CYPHER Learning®

Creating beautiful online courses using CYPHER

Table of contents

CYPHER provides a set of powerful, easy to use, and effective marketing tools that entrepreneurs can use to promote online courses and increase their revenue.

How CYPHER helps you create engaging online courses

An online course creator has the opportunity to share their knowledge with thousands of learners. In fact, even if you don't like to call yourself an entrepreneur, your insight and practical tips can really help someone start a hobby or learn a new skill. Additionally, you earn money for sharing your passion with others.

However, in the ever growing online course market, it's getting harder and harder to attract new learners and retain them. In 2018 there were 101 million MOOC learners all over the world, but even so online courses have seen a decrease in the number of new learners.

So what does that mean for you? You may already know that as an entrepreneur, you have to adapt fast and there never seems to be enough time to do everything. You need a simple solution to create online courses, that will bring good results, attract new learners, and engage the ones you already have.

Many people might say at this point: well, I might as well just give up since it's so hard to build truly engaging courses.

Fortunately, they cannot be more wrong! You don't need to be an expert web designer or even have advanced technical skills, you just need the right platform and tools to make your courses stand out from the crowd.

The CYPHER platform was created to help all entrepreneurs succeed and has all the tools entrepreneurs need to create successful courses. CYPHER is always one step ahead, helping you build courses while saving time, which can instead be used to improve and market your content.

In the next section you will find out how entrepreneurs use CYPHER to create beautiful online courses that stand out and attract learners.

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> CYPHER is always one step ahead, helping you build courses while saving time.

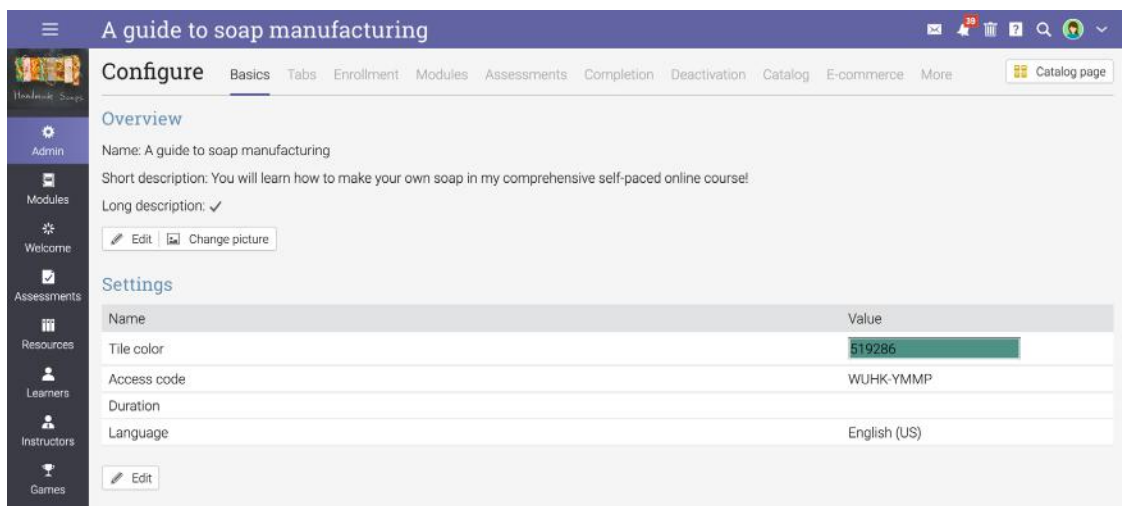# Features that help entrepreneurs design great courses

CYPHER Learning is a one stop shop for online course creators. Just bring your ideas with you and CYPHER takes care of the rest. Here is how:
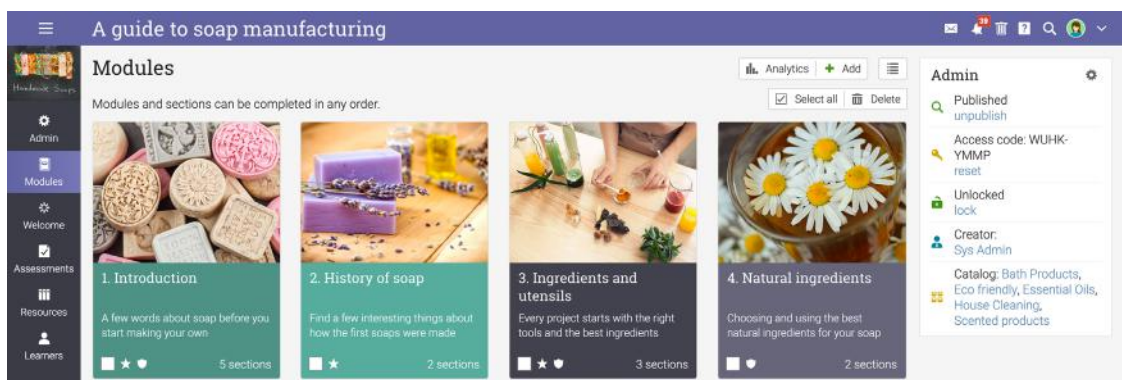
Easily set up your course

CYPHER was designed to ensure a smooth course setup. You can easily add a new course or copy an existing one. You can also set up the duration of a course and choose the default language of the course.

The platform also offers different enrollment options, such as unique course codes that learners can use to access the course.
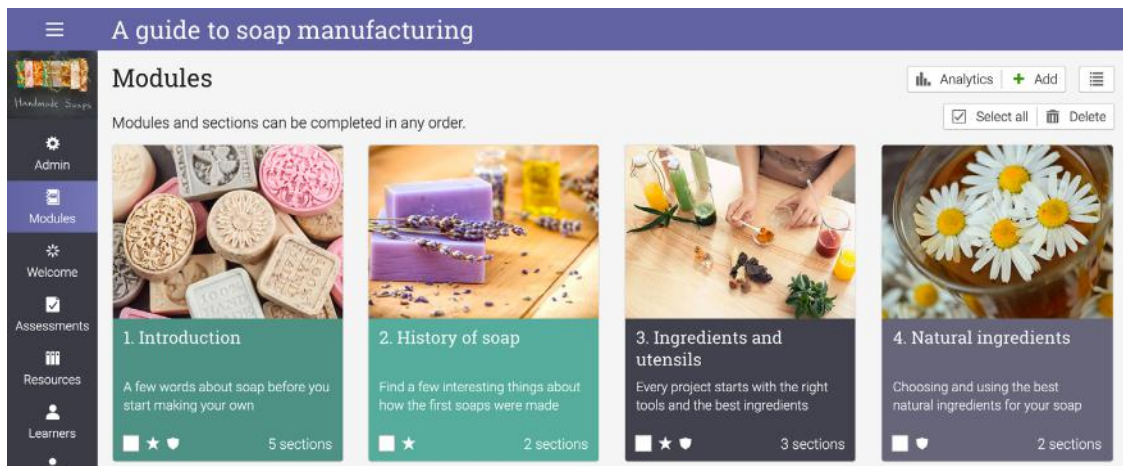
Course structure

Organize your course content into attractive modules. Each module has its own tile or section view which can be easily customized. You can easily change the tile color, add images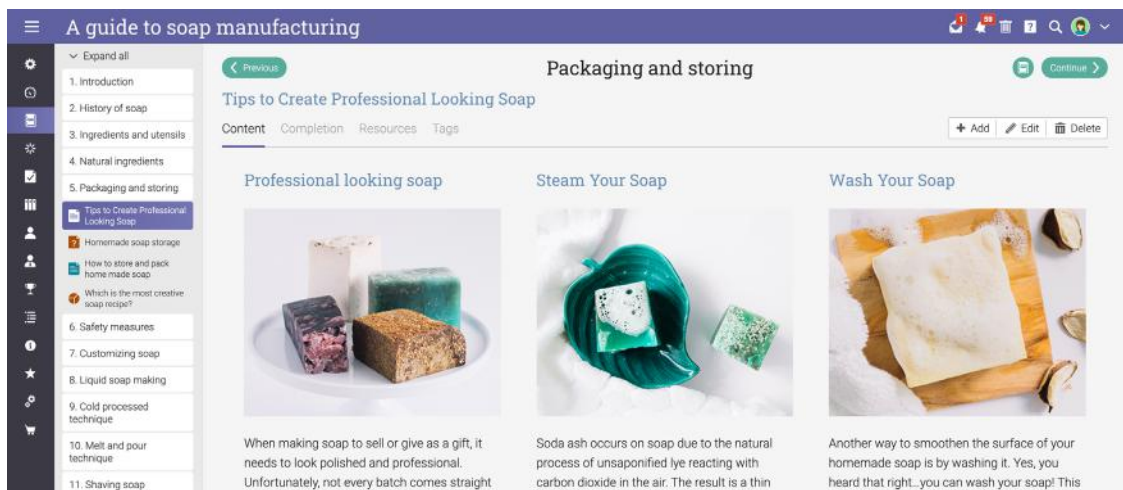 and descriptions for each module with a single click. Modules have content pages, where you can add the actual learning content. You can also add surveys and quizzes to make the learning experience more interactive.

Content authoring

Create engaging courses fast and without any technical skills using our built-in content authoring tool. The course editor is very easy to use and also allows you to embed any kind of content and media including images, audio, video, Office documents, and Google Docs. You can also record video or audio directly from your browser.
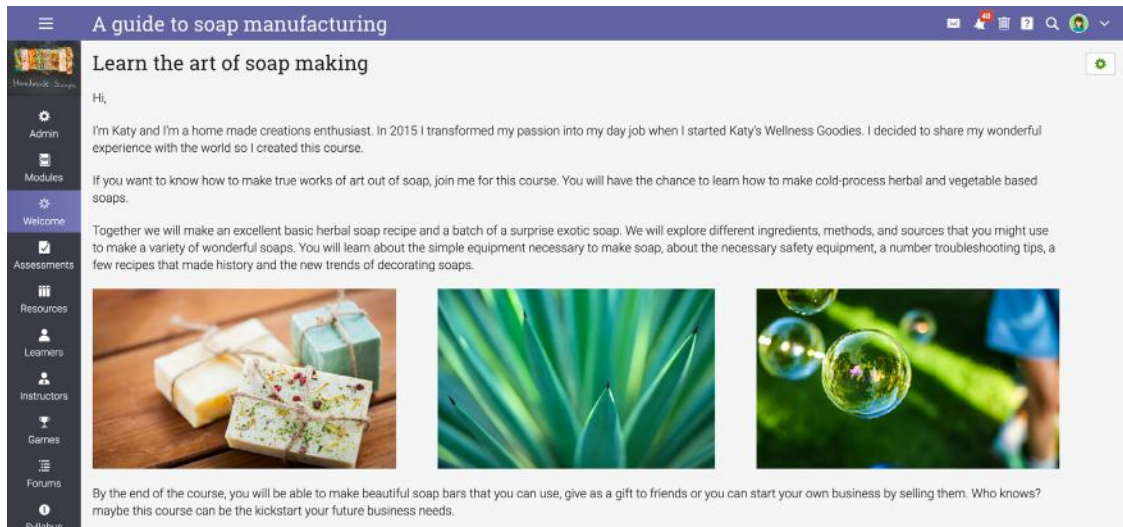
Welcome page

Use this section to welcome your learners to the course and offer them an overview of the course. You can also connect with them by sharing your story of 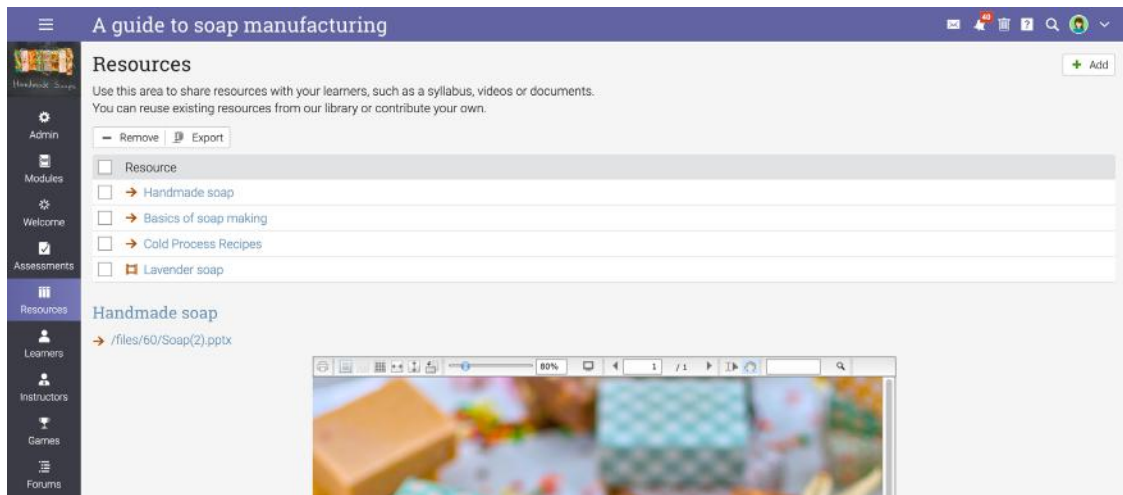how you discovered your passion for a subject, and how your course can help them gain more in-depth knowledge. This custom content page allows you to add images or videos to create a more attractive experience for your learners.
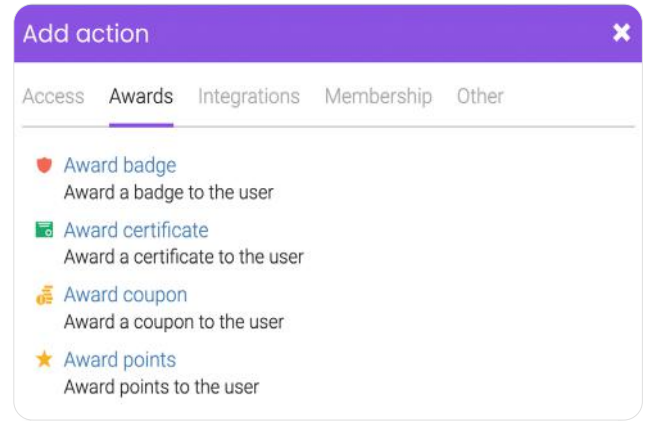

Resources

Offer learners extra help and support by using resources such as documents, videos and links. You can store, manage, and share any type of resource within your course.
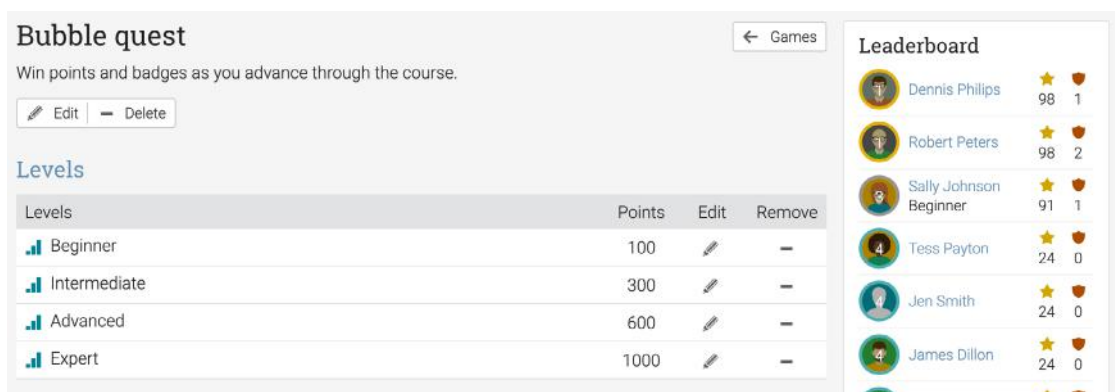
Automation

Keep learners motivated and engaged by making the content feel more personalized through automation. You can automate time-consuming tasks and make learning more flexible. Use automation to trigger actions that happen under certain conditions, such as when learners enroll in your course, complete the course, finish a lesson, and more. For example, you can send a custom message to learners when they first enroll in your course, or award a coupon when they finish a course so they can purchase another course at a discounted price.
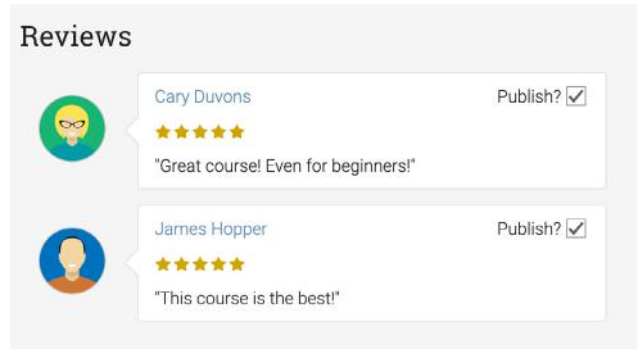

Gamification

Make learning fun and competitive with gamification by creating games where learners can earn points and badges for completing tasks during course activities, such as completing a new module. Instructors can add levels for games and define how many points are required to pass each level, as well as display a leaderboard in which learners can see their progress in games, as well as the number of points and badges that they have earned so far.
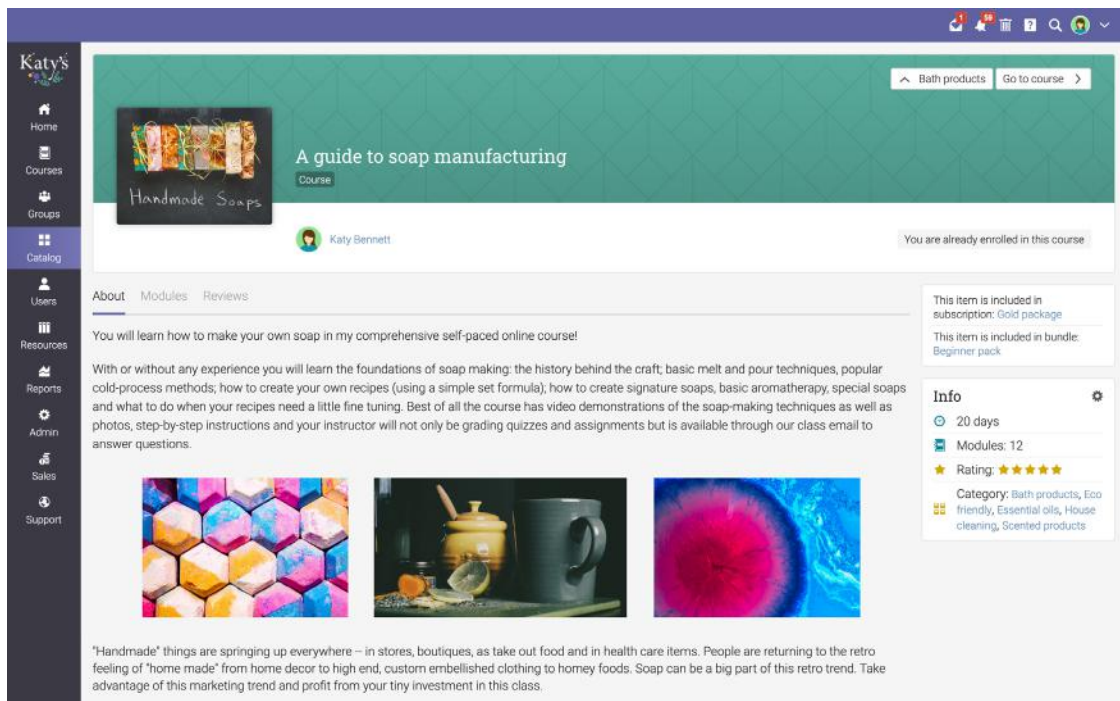
Ratings and reviews

Learners can leave ratings and reviews for your courses which are visible in the catalog on your main portal, and encourage other learners to buy your courses. You can moderate reviews and choose to accept or dismiss them directly from the course page.

Course catalog page

Showcase your courses to learners using the course catalog. Each course has its own overview page with important details such as the course description, a content outline, reviews, if the course awards certificates, and more.
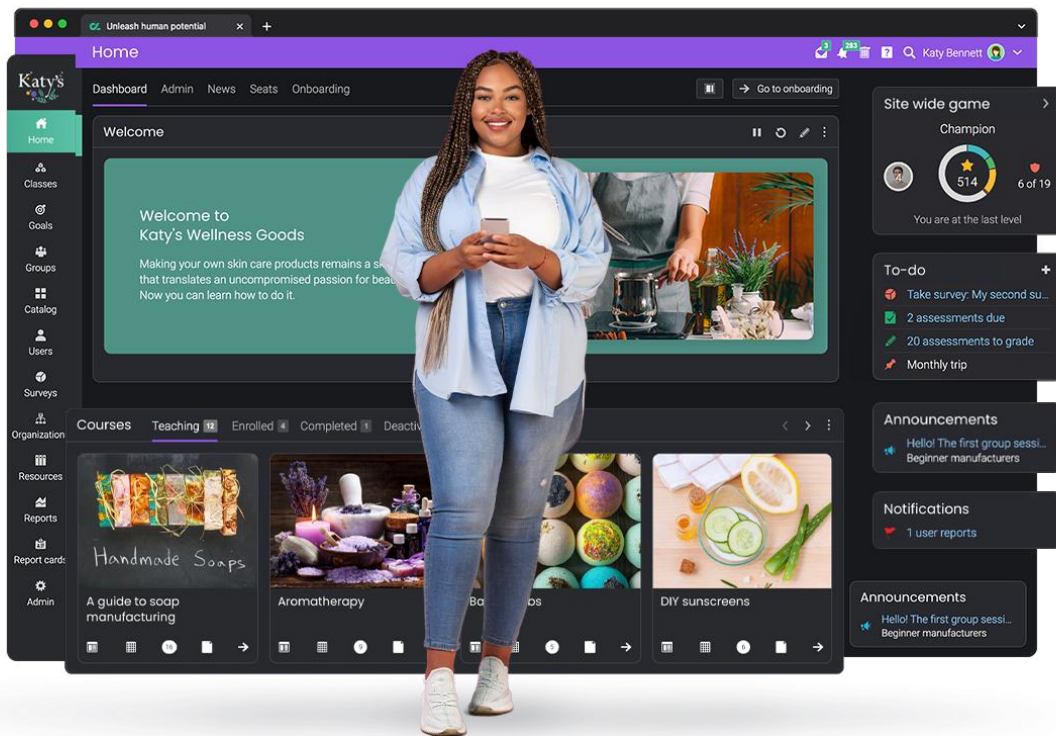
About CYPHER Learning

CYPHER Learning is leading the necessary disruption of learning platforms to unleash human potential with modern learning.

CYPHER exists to ignite lifelong passions through personalized, engaging, and limitless learning experiences for all. We give entrepreneurs and course creators more time to teach, build human connection into everything we do, and deliver tailored learning experiences that are meaningful and measurable.

Just the way modern learners expect.

The CYPHER platform is easy-to-use, beautifully designed, and built for the modern learner. Every aspect beams thoughtful innovation and engineering that puts people first. Millions of users experience their "just in time, just for me, just the way I want it" approach in 50+ languages with the CYPHER award-winning platform.

To learn more about CYPHER Learning and our modern learning platform, visit us at

www.cypherlearning.com