
FAST PRODUCT
CREATION FORMULA

CREATE
AUTHENTIC
COURSES
USING

A.I.

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MARK OF APPROVAL
WEB & MARKETING

Course Creation Guide

Overview

Thank you for downloading the course creation guide. The purpose of the guide is to help you quickly generate a low dollar course based on your expertise.

The accompanying worksheet helps you answer questions and is also robust enough to upload into an A.I. tool like Claude or Chat GPT to help you with expanding ideas or even writing your program.

However, the differentiator here is you get to put you and your expertise into the program. And when you have your short course created, it is the perfect lead generation tool to bring people into your live group coaching calls or other tailored services.

Instructions for use

Decide on which tool you will use, whether Claude or Chat GPT. Claude offers a more creative flair for course creation whereby Chat GPT may be better suited with its logic to expand on ideas.

Once you upload the worksheet to the chat console, type “Help me create a course on [x] using the following worksheet as a guideline”

Additional Prompts

If you feel some of the chapters are giving more outlines than text, use this prompt:

This is looking too much like a high level outline. Please edit this chapter and give a combination of paragraphs and exposition alongside the bullets so the reader can be better immersed. Limit each paragraph to 2 or 3 sentences for easier readability.

If you want more of yourself in the story without A.I. making up your story, use this prompt:

If I was to ask you to ask me some questions that would assist you in creating more narrative styles, what questions would you ask me?

Pro Tip: If you want higher quality output per section, ask A.I. to create section by section instead of chapter by chapter. The more granular the focus is, the better the output will be in terms of length and quality.

Resources and Tools

Claude AI: This is the tool I recommend because it has greater creativity for writing and sounds very human. <https://claude.ai/>

Chat GPT: Chat GPT has been around the longest and it can also generate images. If you would rather benefit from its deeper datasets, you can try it here <https://chatgpt.com/>

Google Docs: The easiest way to manage the outputted content is to put it into a Google Doc. You can download to other formats anytime you want. If you have a Google account, you can access docs here <https://workspace.google.com/intl/en-US/products/drive/> or sign up for a free Google account and get access.

Canva: Giving your products some sex appeal is a great way to showcase your professionalism with style. Canva can help you create covers for your digital books that you can copy and paste and align as the first page. Check out Canva here <https://www.canva.com/>

If you want more training on creating courses, from recording and editing to packaging and preparing for sale, keep an eye out as we release new training on showing you how to manage the nitty gritty.

FEATURED: If you are looking for a platform to start your digital journey so you can collect leads, take payments and protect member only content; check out our Build Pro Sites packages here <https://markofapproval.com/build-pro-sites-launch/> . We'll work

with you 1 on 1 to help you learn how to use the platform and ensure your programs are up and ready for sale.

