



Thanks for expressing interest in writing a course for Arist! This document is meant to give you a sense of the parameters to keep in mind when designing an SMS course.

What is the structure of an Arist course?

Arist courses consist of a single text message delivered every morning to an enrolled user. To clarify, these aren't push notifications or iMessages, but good ol' SMS messages.

How long does a course last?

30-60 days.

What's the maximum length of a text?

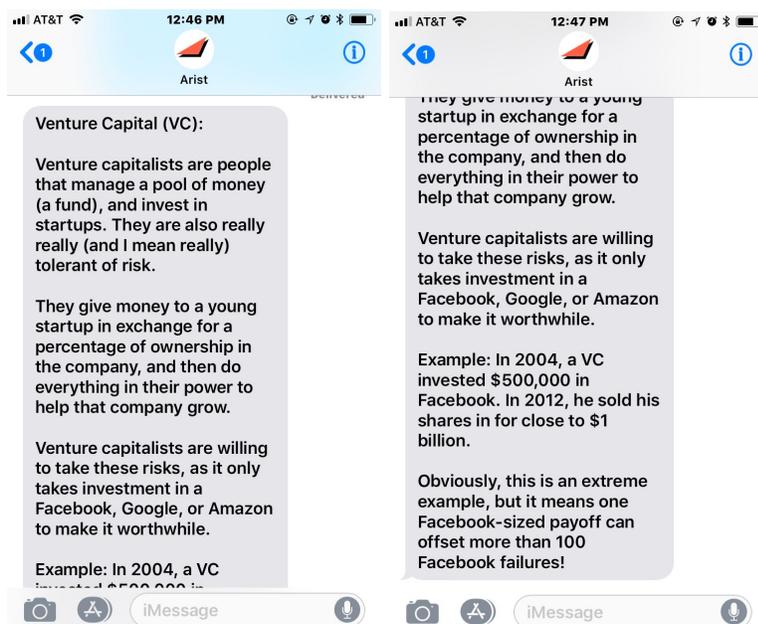
918 characters.

Can I include media?

We can support in-message pictures, links, and quizzes.

What does a daily text look like?

Here's a sample text from our *Introduction to Entrepreneurship* course defining Venture Capital:



A 708 character text.

What are some other tips for writing a course?

- Think about your course less as a “course” and more as an in-depth synopsis of your favorite topic or favorite set of concepts. Writing an Arist course should take around 4-8 hours, and the course should be no longer than 4,000 words.
- To make your texts as readable as possible take advantage of indentations. A well-indented message looks much less intimidating than a block of text and is more likely to be read.
- Maintaining a distinctive tone throughout your course helps with user engagement. When writing, we frequently ask ourselves, “is it clear a human wrote this?”
- Send yourself the texts you write. How a sentence reads in a Word document is different than how it will appear on a 5.5 inch screen.
- Avoid unnecessary abbreviations. We know how tempting it is to truncate words and use acronyms to slim the character count, but doing so detracts from the impact of what’s being said. Acronyms related to the course are OK as long as they have been defined prior or are well-known.
- Build in student engagement: write-in assignments, thought exercises, questions to ponder, things to observe, movies to watch (in low-bandwidth communities, students can get together to finish this assignment), and articles to read. If you want to have even more student engagement, feel free to give students an email address (we can make you a professor@arist.co email upon request) where they can reach out to you and ask questions.
- Don’t forget the narrative arc. Every course should have an arc, and Arist courses are no different.

How should I format the course?

Keep it plain-text, and clearly separate each day of the course with a header. Example: Day 1, Day 2, etc..

This is the only requirement. We’ll take care of everything else.

I wrote the course! Now what?

Perfect! If it’s a Google Drive document, share it with michael@arist.co. If it’s a Word document, email it to the same address.

We will review the course and make comments on what we think is great, and what can be improved. After that, we’ll be in touch! Your course will deploy within a few weeks of it being shared with us.

If you have any questions that were not answered by this, feel free to email michael@arist.co.
Happy writing!