



Hello hello hello!

This is the public Google doc for Invisible Office Hours (IOH) listeners. We've created this doc to give you a behind the scenes look at our Season 4 project: Creating a (sassy) SaaS.

This doc is not meant to be editable by anyone but Paul and Jason. Yeah, we're mean like that. But if you have thoughts or suggestions, please tweet them using the hashtag [#IOHsaas](#).

Also, if you want to ask us a question and hear us answer it during an IOH episode call the number 872-222-5604 (leave your name and your question as a voicemail).

The original idea

We both have online courses. We give our students workbooks/worksheets and we know it's not the best experience to download a PDF and try to fill it out (who actually does that anyway??).

The software we want to create will combine:

- The editability (and shareability) of Google docs
- The easy-to-fill-outness and brandability of TypeForm
- The ability to save and share the worksheet
- Gamification of getting people to fill out the worksheet (we see GIFs coming!)
- Reporting/Analytics for Course Owners to see student progress
- Other things that are fun, quirky, and cool

WE ARE PRE-LAUNCHED!

Hehe, that felt funny to write.

But yep, as of Episode 8 of the IOH podcast, we are accepting founding members for \$200 (lifetime access, never pay us another dollar... ever).

Become a founding member at [ofCourseBooks.com](https://ofcoursebooks.com)

ofCourseBooks | Online course books

https://ofcoursebooks.com

Want to snag one of the first 100 spots?

Here's the deal: we're selling the first 100 spots for ofCourseBooks at a ridiculous deal - \$200 for a lifetime with no restrictions on the number of students, or courses, or workbooks. You'll be the first to use our software for your own courses and never have to pay us another cent.

You'll get to use the full version of our product and every new feature we roll out.

BUT WHAT THE \$!%# DOES OFCOURSEBOOKS DO?

We created ofCourseBooks because we were sick of clunky half-measures to engage with students in online courses.

1. You can create brand-able workbooks for your students to use and save, that increase course completion rates and keep them engaged with your material.
2. Your students can take, save and share notes (with other students), making them feel accomplished and like they're part of a real class.

FOUNDING MEMBERSHIP IS \$200 USD FOR LIFE

There are currently only 97 spots left at this price and founding memberships have zero restrictions on number of courses, students or workbooks. Pricing will start at \$12/month at launch.

EMAIL ADDRESS

you@yourcourse.com

CARD NUMBER

XXXX XXXX XXXX XXXX

CVC + ZIP

xxx

90210

EXPIRY

month

year

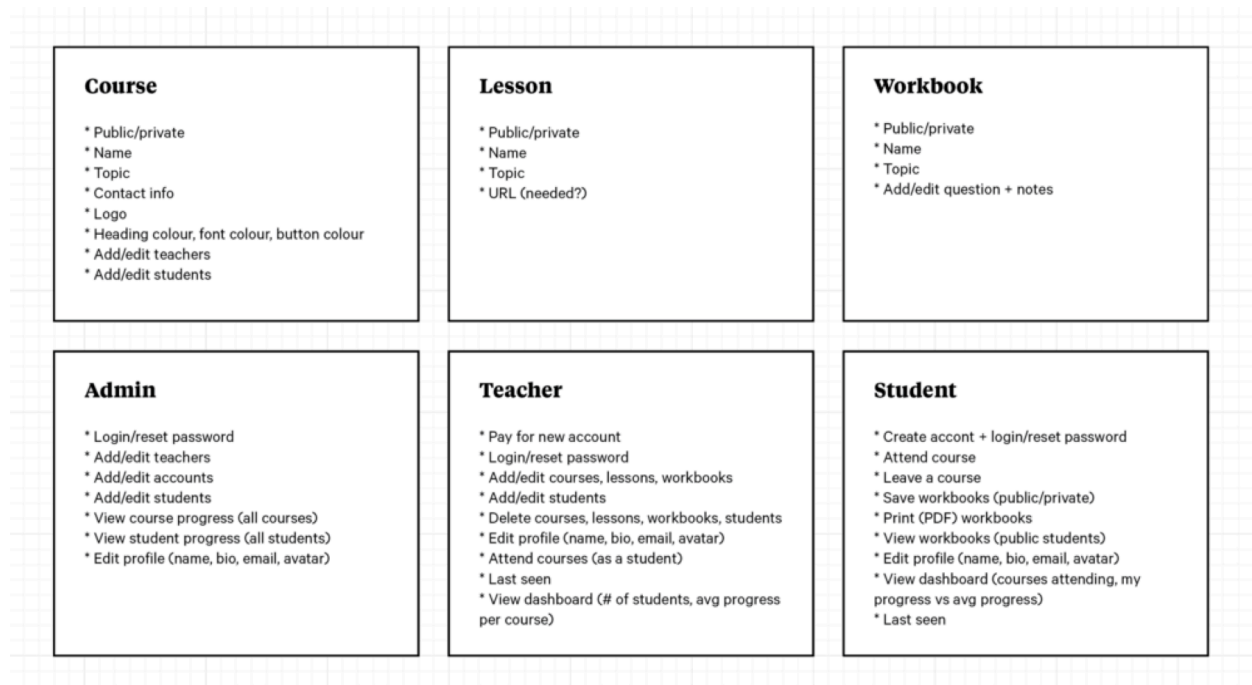
let's go >

Newest project updates start here

ofCourseBooks Designs - Version 2!

If you've ever built anything, then you know you can't hold onto initial designs and thoughts. The first way you think about and "see" a project, is not necessarily the right way. This is how we felt about the first initial designs and why Paul has gone back through them.

It started with a workflow exercise to map out all the different things a user could do within ofCourseBooks (*something we probably should have done first, hehe*):



Then Paul dropped the design hammer!



billing.png



course overview.png



create course.png



create lesson.png



create workbook -
codes.png



create workbook.png



logged instudent workbook
- view others notes.png



logged instudent
workbook.png



student conf page.png



student workbook - save
before quitting.png



student workbook.png



teacher dashboard.png



teacher login.png

Course Name > Lesson > Workbook

Create a course

Public

Private

Course name

Name of your course...
Share link: <https://ofcb.com/name-of-course/05f189e3>

[Change](#)

Topic

What's your course about?

Teacher contact info

teacher@yourcourse.com
This is only viewable by registered students.

Logo

Add an image...
Image should be 500 x 200 px.



Heading color

#FF9900

Text color

Add a HEX value...

Button color

Add a HEX value...

[Next, create a lesson](#)

[Save + exit](#)

[Delete this course](#)

Ready to remember everything you learn?

We just need to know a few more things to complete your account, then you'll be ready to start using the Chimp Essentials workbooks.

NAME

What should we call you?

BIO

Describe yourself in a few words...

PHOTO

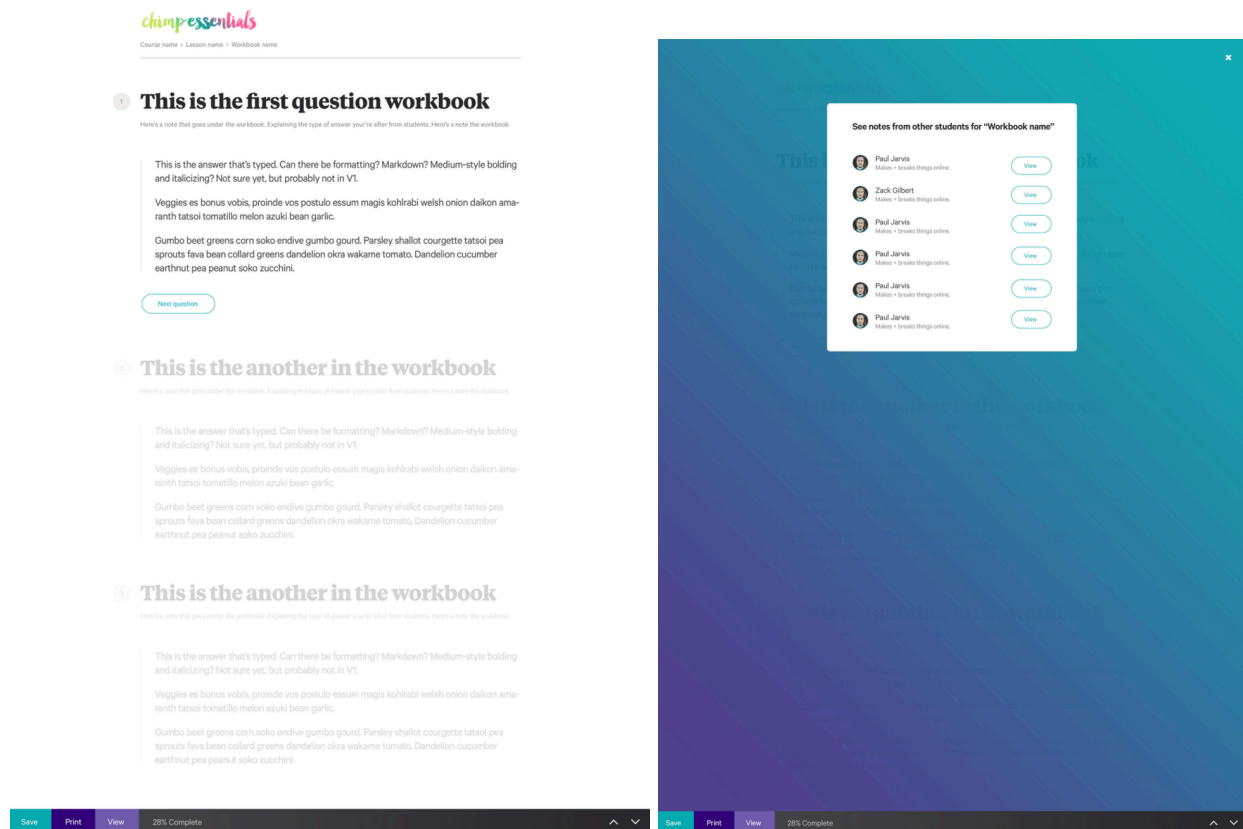


Change photo...

Let's go >

[SKIP THIS STEP](#)

CourseBooks



We're super excited for the updated look and problem-solving that occurred because of it. Funny enough, the general public will never know a first design existed. ;)

See inside ofCourseBooks!

Just a couple screens to share of the inside of ofCourseBooks. These aren't finalized at all, but they are shaping things up:

Add questions to this workbook

Here are any notes they want to be aware of.

Question	What is your question?...	✓
Notes	Do any notes go with this question?...	✗

Question	What is your question?...	✓
Notes	Do any notes go with this question?...	✗

+

Save + add another workbook Save Other notes required?

CREATIVE CLASS
FINDING YOUR AUDIENCE

1. This is the first question in a workbook

And this is one of the notes below it.

Hi Dave ...

2. This is the first question in a workbook that's really really long and doesn't seem to end but still is required because some people can't get to the

27% finished.



We have a pre-launch page... Almost!

Paul's been working his magic and things are lookin goooooooooood (yay Alice - she's the rad chick with tattoos). The pre-sales page should be up on March 22 with a fun little surprise.

Alice teaches online courses (that her students love)

But she doesn't just teach them to make boatloads of cash so that she can have money fights on her private yacht. Alice is drawn to sharing her expertise and experience with her students so that they can become better versions of themselves.

She actually wants her students to digest the lessons and apply them to their business, their own products and their lives. And of course, one day she hopes that her students will take their own expertise and experience and teach others.

Alice uses ofCourseBooks to see her student's progress, let them save, share and print their notes, and most of all - help them succeed.



DO YOU TEACH ONLINE COURSES TOO? BE THE FIRST TO KNOW WHEN WE LAUNCH:

BE SUBSCRIBER #115

Also, Paul wrote a bunch of copy about OCB that we wanted to share:

BUT WHAT THE \$!%# DOES OFCOURSEBOOKS DO?

We created ofCourseBooks because we were sick of clunky half-measures to engage with students in online courses.

1. You can create brand-able workbooks for your students to use and save, that increase course completion rates and keep them engaged with your material.
2. Your students can take, save and share notes (with other students), making them feel accomplished and like they're part of a real class.
3. Reports let you see workbook progress in your course to see where you can improve, where things are going great and what students are learning.

There's no messing with complex PDF forms, ugly Google Docs, tablets/smart phone layouts or even any code. Just create your workbooks and share them with your eager students.

What do our Skype calls look like?

It's a bit less sexy (or maybe more??) than you'd imagined:



In-Between Episode 4 and 5

We've been talking in Slack about getting the business-y things set up (bank account, company status [S-Corp], etc). Paul stumbled across what looks like a cool and simple way to do this:

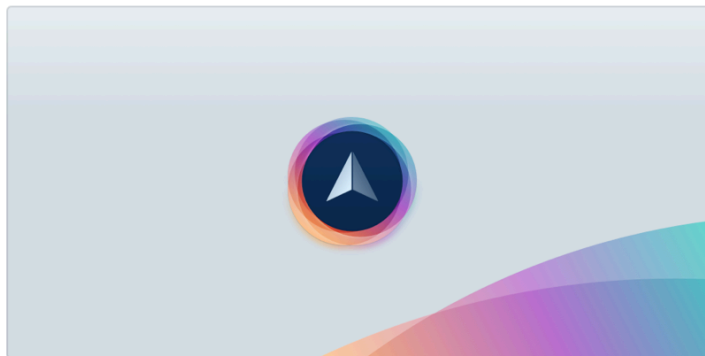


pjrvs 8:07 AM

@jason @zackgilbert not sure on costs of bank accounts + incorporating, but this looks promising:
<https://stripe.com/atlas> (it's \$500 tho)

Stripe Atlas

A new way to start an internet business anywhere. (89KB) ▾



We applied for the beta for Stripe Atlas and will see what happens. It looks to be \$500 fee, but that includes the business entity registration and business checking account setup. We'll keep you posted.

Email Capture and Idea From Twitter

Jason put Paul on the spot while recording Episode 5 and asked about a pre-launch page that would collect email addresses for people interested in getting first access to ofCourseBooks. Well, of course Paul made it happen right away. But even more fun, after Jason tweeted about it, this tweet came through (and then Paul replied):



Keith Nerdin
@keithnerdin



Follow

@iwearyourshirt @pjrvs @zackgilbert So cool!
You should autosuggest a share like, "I'm Of
Course Book subscriber #4! What # will you
be?"



Paul Jarvis
@pjrvs



Following

@keithnerdin @iwearyourshirt @zackgilbert
lemme see if i can make that magic happen.

So now, whenever someone signs up for the pre-launch page at ofCourseBooks.com, they can tweet what # subscriber they were after they sign up! Thanks for the idea Keith!

Update on the tweet to share signup idea from Keith. Looks like it's working:



Web Framework Awesomeness

That Paul guy sure has been busy! He whipped together a full web framework for Zack to use (well, all of us to use) for all the interactions and other fun things that will happen with ofCourseBooks. You can view it here: <https://ofcoursebooks.com/ocf/>

Basic Page

Here's a secondary line to that heading.

LINK

LINK

LINK

LINK

Veggies es bonus vobis, proinde vos postulo essum magis kohlrabi welsh onion daikon amaranth tatsoi tomatillo melon azuki bean [garlic](#). Gumbo beet greens corn soko endive gumbo gourd. Parsley shallot courgette tatsoi pea sprouts fava bean collard greens dandelion okra wakame tomato. Dandelion cucumber earthnut pea peanut soko zucchini.

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- Parsley shallot courgette tatsoi pea sprouts fava bean collard greens dandelion okra wakame tomato. Dandelion cucumber earthnut pea peanut soko zucchini.
- Dandelion cucumber earthnut pea peanut soko zucchini.

GRID SYSTEM

One	Eleven										
Two		Ten									
Three			Nine								
Four				Eight							
Five					Seven						
Six						Six					
Seven							Five				
Eight								Four			
Nine									Three		
Ten										Two	
Eleven											One

ALERTS

Hooray! What you did just worked.

Uh oh! I'm not sure if that worked.

Oh shit! that did not work at all.

Episode 4: Meet our developer and final branding!

IOH world, meet [Zack Gilbert](#). He's awesome and the developer for ofCourseBooks.

We (Paul) finished up the branding for ofCourseBooks - YAY! Here are a couple images and if you want to [download the brand guidelines PDF](#) you can do that.



Aa

Calibre Light
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Aa

Calibre Medium
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Aa

Tiempos Headline Semibold
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

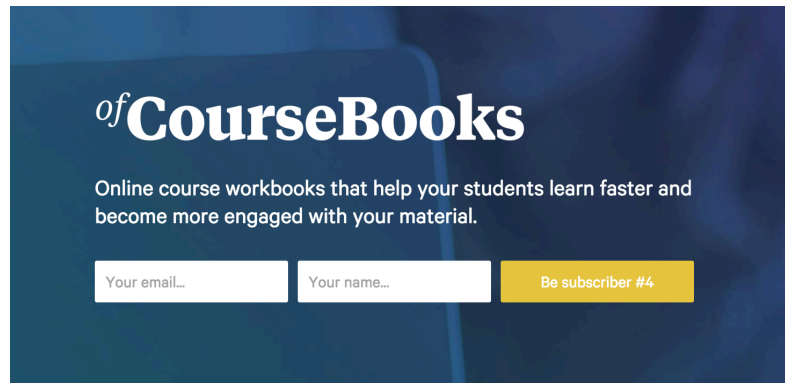
Logotype

Use whenever possible, and never with the glyph.

OfCoursebooks always has a capital "O" and "C" (but not "b").

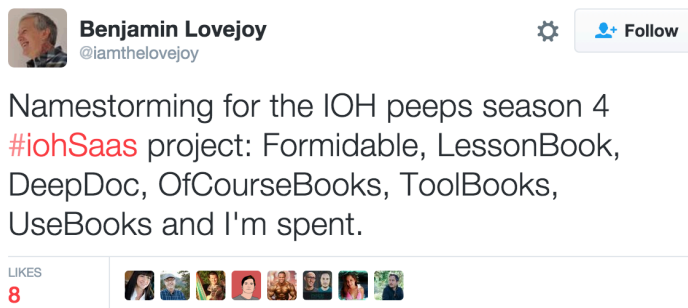
Acceptable font sizes: 112 56 45 34 24 20 16 14 12

Also, Paul whipped this quick email capture pre-launch page together:



Episode 3: We have a name! “ofCourseBooks”

Thank you IOH listener Benjamin Lovejoy for this tweet:



We really appreciate everyone who submitted a name for our Sassy SaaS. Don't worry, we'll still call it a Sassy SaaS too ;)

Branding guidelines for ofCourseBooks

Paul worked up a full brand guide, and here are some shots from it:

of CourseBooks

of CourseBooks

of CourseBooks

of CourseBooks

of CourseBooks

Aa Acumin Pro Extra Light
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Aa Acumin Pro Medium
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

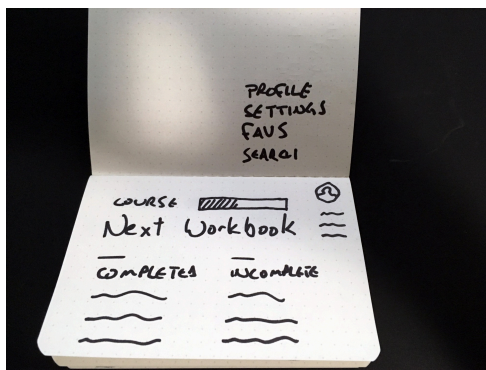
Aa FreightBig Pro Black
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Acceptable font sizes: 112 56 45 34 24 20 16 14 12

Wireframes ahoy!

If you want to see my first wireframes of the app, i've posted photos + descriptions here:

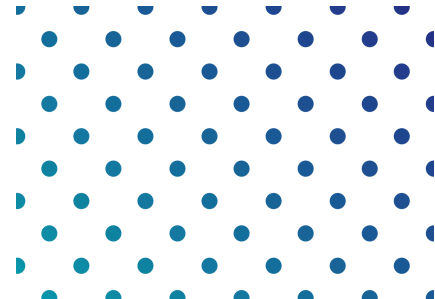
<https://medium.com/@pjrvs/ofcoursebooks-wireframes-ee20915db012#.mpj10qym2>



Episode 2 notes/thoughts

The next steps are to create a brand (logo, colors, fonts, and tone words). The process of creating the brand will become the filter for which we put all future decisions through.

Here are a couple visual explorations from Paul:



Sites that are inspiring us right now: [Teamweek.com](https://www.teamweek.com) and [Pronoun.com](https://www.pronoun.com)

We also talked about pricing... \$12/month? Do a monthly, annual, and lifetime option?

Should we be transparent about our revenue and expenses? Baremetrics?

From the IOH Slack Channel, Graham could be a great beta tester when we're ready (and don't worry, we'll put a call out for beta testers via the IOH email list when it's time for that):



grahamporter 12:40 AM

Hey @pauljarvis @jason just listening to episode 2 of IOH. Very exciting! I'm webmaster (is that still a thing?) at a language school and we have lots of use cases for something like this. We do end of course questionnaires, online level tests and are looking to move into online courses this year, as well as use online stuff in conjunction with at school courses. How about using this for student homework! We're also big on the idea of gamification to make it all more fun. Looking forward to seeing how this all pans out. 😊

Episode 1 notes/thoughts

We probably need a developer. Well... not probably... ~~WE NEED A DEVELOPER!~~

Not just any developer though. We want someone cool. Someone with a personality. Someone

who does great work. Someone who communicates well. And someone who can take on a side project for 30% equity stake (Paul and Jason have 30% each, 10% will go to charity).

Thoughts on how to find a developer if our “call to arms” doesn’t work after Episode 1 goes live:

- Email our lists
- Post about it on places where developers hangout?
- Craigslist!?
- Asking trolls on HackerNews
- Paul made this: <https://gist.github.com/pjrvs/5dbab4562dfefdea2b5c>

Oh, and we need a name for the product! We’re hoping we get a snazzy name idea from an IOH listender. If we don’t get an awesome one by February 10, we’re just going to use one of the names we’d already come up with: Coursery, Werkbooks, CourseWorkbooks, Werkbookery, PaulandJasonmakesaas, etc

Here’s the hashtag search: <https://twitter.com/hashtag/iohsaas?src=hash>

And feedback from Katy in the IOH Slack Channel:

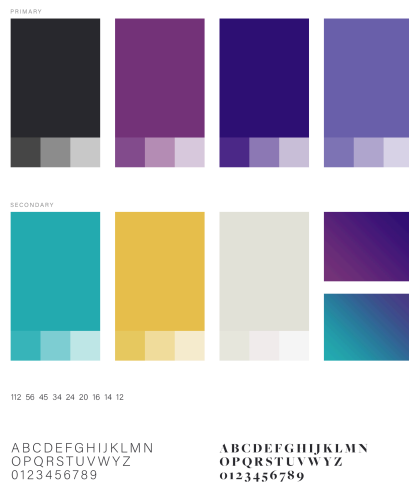


katy.mccullough 6:20 PM

@pauljarvis and @jason - Great IOH episode! Question about your SaaS idea. Is it just something you type in, or if used on a tablet, could you write/draw answers to coursework? Just curious, because I started the How Dare You course yesterday and that is my preferred method for completing PDF's in courses I take. I assume a lot of people like to write and draw as opposed to just typing. Anywho, names for the SaaS that came to mind were ScratchPad, UnLined, TakingNote, and NoteBound. Good luck!

Initial branding

Here’s what Paul came up with so far for fonts + colours:



Random thoughts

Submit to BetaList?

Pre-launch

Running expenses

Hover Domain - \$13.83 [paul]

Stocksy photo - \$26.25 [paul]

DigitalOcean hosting - \$25 [paul]

NameCheap SSL Certificate - \$9 [paul]

KLIM Fonts (web licence) - \$600 [paul]

LLC Setup - \$375 [jason]

MailChimp - \$10/mth [paul]

Hover domain ofcb.co - \$27.29 [paul]

NameCheap SSL Certificate - \$9 [paul]

NameCheap SSL Certificate - \$9 [paul]