**INTRO:**

Most people go about making and launching a course like this-

1 Most people will build a course based on what they want to teach.

2 try to sell it to anyone and everyone.

3 throw money away on ads. Are you an expert in ads and funnels?

4 Wonder why know one buys it and give up.

Instead...

1 Build a list of people interested in your topic.

2 Spend time building a relationship with the list.

3. Once you have 1,000 email subscribers find out what they want to buy by asking-

What is your #1 problem right now? What is it you want to learn about?

4. Have them buy it before you make it. Be up front and say you don't have it yet, but will be releasing a module a week or something like that. This way, you're getting paid to create the course, and can use the money for resources to better aid your audience.

Before creating a course, be mindful this is a long term approach. It should take you at least two months to plan out and execute. Three months is even better. By using this approach, Abbey Ashley made over $8,000 her first time with a subscriber base around 1,200 people. No guarantees, but allow yourself time to learn the system and processes.

LET'S START!!

Begin with the end in mind. Know what you're going to give away for free and what is going to be kept for the course.

You're going to have to figure out, where are they going to find you?

What are you going to give away for them to give you their contact info?

These 5 components make up the course-

1st Traffic

2nd Freebie

3rd Upsell

4th Validation

5th Course- Start with the beginning in mind

**BUILDING A LIST**

BLOCK TIME OFF TO BUILD YOUR LIST

Start with friends and family. Tell them what you’re doing and get that 1st subscriber. This will help keep you accountable. Ask them to invite someone they think might be interested in learning more about the topic you’re focused on.

To get jump started, you can go to the last 20 emails you sent, social media friends, phone contacts, and even put a little something in your email signature. Plaster it everywhere!

How we started an email list from scratch and got 205 subscribers in 48 hours-

https://web.archive.org/web/20230329093923/https://videofruit.com/blog/email-list-from-scratch/

Ways to grow email list after family/friends-

Personal Outreach

Local Meetup Groups

Give away freebies for email

KISS Post- Asking anyone interested? Just respond "I'm in" or "yes" or a thumbs up...

Joint Venture Webinars

Facebook Ads

Rinse and repeat whatever works for you. Try it and move on to the next if it doesn't work.

DON'T MAKE EXCUSES- EXECUTE!

As you're growing your list, keep them engaged! Keep giving them what they want. They'll be used to you when you do start to sell.

What topics are people interested in?

People are interested in:

Money

Happiness

Health

Fun Activities

Knowledge

Simplicity

**Check out LI courses.**

Before creating anything, you need to ask, is there an audience for this?

If someone is already doing it and having success, then there's a good chance you have an audience. Are people discussing it on Pinterest, FB, social media already?

Don't get stuck on the topic as you can always change it based on audiences need. What's most important is getting started!

It takes time to build up an audience and trust. This is LONG GAME.

If you need cash now, the short game is offering online services like is done on Fiverr.

**FREEBIES**

As you’re building your list, continue to reach out and interact with your subscribers. Provide value. Be consistent and send it the same day/time of week. You can blog, create videos, podcasts, find pertinent links on your topic, etc. Share tips tricks, and your story. Share the journey. You can use Excel or Google sheets for first 100 or so subscribers. After that consider Mailerlite or Mailchimp for managing your list.

After 1,000 subscribers you could use converkit.com or drip.com which costs more. Make money with the upsell mentioned above before switching over from a free plan.

**UPSELL**

Inbetween the freebie and course is the upsell (trip wire) which typically is $7.00. This is where you convert free consumers into a paying customers which is big! It builds trust and validates your topic. When you get into paid traffic you'll have them in your corner plus it covers any ad spend you may have later.

Course at least $250 for residential $1k business clients

As said before...

**(Audience Interests Slide)**

You must have an audience to sell your course to. Speaking of your audience, what things are they interested in? Most common interests include money, happiness, health, fun activities, knowledge, simplifying tasks or procedures, and so on. Reach out to your audience on social media to get a better feel for what they’re interested in.

**VALIDATION**

Again, before creating a course on a topic, verify people are interested and willing to pay. (pre-orders)

When reaching out to your subscribers and finding topics that interests them, start broad then narrow down. Then ask them what they would pay for such a course.

It's a win win because you are creating a course just for them and receiving monies to create it.

Give them a calendar of modules being created and what they are about. When creating the modules do so on a consistent bases (like every week create 2 modules).

The more time you develop your audience, the more you will get paid.

THE STRATEGY FOR VALIDATION IS AS FOLLOWS

1) BUILD YOUR AUDIENCE

2) TEST THE TOPIC OR IDEA YOUR AUDIENCE IS INTERESTED IN

3) PRE-SELL IN ORDER TO VALIDATE

4) GET PAID TO BUILD

5) LAUNCH BIG

(**Verification & Validation Slide)**

There's a couple different ways to go about courses-

1) Start at point A, then through the alphabet till you finish at Z.

2) Resource course. Provides information about a topic to enhance knowledge. This can be done weekly or monthly if wanted.

When reaching out to your subscribers, validating the pre-sell comes into play...

GO INTO VALIDATION FOLDER

Outline can look like-

\*Can start with a little sales copy.

Imagine what it would be like, you know that feeling when, etc.

\*Overview of what a person will learn (this can be altered as you go along)

Try not to go above 10 modules unless resource course.

\*Class details- lifetime access to modules/updates, group access, Q&A, downloads, etc.

\*How much does it cost?

start at half or third of what you plan on selling at. Business around $250 consumer $99 to start

See example- <https://convertkit.com/resources/blog/online-course-sales-page>

Again, if people aren't willing to buy at the half off or lower price, then ditch it.

**WAY TO VALIDATE COURSE**

1 Choose about 50 people from 1k subscribers who have shown interest in topic by who downloaded a certain freebie or opened a certain newsletter. Can also see who's engaging on fb or social media.

2 Create and send survey for them to fill out

3 Ask for the sale if they respond "yes" to the survey. Otherwise, thank them for their input.

Ask them “If I were to change that one thing, would you be in?”

If so- “Awesome, here's a link for payment and here's the details of the course...”

Get back to people quickly, set up calls/video for Q/A, etc.

If half or so respond favorably, DO IT!

Follow up, Follow up, Follow up.

1,200 subscribers resulted in $8k for Abbey Ashley's first course.

YOU MUST HAVE AT LEAST 1,000 SUBSCRIBERS BEFORE STARTING THE COURSE.

(Course Creation Preparation Slide)

**COURSE CREATION- FINALLY!!!**

\*Write down where people are at when they are starting their course. What are their pain points or trying to accomplish? What are they feeling? What is their state of mind? What will they have accomplished (true practical results) after taking your course?

The modules are the steps you'll take your people from A to B. The lessons explain how.

On one page write down...

\*What are some course feature you want to include? Will there be a community? 1 on 1 coaching? Higher tiered version? Will it be updated consistently or one and done? How long will it take people to go through the course?

\*Next page write everything you can think of to go from A to B. What's every step they need to go through with bullet points. Hurdles to go through or avoid? Every problem they'll face along the way? Write down everything that they'll need and value adds.

\* Group together by common categories and ideas. Remember LinkedIn article?

\* Create the steps users need to go through. These steps will be turned into modules that will have lessons inside of it.

**\*DURING PRE-LAUNCH\***

CREATING CONTENT

Need to set aside time to do it.

Give schedule/itinery to current students. Record lessons, create pdf's, notes, assignments, etc.

Deliver and ask for feedback. Make sure they understand what they're learning and ask where you can improve.

You can also include current buyers in video content (live streams and get feedback and during and add in).

(Content Creation Tools Slide)

Tools to help include-

* Course platform/creation: teachable.com, thinkific.com
* Screen recorder: Loom
* PDF, graphics, slides, worksheets- Canva
* Sides- Google Slides
* Make worksheets "fillable"- PDF Escape

**\*LAUNCHING YOUR COURSE SLIDE\***

We're covering the open/close cart launch method. Where you amp people up, can't get course until a certain day, it's available for a set time, and then it's closed.

There's also an evergreen strategy which is where your course is running at all times and ad spend is used. It’s wise to start with basics first, get familiar with your systems/procedures first before you go evergreen (running ads and what not).

Remember to know your main goal for the course. It's going to take 2-3 months to prepare for launch. Set the date it's going to start at least two months out.

Once launch is complete you can tweak things up for the next one. A/B testing, recommendations, better testimonials etc.

(Open/Close Cart Launch Timing Slide)

All of these steps are recommended for a truly successful launch. If you're uncomfortable doing a step like a webinar, you don't have to do it, but your sales numbers will drop. (Go quickly over 4 weeks in slide).

Create a "masterclass" or 3 day course that leads up to your main course. This is designed to wet the appetite of your subscribers.

You can take certain elements out of your course, give a brief overview which is compared to the what and why, but don't give away the how if that makes sense.

Don't give too many details or assignments like you see in this webinar. This can be composed of videos, audio, etc.

Give them one achievable goal or action they can accomplish before the next day.

Break this masterclass into three sections which will be sent via email or could be a link to a live stream. Examples of people who do this include:

David Siteman Garland- https://therisetothetop.com/create-awesome-online-courses-enroll

Mariah Coz- <https://www.facebook.com/watch/302451436753887/517836518994849>

(Launch Calender)

Leading up to the class you can build anticipation by letting your community know it's coming. Then the Monday before, send a reminder saying it's coming out tomorrow! Send out class Tues, Weds, Thurs.

On Friday introduce your course. If you’re ready to take this to the next level, check out the course!

The following Monday let people know course is opening tomorrow!

Tues open for sale and give a 24 hour bonus- 50% off for only today, or something of value.

Wed- Bonus is ending. Hurry now before its gone! This is where you'll most likely see a spike in sales.

Thurs- silent.

Friday- Give a weekend bonus to those on Friday and those who already bought.

Saturday- Talk about student success

stories from the pre-launch

Sunday- Bonus is ending!

Monday- Webinar invite

Tuesday- Tomorrow is webinar!

Wed- Webinar- bring back the weekend bonus. Don't do replays of the webinar, they have to attend live, and they have to purchase while live on the webinar.

Thurs- Course closes tomorrow

Friday- Last chance!

Saturday- silent.

Sunday- silent.

Monday- upsell/downsell options

(upsell/downsell options slide)

Upsell for those who purchased (perhaps personal coaching or in person event or strategy session for $$$)

Downsell option for those who didn't. If it was too expensive for you, try this lesser one instead. This can go out to both those who did or didn't purchase.

Wait till Friday to send out survey asking why didn't you buy?

CREATE ASSETS THROUGH:

Testimonials

Master Class

Bonuses

Webinar Topics

Upsell/Downsell

Emails

Post Survey

GIVE YOURSELF TIME! DON'T ANNOUNCE UNTIL YOU HAVE IT DONE.