



Step-by-Step Guide to Create and Sell Online Courses Using DeepSeek

Creating a course doesn't have to be complicated. Here's a simple, real-world-inspired walkthrough on how you can *create and sell online courses* using DeepSeek — even if you're doing this for the first time.

💡 Example: Meet Aarti — a Freelance Makeup Artist from Mumbai

Aarti has been working in bridal makeup for 6+ years and often gets DMs asking for tips on foundation blending and long-lasting looks. She decides to turn this knowledge into a digital course.

✅ Step 1: Choose a Course Topic

Aarti identifies her niche: **"Basic Bridal Makeup Techniques for Beginners."**

She uses Google Trends and YouTube comments to validate interest. Since her followers frequently ask about bridal hacks, she's confident this will sell.

✅ Step 2: Build a Course Structure

She outlines her modules like this:

- **Module 1:** Skin Prep Essentials
- **Module 2:** Foundation Application Techniques
- **Module 3:** Waterproof Eye Makeup
- **Module 4:** Final Look and Touch-ups
- **Module 5:** Bonus – Budget Product Alternatives

Aarti uses DeepSeek's drag-and-drop editor to **create interactive training modules free**, adding short quizzes after each lesson.

✔ Step 3: Record and Upload Content

Using her phone, a tripod, and ring light, Aarti films 10-minute videos for each module. She edits them on DeepSeek using built-in AI video cleaner and adds closed captions.

For each video, she writes a 150-word summary and uploads supporting material like a product checklist in PDF format.

✔ Step 4: Publish and Promote

Aarti launches her course as **free to first 50 users** to gather testimonials. She then starts selling it for ₹499.

She promotes her course through:

- Her Instagram makeup reels
- A WhatsApp broadcast to past clients
- Collaborating with a beauty blogger on YouTube for reviews

DeepSeek provides her with a free course landing page and auto-generates a certificate of completion for her students.