

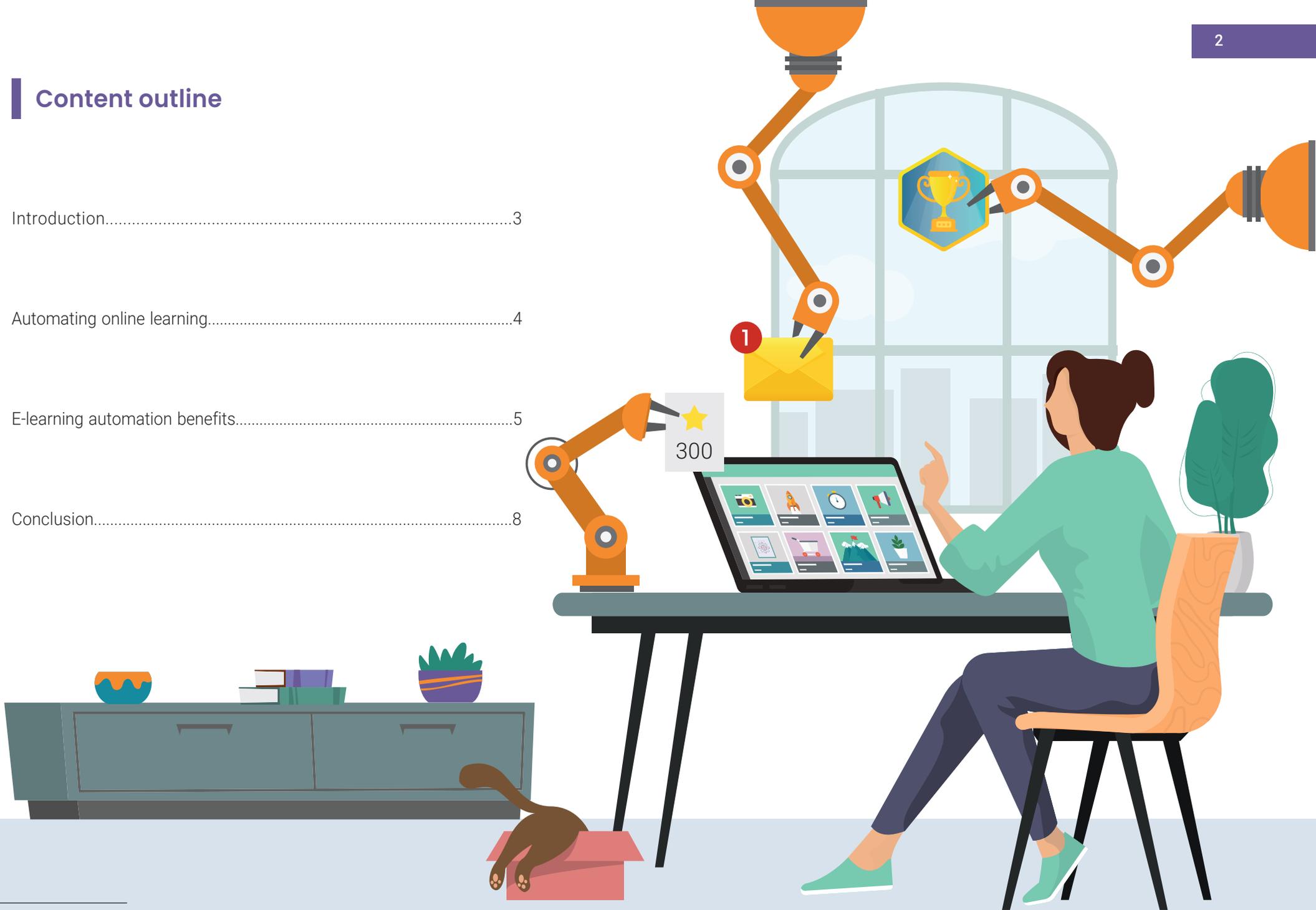


# THE BEGINNER'S GUIDE TO ONLINE COURSE AUTOMATION

How automation increases productivity for knowledge entrepreneurs

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## Introduction

**Monetizing your knowledge** is nothing new, as people used to hold seminars and still do. The only difference is that offline events are accessible to those who have the resources to organize them.

However, anyone can become a **full-time course creator** or **sell courses** as a side hustle thanks to the internet. And while you don't have to book venues when you're in the online course business, there are many other decisions to make. You know, like choosing which **tools to invest in** or finding the most budget-friendly ways to build content.

When researching platforms, there's one thing that might get overlooked: finding a tool that will **save you the most time**.

If you're starting with 30 learners, that's a piece of cake. That changes when you reach hundreds or thousands of learners as the **admin tasks quickly pile up**. Things like sending messages to learners become a time-sucking hassle.

That's where automation comes in. **Automation makes your everyday tasks more manageable**, leaving time for more important things like creating and marketing courses.

Automation does more than that, though. It helps you create a better user experience, which learners will appreciate.

Read on to find out more!



## Automating online learning

Older platforms or those that don't have an automation system won't do you any favors. That's because it gets old to do the same tasks repeatedly, such as **enrolling learners in courses or giving each one of them a discount code** for completing a course.

Automation makes your **course run smoothly** and adds many details that learners will appreciate. For example, you can send a "Congratulations!" message each time a learner finishes a module. It's a small gesture that matters, considering that you might not get to interact with them directly.

Thinking about using your time more effectively as a course creator and **creating an enjoyable experience for learners** should be a priority — even before you settle on a platform to host courses.

Speaking of that, let's see what the other benefits of automation for self-paced courses are.



## E-learning automation benefits

Since your small course business is most often a one-person show, **course management can be a hassle**. If you want to sell more than one course, that just amplifies the problem.

Automation comes with many benefits, so you don't have to worry about **course flow, creating course games, and abandoned shopping carts**. The best part is that you get to control these actions by deciding what happens when learners complete tasks, from purchasing a course to taking the final quiz. Here are some ways in which automation enhances any self-paced course:



### Increased productivity

The great thing about self-paced courses is that learners can join anytime and learn whenever and wherever they want. Plus, you're probably not going to be able **to be present on the platform** every single day.

That's why it makes sense to have a system that does many things on its own, such as **"dripping content"** instead of having all modules available at once. For example, the platform can publish new content every single week, and you don't have to be there to oversee the process.



### Creating a course flow

Organizing a course can be a challenge. You'll probably be grateful for having it run smoothly without much interference. With automation, you decide **what happens whenever a learner** does something in your course.

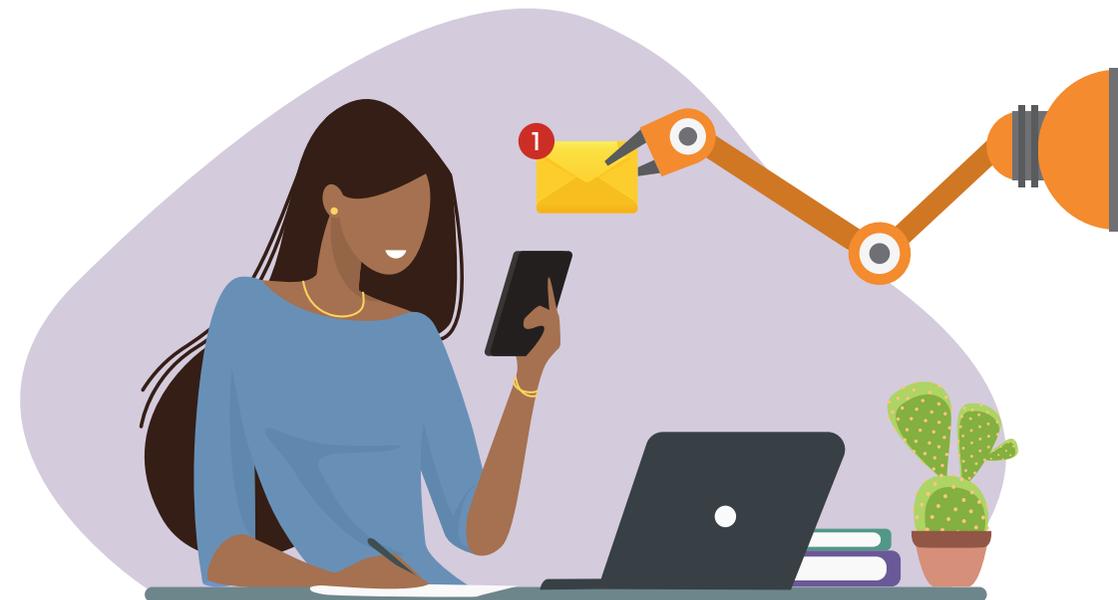
For instance, after buying a course, they **receive a custom message** from you. Or, when finishing a module, they receive points and badges for their work. When taking a quiz, the system can lock a module and unlock the next one.

The possibilities are endless, so all you have to do is set up the **automation rules** and add them to different courses, modules, content pages, quizzes, etc.

### E-commerce actions

Nobody likes it when learners don't complete purchases. That's why you can **send a customized message** to encourage them to **return to the shopping cart**, which is also done with automation.

Even more, e-commerce actions can also include rewarding learners with discount codes. For example, they also receive a 25% off coupon for future purchases whenever they finish a course. In this way, the platform helps you **retain existing customers** since it's pretty hard to say no to a good deal.



## Interactive learning experiences

As a course creator, you'll want to **stand out from the competition**. One way to do that is to offer a great user experience.

Self-paced courses become a full-fledged experience with the help of automation. They're getting to interact with the platform and not simply consuming content. For example, they can receive **custom pop-up notifications** to encourage them to learn more. Or, the platform can add learners to groups automatically.

They might not have joined the groups on their own, but they can see how useful it is to communicate with other learners once they are there.



## Creating engaging courses

**Gamification** is a special feature that is powered by automation. There are all kinds of reasons for taking online courses. One of them is wanting to have a more fun learning experience at your own pace.

Creating course games helps you **motivate learners by awarding them points and badges** for their progress. You can also set up game levels, so they'll move from beginner to advanced, which is a more enjoyable way to track progress than, let's say, time spent in a course. Again, once you create the game and choose which actions get rewarded (for example, completing a quiz is 10 points), you don't have to do anything else.

## Conclusion

Automation is a must, not a nice-to-have feature. It helps you **be more productive** and have courses run smoothly, so you don't have to worry about every single detail.

Additionally, automation helps you create a **great user experience** that attracts and retains learners. All you have to do is find a platform that **has a powerful automation feature**.

If you're looking for a tool to create and sell great online courses, check out CYPHER Learning, a learning platform designed for entrepreneurs just like you. **CYPHER Learning is the perfect solution for entrepreneurs** that are looking for an accessible way to monetize their knowledge by creating, delivering, promoting, and selling their online courses.

[www.cypherlearning.com](http://www.cypherlearning.com)

