



How to Write an Ecourse

Do you want to create or write an ecourse?

Here is a little secret: If you start off by choosing the right topic, you are on your way to creating a winner. Let's find out how to choose the topic and how to research on it.

1. Choose topic

Write on a subject in which you have a great deal of knowledge. It should also interest your target audience and be related to the product you are trying to sell.

For example, if you sell dog food with vitamin A, you can write an ecourse explaining why vitamin A is important for dogs. This subject will be of interest to dog owners and will also promote your product.

People like information on solving problems they face in their daily lives. Your course can identify a problem, discuss possible solutions and then show how the proposed solution can be implemented by using your products or services.

Examples of problem solving content:

You sell handmade soaps for sensitive skin. In your ecourse, you can start off by discussing the problems that people with sensitive skin face, and then talk about ingredients which are good for sensitive skin. Then you can talk about how these ingredients have been used in your soaps.

If your products are decorative (candles, jewellery etc.) and don't solve any problems, you can create ecourses on explaining how these products are made.

The list of such examples can be endless. The key is to know what information will interest your customers and relate to your product. People generally look for information about:

- How to create something
- How to make money
- How to save time
- Self-improvement
- How to lead better lives
- How to improve relations



2. Research

After choosing the topic you would like to write on, try to research on it. The research can be for two types of information:

The views of your target audience on the subject

The best way to ensure that your ecourse is of interest to your customers is to pay attention to their views on the subject before you start writing on it. You can find their views in the following ways:

1. Communicate with your customers. Ask them questions and listen to what they have to say about your product and your chosen subject.
2. Conduct an online survey or ask your website visitors for comments.
3. Read messages on message boards, chat rooms and discussion lists.

Current information available on the subject

Conducting a research about related information will give you an idea of what has already been written on the subject. It will also give you information you may not already be aware of. You will become more knowledgeable and your ecourse will become more informative. You will be able to write on the subject with more authority.

This research can be conducted through the following:

- Search Engines
- Ezines
- Portals
- Article announcement lists
- Ebooks
- Books

Now that you have chosen your subject and researched on it you are ready to create an ecourse. Become an Ecourse Master by Subscribing to Ecourse Intro - A FREE 7 day course on Writing, Creating and Promoting Ecourses. Visit [Ecourse Wizard](#) to subscribe.

Author: Erum Zehra