relook at your materials. This will refresh your mind and enable you to see if you've missed out any points or rewrite a certain parts.

***NOTE: Please refer to Appendices for examples as well as the skeleton structure to assist you in planning and structuring your course.***

## Step 2 – Content Creation

### 1. Content Creation Guideline

For your course content, we recommend the following guidelines:

Minimum 1.5 – 3.0 hours of video content

At least 60% of the content to be in video format

Comprehensible English (or whatever language that you'll be creating in) without any heavy slang.

Each course should have an Intro and Concluding chapter. Basically it's 'Tell them what you're going to teach', 'Teach them' and 'Tell them what you've just taught'.

Course materials are clear, easy to follow, and of high quality.

Course has a clear, organized structure that takes a student through sequential learning steps.

### 2. Content Format

#### Video - Screen Capture

This would be useful whenever you are developing courses where it's more of a tutorial and the student needs to look at your computer screen. You may use software such as CamStudio to do this. For such video, keep each of them short, 3 – 5 minutes that teaches a specific task. This will be better than a longer video that teaches too many things. Breaking it into smaller bite sized actionable tutorials tends to be better.

#### Video – Live Tutorials

This would be used when you need to see the person/lecturer/author. Eg when showing how to play the guitar. Generally such type of video is longer, ranges from 15 – 30 minutes or even longer but keep viewers engaged and your energy level high. Most importantly, smile for the camera 😊

### **Video – Live Lecture**

These videos are basically recording of you speaking towards the camera in a presentation style, be it indoor or outdoor. Eg live recordings of a seminar, or a recording of you running through a subject workshop style.

### **Audio**

With the audio format, it's basically your voice which is the 'face' of you, that will also be doing the teaching.

### **Slides Presentation**

These can be in the form of presentation slides (powerpoint or keynote) together with a narrative explanation of the slides. The slides may contain any format of information from text, graphs, and images.

### **Documents**

Basically these are considered supplemental handouts to your students and may be in the form of PDF, documents, images, presentation slides, text files, etc.

### 3. Content Creation Tips

Before you complete a full length recording of any audio or video, it is always recommended that you do a **test recording** of a few minutes so that you're happy with it's quality. This is VERY important because the last thing you'd want is to complete everything only to realize that the quality is not to your satisfaction.

For video recording, you may use a quality smartphone such as the latest iPhone or a digital camera to record it if you do not have access to professional equipment. However, keep in mind that with these common tools, there has to have **sufficient lighting** otherwise the quality of the video will be pretty grainy. Recommended settings for video are: mp4, mov , widescreen 16:9 ratio, 720p or higher (1280x720 or higher)

For audio recording, we recommend using a dedicated directional mic to record the voice. If you're using the default mic in most phones or cameras or computer, ensure that you're in a very **isolated and quiet environment** and the mic is placed very near to you.

**Documents** (pdf, doc) are supported teaching materials as well. Try to keep it within 10 – 15 A4 size pages, font size 12 – 14, font face arial, helvetica, times new roman and page numbering. It needs to be clean and readable.

### 4. Useful Resources

[Camstudio.org](http://Camstudio.org) – open source free screen capture software

[audacity.sourceforge.net](http://audacity.sourceforge.net) – open source free audio recording software

[Nitro PDF Reader](http://Nitro PDF Reader) – a free PDF reader cum creator. You can print any documents to PDF format.

## **Step 3 – Final Touch**

There are a couple more final touches that you need before you can pat yourself on the back for completing your course...but nevertheless, you may give yourself a pat for a job well done thus far.

We're in the final lap, so bear with me as these are the few nitty gritty details that you'll need before your awesome course goes out to the world and start impacting millions of lives out there.

### **'My Account' Settings**

Your Bio – A short intro that explains your background/credentials/experience (usually within 100 words)

Your Mugshot – Errrrmm I mean your profile photo, it can be casual, professional or goofy, depending on what kind of style and impression you would want to portray to your students.

Other Details – Including your PayPal account setup, your social media links, and your email.

## **'My Courses' Details**

Your Course Mugshot – Basically a high resolution image or a intro video representing your course (480x270 pixel for images or a 30-60 second video)

Your Course Title (75 characters) – Catchy title that makes you stand out from the crowd, but at the same time, at one glance, your students will know that this is the course for the subject that they are interested in and what's the USP (unique selling proposition)

Generally people are impatient and before they decide to even read the rest of your description, your Title will be the main hook to catch their attention.

In our Microsoft Word example, you might want to consider using Titles such as 'Microsoft Words Made Easy', 'Microsoft Words For Office Executives', 'Master Microsoft Words In 24 Hours', 'Microsoft Words For Total Beginners', etc. Therefore the USPs in these examples would be either the course is made specially for that category of users (office executives, total beginners, etc) or the ease of use/learning (in 24 hours, made easy). Of course, whatever title that's being used, it must be relevant to your course. No point having a title 'Microsoft Words For Office Executives' when in fact your course is specifically targeted towards students, or secretaries.

Your Course Sub-Title (100 characters)

Once you have hooked them in with your title, your Sub-Title will give you a chance to explain further on what your Title meant.

Eg: Title: 'Microsoft Words Made Easy' and the Sub-Title can be something like 'The Step-By-Step Guide To Mastering Microsoft Words Even If You're a Complete Beginner'

Eg: Title: 'Microsoft Words For Office Executives' and the Sub-Title can be something like 'The Complete Guide To Creating Professional Looking Reports, Proposals, Letters And Official Documents For The Busy Office Executive'

## **'My Courses' Salespage**

Edit Description – Here's where you let your 'benefits' out of the bag. Instead of just talking about 'features' which your students might not be able to relate to, use benefits instead. The easiest way would be to list 3-5 strong benefits of your course.

Eg: Over 20 step-by-step tutorials to ensure that everything is broken down into actionable steps for you to learn easily (instead of just '20 step-by-step tutorials')

5 practical exercises that focus on proposals, presentations and letters so that you will be able to create similar professional quality documents in your line of work (instead of just '5 practical exercises')

Downloadable and printable cheat sheets of keyboard shortcuts that will enable you to work faster and cut your working time by half (instead of just 'keyboard shortcuts available').

Who Is This For & Course Objectives - You can reuse the information that you've already created when planning your course.

## **Submit For Review**

Once you've completed all the above, submit your course for review. It should take 2-5 working days (depending on the amount of courses being submitted at the same time as yours) for us to review and get back to you.

If we ever reject your course, we will provide you with a reason on why we rejected it so that you may do the necessary changes to resubmit for approval.

## Step 4 – Spread Your Message

Now that you've completed your course, congratulate yourself! You've reached a huge milestone and this is the beginning of yet another awesome journey, a journey for you to touch millions of lives out there.

While we at eduPOW will support our authors and instructors by driving millions of visitors to our site and indirectly promoting all the courses within eduPOW, it's also understandable that we can only do so much to promote 'individual' courses.

The more students you can personally get, the more reviews you can personally get, the more students eduPOW can send your way. It's only natural that students would be more interested in those courses with more and better reviews, hence if you have done your homework by laying the groundwork and getting your own students and reviews up, the more students you will get from eduPOW's massive traffic.

## Here's what you do next to get the words out

1. Post on Facebook about your course
2. Get at least 30 of your close family and friends to post on their Facebook as well.
3. Post on all of your other social media accounts (eg LinkedIn, Twitter, Instagram, etc)
4. If you have an existing email list, send out an announcement to them about your new course at eduPOW.com
5. Contact bloggers from your niche and ask them to blog about it or review your course (make this a routine effort as they will continue to send a steady stream of customers your way even long after you've done your work. In a way, you're laying down a passive income pipeline)
6. Post one of your core tips/strategies on reddit.com and at the end of the post, have a link to your course with probably a limited number of coupon codes. However, do not blatantly promote your course as this is a community driven site and it might be flagged for inappropriate content.
7. Post tips and strategies on youtube.com with reference back to your course for the complete learning experience.
8. Search for blogs related to your industry, and offer to write a guest post for them.
9. Nothing spreads better than word of mouth, do get your awesome students to help you get the words around.
10. Buy advertising spots in email newsletters within your industry, Google and Facebook ads, etc.

**Step 5: Pat yourself on the back – KaChing!**

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# HAPPY CREATING!

Contact us anytime at the email below for help  
or if you are just bored ☺

[support@eduPOW.com](mailto:support@eduPOW.com)

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## Appendices

So, Let's get started!

We strongly recommend that you spend the next 1 hour to fill in the details of your course over this few pages as it will guide you through your entire course creation journey. Use pencil for easy corrections. Should you have any questions, do not hesitate to email us at [support@eduPOW.com](mailto:support@eduPOW.com) .

## Appendix A

### Who is This Course For (Intended Audience Profile) (15 mins)

Profile 1: \_\_\_\_\_

Profile 2: \_\_\_\_\_

Profile 3: \_\_\_\_\_

Profile 4: \_\_\_\_\_

Profile 5: \_\_\_\_\_

**Example:**

*Students or working executives who would like to learn the basics of Word processing.*

*No prior experience/knowledge required as this course is intended for newbies*

### Learning Objectives (15 mins)

Objective 1:

\_\_\_\_\_

Objective 2:

\_\_\_\_\_

Objective 3:

\_\_\_\_\_

Objective 4:

\_\_\_\_\_

Objective 5:

\_\_\_\_\_

**Examples:**

*You would have a basic understanding of Microsoft Words (MW).*

*You would be able to create your own documents such as letters, proposals, agreements.*

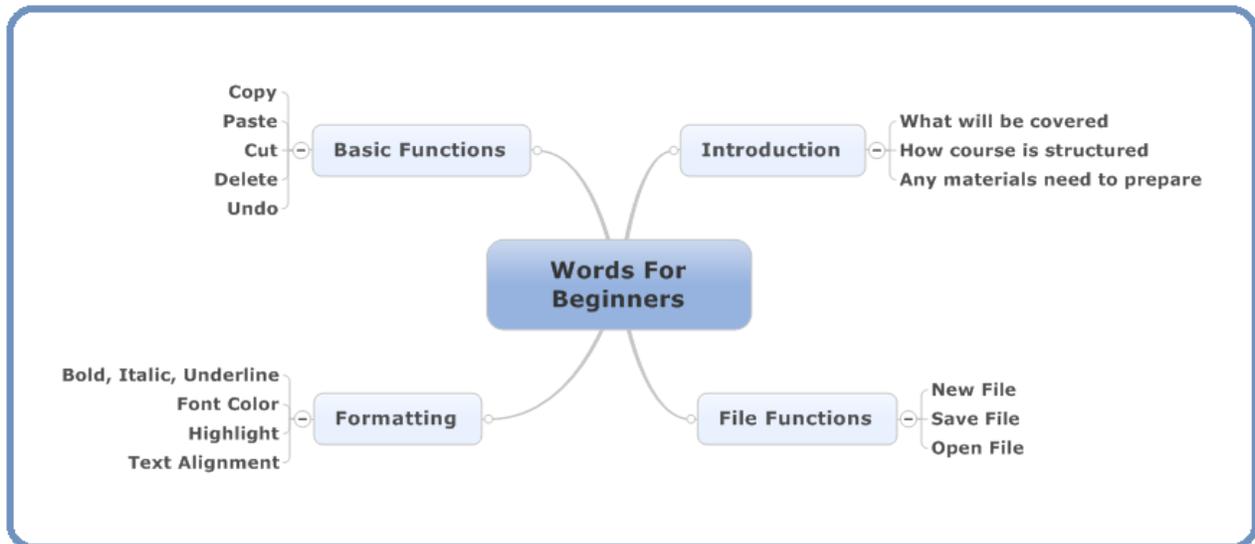
*You will be able to create tables, text box, charts, diagrams, etc.*

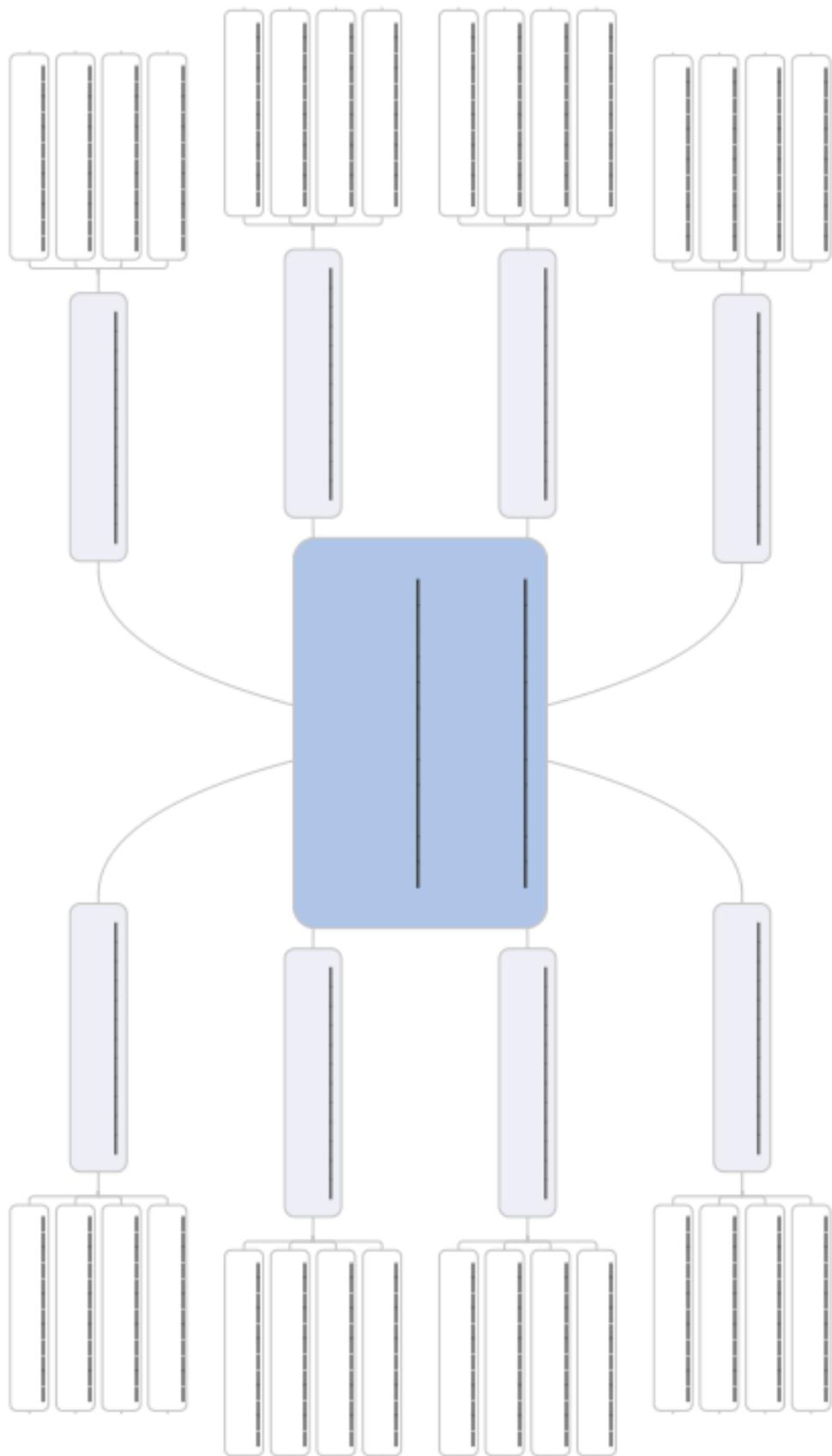
## Appendix B

### Course Syllabus – Framework (45 mins)

Completing the course framework will give you the big picture of your course to ensure completeness.

Example





## Appendix C

### Course Syllabus - Details

Examples:

Chapter 1 : *Introduction to Microsoft Word*

Lesson 1: doc  PDF  audio  video  (Budgeted time to create lecture: 10 mins)

Title: *Creating, Open and Saving Documents*

Notes/Points: *Create sample file for this tutorial. Demonstrate how to create new file, then save it. Close the file then show how to open the file we just saved.*

Lesson 2: doc  PDF  audio  video  (Budgeted time to create lecture: 25 mins)

Title: *Copy, Cut, Paste, Delete, Undo*

Notes/Points: *Prepare a few paragraphs of text for tutorial purposes. Show how to perform the following functions: Copy, Cut, Paste, Delete & Undo. Should cover how to do it whether for single character, word and sentence. Provide a few real life scenarios of when you would need to perform such functions.*

**Chapter 1:** \_\_\_\_\_

Lesson 1: PDF  audio  video  (Budgeted time to create lesson: \_\_\_\_\_ mins)

Title: \_\_\_\_\_

Notes/Points: \_\_\_\_\_  
\_\_\_\_\_

Lesson 2: PDF  audio  video  (Budgeted time to create lesson: \_\_\_\_\_ mins)

Title: \_\_\_\_\_

Notes/Points: \_\_\_\_\_  
\_\_\_\_\_

Lesson 3: PDF  audio  video  (Budgeted time to create lesson: \_\_\_\_\_ mins)

Title: \_\_\_\_\_

Notes/Points: \_\_\_\_\_  
\_\_\_\_\_

Lesson 4: PDF  audio  video  (Budgeted time to create lesson: \_\_\_\_\_ mins)

Title: \_\_\_\_\_

Notes/Points: \_\_\_\_\_  
\_\_\_\_\_

Lesson 5: PDF  audio  video  (Budgeted time to create lesson: \_\_\_\_\_ mins)

Title: \_\_\_\_\_

Notes/Points: \_\_\_\_\_  
\_\_\_\_\_

**Chapter 2:** \_\_\_\_\_

Lesson 6: PDF  audio  video  (Budgeted time to create lesson: \_\_\_\_\_ mins)

Title: \_\_\_\_\_

Notes/Points: \_\_\_\_\_  
\_\_\_\_\_

Lesson \_\_: PDF  audio  video  (Budgeted time to create lesson: \_\_\_\_\_ mins)

Title: \_\_\_\_\_

Notes/Points: \_\_\_\_\_  
\_\_\_\_\_

Lesson \_\_: PDF  audio  video  (Budgeted time to create lesson: \_\_\_\_\_ mins)

Title: \_\_\_\_\_

Notes/Points: \_\_\_\_\_  
\_\_\_\_\_

Lesson \_\_: PDF  audio  video  (Budgeted time to create lesson: \_\_\_\_\_ mins)

Title: \_\_\_\_\_

Notes/Points: \_\_\_\_\_  
\_\_\_\_\_

Lesson \_\_: PDF  audio  video  (Budgeted time to create lesson: \_\_\_\_\_ mins)

Title: \_\_\_\_\_

Notes/Points: \_\_\_\_\_  
\_\_\_\_\_

**Chapter 3:** \_\_\_\_\_

Lesson \_\_: PDF  audio  video  (Budgeted time to create lesson: \_\_\_\_\_ mins)

Title: \_\_\_\_\_

Notes/Points: \_\_\_\_\_  
\_\_\_\_\_

Lesson \_\_: PDF  audio  video  (Budgeted time to create lesson: \_\_\_\_\_ mins)

Title: \_\_\_\_\_

Notes/Points: \_\_\_\_\_  
\_\_\_\_\_

Lesson \_\_: PDF  audio  video  (Budgeted time to create lesson: \_\_\_\_\_ mins)

Title: \_\_\_\_\_

Notes/Points: \_\_\_\_\_  
\_\_\_\_\_

Lesson \_\_: PDF  audio  video  (Budgeted time to create lesson: \_\_\_\_\_ mins)

Title: \_\_\_\_\_

Notes/Points: \_\_\_\_\_  
\_\_\_\_\_

Lesson \_\_: PDF  audio  video  (Budgeted time to create lesson: \_\_\_\_\_ mins)

Title: \_\_\_\_\_

Notes/Points: \_\_\_\_\_  
\_\_\_\_\_

**Chapter 4:** \_\_\_\_\_

Lesson \_\_: PDF  audio  video  (Budgeted time to create lesson: \_\_\_\_\_ mins)

Title: \_\_\_\_\_

Notes/Points: \_\_\_\_\_

\_\_\_\_\_

Lesson \_\_: PDF  audio  video  (Budgeted time to create lesson: \_\_\_\_\_ mins)

Title: \_\_\_\_\_

Notes/Points: \_\_\_\_\_

\_\_\_\_\_

Lesson \_\_: PDF  audio  video  (Budgeted time to create lesson: \_\_\_\_\_ mins)

Title: \_\_\_\_\_

Notes/Points: \_\_\_\_\_

\_\_\_\_\_

Lesson \_\_: PDF  audio  video  (Budgeted time to create lesson: \_\_\_\_\_ mins)

Title: \_\_\_\_\_

Notes/Points: \_\_\_\_\_

\_\_\_\_\_

Lesson \_\_: PDF  audio  video  (Budgeted time to create lesson: \_\_\_\_\_ mins)

Title: \_\_\_\_\_

Notes/Points: \_\_\_\_\_

\_\_\_\_\_

**Chapter 5:** \_\_\_\_\_

Lesson \_\_: PDF  audio  video  (Budgeted time to create lesson: \_\_\_\_\_ mins)

Title: \_\_\_\_\_

Notes/Points: \_\_\_\_\_  
\_\_\_\_\_

Lesson \_\_: PDF  audio  video  (Budgeted time to create lesson: \_\_\_\_\_ mins)

Title: \_\_\_\_\_

Notes/Points: \_\_\_\_\_  
\_\_\_\_\_

Lesson \_\_: PDF  audio  video  (Budgeted time to create lesson: \_\_\_\_\_ mins)

Title: \_\_\_\_\_

Notes/Points: \_\_\_\_\_  
\_\_\_\_\_

Lesson \_\_: PDF  audio  video  (Budgeted time to create lesson: \_\_\_\_\_ mins)

Title: \_\_\_\_\_

Notes/Points: \_\_\_\_\_  
\_\_\_\_\_

Lesson \_\_: PDF  audio  video  (Budgeted time to create lesson: \_\_\_\_\_ mins)

Title: \_\_\_\_\_

Notes/Points: \_\_\_\_\_  
\_\_\_\_\_

**Chapter** \_\_\_ : \_\_\_\_\_

Lesson \_\_\_: PDF  audio  video  (Budgeted time to create lesson: \_\_\_\_\_ mins)

Title: \_\_\_\_\_

Notes/Points: \_\_\_\_\_  
\_\_\_\_\_

Lesson \_\_\_: PDF  audio  video  (Budgeted time to create lesson: \_\_\_\_\_ mins)

Title: \_\_\_\_\_

Notes/Points: \_\_\_\_\_  
\_\_\_\_\_

Lesson \_\_\_: PDF  audio  video  (Budgeted time to create lesson: \_\_\_\_\_ mins)

Title: \_\_\_\_\_

Notes/Points: \_\_\_\_\_  
\_\_\_\_\_

Lesson \_\_\_: PDF  audio  video  (Budgeted time to create lesson: \_\_\_\_\_ mins)

Title: \_\_\_\_\_

Notes/Points: \_\_\_\_\_  
\_\_\_\_\_

Lesson \_\_\_: PDF  audio  video  (Budgeted time to create lesson: \_\_\_\_\_ mins)

Title: \_\_\_\_\_

Notes/Points: \_\_\_\_\_  
\_\_\_\_\_