7 Magic Steps to Get your Training Material Online, Fast!

FROM THE DESK OF
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Creating and publishing online training for your employees and customers doesn't have to cost a lot of money

Imagine being able to deliver training to hundreds of employees and customers, literally while you sleep.

Training used to mean standing in front of a room full of people with a PowerPoint presentation.

Those days are GONE.

That's not a bad thing; think of all the hours you have spent delivering the same information over and over…

Or more recently, you might have spent hours training via tele-conference; hunching over your laptop, while someone's dog barks in the background. Ergh!

Corporations that have their training systems online are ahead of the game right now. Their trainers can spend time adding real value, instead of delivering the same content again and again.

But most companies aren't where they want to be with online training.

I hear over and over how difficult it is for small and medium-sized companies to even think about taking their training systems online... not to being mention time-consuming and expensive.

It doesn't have to be that way.

Since 2015, I have recorded hundreds of videos and published dozens of online training courses for my two businesses, on my own website and on platforms like Udemy and Skillshare.

I want to show you the 7 step process that I use to take face-to-face training material and convert it into online, on-demand video training. *From home.*

This simple, repeatable process is an easy way to make online training courses, without video cameras, production companies or IT specialists.

You don't need any special equipment to get started:

- A laptop or desktop computer
- Your company's training materials: Powerpoint files, books, manuals, work instructions, quizzes and handouts
- An email address
- A quiet room

Let's jump right into my **7 Step Process to get your company's training material online, fast.**

Step 1 — Review your training material

Open your current training material. Correct any errors but avoid the temptation to re-write your training material at this time. Your goal is to publish your content quickly; your enemy is perfection!

Break your content into 5 to 15 minute 'chunks'. Each chunk will become a separate small video. Small video files are easier to work with and online learners find shorter videos better for holding their attention and providing structure.

If you prefer to offer your employees or customers one long video instead, don't worry, it is possible to join the smaller videos together after you have finished recording them.

If your material is in the form of a Microsoft Powerpoint presentation, your 'chunks' should each contain 5 to 15 slides. Insert a blank slide between each 'chunk' to help with your recording process. If your material is in written format, like a work instruction or an operations manual, each chunk should contain between 800 and 2000 words.

Every 'chunk' should contain one main idea.

If you have assessment materials like quizzes and exams, or documents such as handouts, also review those. The presence or absence of such will determine which type of platform you should use to publish your training material online.

Step 2 — Get screencasting software

Screencasting software is software that allows you turn the images on your computer screen into a video file. With the right software you can record an entire Microsoft PowerPoint presentation, explaining each slide in your own words, without ever having to set up a video camera. All screencasting software has the features you need to record a powerpoint presentation, or explain the pages in an operations manual for your learners. Some software comes with a larger range of features, or is easier (or more difficult) to use. Prices for screencasting software range from free to a few hundred dollars.

This post from www.sellcoursesonline.com has a good overview of free and paid software for screencasting.

Step 3 — Find a microphone

To create the voice-over for your videos, you will need to use a microphone. Built-in computer microphones are usually not good enough for this purpose. Clear, high quality audio is important when making online training videos. Remember, you won't be there in person to help if they can't understand you properly.

Most experts recommend that you use the best microphone that you can afford. Choose one that can reduce background noise and static. A USB microphone that connects straight into the USB port on your device is the most convenient.

If getting a microphone is a problem for you, you could try using mobile phone ear-buds with a built-in microphone. Some brands might be good enough to get an acceptable result. You will need to test them to know for sure.

Make a test video

If you are new to video creation, this testing and rehearsal step is going to come with a steep learning curve. Allow plenty of time to get comfortable with the process of recording your screen and speaking into a microphone at the same time.

1. Open your screencasting software

2. Set up your microphone

3. Press record, make some noises into the microphone and move some items on your screen.

4. Stop recording and play back what you just recorded.

5. Adjust the volume, microphone placement and screencast software settings. Start again.

When you are comfortable with how to work the microphone and software, try recording a few minutes of your actual training material. This time, do not just play your recording back from within your screencasting software, but instead save the recording to a video file on your computer.

Close your screencast software and then play the video file from your computer's usual video player software.

How does it look and sound? Can your computer process the files properly? Does your device have enough memory for video processing? Are there any distracting background noises in your recording?

Tips for great audio:
• Keep your mouth an equal distance from your microphone at all times. If you are moving your head around, the audio volume will fluctuate.

• Speak with your voice pitched a little lower than you would when talking face-to-face. This can give you a more authoritative tone and help offset any sound problems caused by a lower quality microphone.

• Avoid using long or hard 's' sounds when speaking; these can sound harsh or even distorted when played back. Instead, make your 's' softer and shorter.

Choose an online home for your material

Your on-demand training material will need to be in an accessible location on the internet so that your employees or customers can access it without your supervision. There are free and paid options for hosting your content. Your videos could be hosted on YouTube, Vimeo, your company's website or intranet, a file-sharing service like Dropbox, an e-learning marketplace like Udemy, or on an online learning management software platform such as Teachable or Thinkific. Each of these platforms offers different benefits. Your choice will depend on what you and your learners need. For example:

• Do you want to include quizzes, exams, downloadable handouts or certificates?

• Do you want to strictly limit who can access the material, or allow anyone with a link to view it?

• Do you want to be able to interact with learners, answer their questions within the platform or promote discussions between learners?

• Do you need to track students' attendance, completion and assessment results?

With on-demand learning, your employees can learn at their own pace

My brand new program; *The Online Training Project* has a comprehensive review of software platforms and websites for hosting your material, with a complete set of benefits and draw-backs of each.

Record your training material

This is where the rubber meets the road!

In this step you will record yourself talking through the training material as you move through it on your screen. Your screencasting software will record your screen and your voice, ultimately creating a video of you delivering the training.

When you have finished, remove mistakes and long pauses, using the editing tools in your screencasting software.

After editing, convert the recording into a video file such as a MP4, AVI, WMV or MOV.

Be sure to choose the correct settings for screen size, frame rate and audio volume.

Helpful hints:

1. Edit as you go. At the end of each 5 minute or 15 minute 'chunk' of material, stop and play the video back. Remove 'ums', 'ahs' and any long pauses, using the screencasting software's editing tools. Re-record parts that are not clearly enunciated or easy to understand. It's easiest to edit each 'chunk' immediately after you record it, while it is still fresh in your mind.

2. Record your first section last, when you are most familiar with the process and can be confident of a smooth result.

3. Be kind to yourself if you are not happy with your results the first time; **it does get easier, I promise!**

Fast and easy option:
If you are willing to spend a little money on this step, it's easy to find freelancers who can do some, or all, of the voiceover, recording and editing.

Publish and share

Upload the finished videos to your chosen platform.

Add quizzes, downloadable handouts, e-books and certificates, if desired.

Then share your new, online, on-demand training with your employees and customers and sleep soundly, knowing that your learners can access your knowledge 24 hours per day.

If you're ready to take things one step further and get your company's training online ASAP with a bit more step-by-step help…

Click here to find out more about *The Online Training Project* (valued at $297 USD) and how you can access it today.. for free.