



How to create a correspondence course

Not everyone enjoys online courses or screen-based learning, some people prefer paper and pen and that's absolutely fine.

If you want to create a course but you're unsure about online courses, then this could be a great option for you.

There are lots of different ways that you can run correspondence courses and you can choose what works for you.

There are very few paper-based correspondences courses available so there's a huge gap in the market.

And 'paper-based' doesn't mean *your* paper either, you can create documents that are emailed to your students and they print them themselves. This is how I began and it works really well for up to around 30 – 40 students.

Topics covered

- Disclaimers, legal stuff (including managing personal data) and insurance
- Using free pictures to enhance your materials
- How to create course materials from resources you already have
- Printed materials vs emailed documents
- How to foster good student relationships (including creating a space for students to interact)
- You've got the course now how do you sell it?

The course includes step by step guides, videos and lots of resources.

All materials are downloadable and will be available online for one year.

The cost of the course is **£80** for all six parts, or if you'd rather just buy one or two parts that interest you you can, they are £20 each.

My journey so far



I began my journey with herbs in 2001 but it wasn't until 2013 that I gained a BSc (Hons) in Herbal Medicine from the University of East London.

Whilst studying part time for my degree my 'day job' was creating courses nationally in the Public sector.

Like everyone, it was a bit of a culture shock when I set up my practice and attempted to earn a living from herbal medicine. I was soon looking at ways to grow my business in different ways.

I began running workshops, but found that the local uptake was quite poor, so I used my existing skills and started creating some basic correspondence courses.

These were very simple to begin with, a couple of handouts that I'd used in my workshops that I adapted and then sent out by email. I then branched out to sending out herb kits with the courses and before I knew it I had 50 students.

From there I went online and began creating online courses with automated emails and built in upselling. My student numbers grew but also my flexibility, I was no longer tied to sending out emails every day.

Now I have over 300 students and I am eager to share what I have learnt over the past 7 years.

About me

She began her journey with herbs in 2001 and gained a BSc (Hons) in Herbal Medicine from the University of East London.

Laura's interest in herbs is from both scientific research and traditional British herbal medicine perspectives. She has a keen interest in using British plants, and the medicines she prescribes are often wild crafted, and organic where possible.

Working in clinics across the UK, from hospital settings; NHS led herbal medicine clinics and private clinics Laura has broadened her perspectives and skills. She has also studied with well-known herbalists from across the world.



Laura now runs herb identification walks across Somerset, and teaches workshops, evening classes and distance learning courses on all aspects of herbal medicine and health.