



zenler

COURSE AND CURRICULUM CREATOR SHEETS



COURSE PLANNER SHEET

USING A PLAIN TEXT EDITOR LIKE NOTEPAD OR TEXTEDIT IN MAC PREPARE THE CONTENT TO BE ENTERED IN THE COURSE/CURRICULUM

Example below

1

GENERAL BRANDING STYLES

OPEN SAN LIGHT HEADINGS 25px - 32px - 50px - 70px

OPEN SANS REGULAR BODY TEXT 16px

GENERAL COLOURS

HEADER

BKG: #282828

LINK COLOUR: #ffffff

HOVER: #cbcbcb

TEXT: #ffffff

BUTTON: #000000

BUTTON HOVER: #cbcbcb

BUTTON BORDER: #000000

BUTTON TEXT: #ffffff

BUTTON HOVER TEXT COLOUR: #cbcbcb

FOOTER

REPLICATION OF HEADER

BODY

BKG: #eeeeee

LINK COLOUR: #000000

HOVER: #cbcbcb

TEXT: #606060

BUTTON COLOUR: #000000

BUTTON HOVER COLOUR: #cbcbcb

BUTTON TEXT COLOUR: #000000

HEADING COLOUR: #979797

COURSE PLAYER

CURRICULUM COLOUR: #202020

LINK COLOUR: #cbcbcb

TEXT COLOUR: #ffffff

COMMUNITY + BLOG

THEME COLOUR: #202020



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Example below

1

COURSE TITLE

Beginner Level in Surfing

COURSE SUBTITLE

Start your Journey into surfing

COURSE EXCERPT/SUMMARY (KEEP IT SHORT)

Get into surfing quickly and in the correct way with this all inclusive course, aimed at an older generation of surfer we tackle some of the physical challenges you will face and overcome!

COURSE DESCRIPTION (THIS IS ON THE MAIN SALES PAGE KEEP TO THE POINT AND NOT TOO LONG)

Beginning your journey into surfing can be smooth if you follow our advice, do make sure your fitness level is adequate enough at this stage, its ok you do not have to be triathlon fit.

We will be spending most of our time in the white water where it will help with a few things, handling and getting used to yuor equipment, give you added confidence in the water, and prepare you for the next stage.

CALL TO ACTION (CTA FOR IMPACT)

People like you with a passion to surf | Never too late - Learn to surf | Become the next Kelly Slater | Your Surfing journey begins



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Example below

2

MEDIA

Start to Gather Media for the course

COURSE PRICE PLAN

What sort of price plan are you doing | ONE OFF | PAYMENT PLAN | FREE | SUBSCRIPTION??

For this example I am doing: COURSE PRICE ONE OFF £50

OTHER COURSES IN SERIES

INTERMEDIATE

ADVANCED

FITNESS

SURF PARTICIPATE AWAY FROM THE SEA

PRO INTERVIEWS

ALL TO BE ADDED TO A MEMBERSHIP BUNDLE

OTHER NOTES

Possible freebies pack to be included t-shirt and wax?

DISCOUNT THROUGH BOARDSHOP LIASON BEING NEGOTIATED boardshop 5% on purchases over £500



CURRICULUM PLANNER SHEET

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Below is an example of what you could do in order to plan out your site and give you direction.

1

CURRICULUM EXAMPLE

Promotional for Sales Page

Promotional for Sales Page (Promo)

Beginners Guide to Surfing - (SECTION)

Module 1 - Getting Started

Lesson 1 - Course Introduction

Lesson 2 - Getting Fit PDF

Lesson 3 - Getting Prepared Powerpoint slide show

...MORE TO COME

Module 2 - Heading into the water - (SECTION)

Lesson 1 - Interview Podcast

Lesson 2 - Getting Fitter download PDF

...MORE TO COME

Module 3 - The White water - (SECTION)

Lesson 1 - Safety (Web Package)

...MORE TO COME

