

ONLINE COURSE SOLD OUT: All you need to know to Create, Launch and Sell Out Your Online Course.

- M1: Online Course topic validation
- M2: Online course content structuring
- M3: Online course tech set up
- M4: Online course sales formula
- M5: Online course launch plan

Intro: Mindwork

Module 1: Online Course Topic Validation

Lesson 1:

What is an online course? Pre-recorded lessons in video, audio or text format. They are sequential, easy to understand. Hosted on an online academy, Can be accessed only via Username and password.

Types of online course according to Amy potterfield

- Workshop course
- Starter course
- The spotlight course
- Signature course
- Certification course

Why should I create an online course? You need to reduce the prevailing ignorance around you. Don't confuse what is easy to do for what is easy for you to do. People need information to do better and save time. Help people to learn at their own pace. Teach more people without the limitation of space, time or location. Reach more people with your message.

Now, to you....

It can make you have more time to do more important things in your life. It can help you reduce stress, it can position you better as an expert, it will help you stop trading dollar for time. For example, I as a consultant currently charge between \$200 - \$500 per hour. How many clients do you think I will work with before I burn out? But these days I have packaged my knowledge into online courses that most times, people only need to take my lessons to get their answers, that way, I make money without spending time.

Also, people who cannot afford your premium fees can take your online course. My coaching is currently at \$3000 minimum and a lot of people cannot afford that but with my online course like this, they learn for cheap and I get to save time. I hope you get what I'm saying here?

It can make you more money, passive income, over and over again.

How can I make money from an online course? It is a form of product with solutions, so when you sell it, you make money. Note: Your money is in the marketing, not just the creation. So

basically, the question here is how can you market your online course and I will be answering this fully in another lesson in this course.

Affirmations:

I can do amazing things with my online course.

I will do amazing things with my online course.

I do amazing things with my online course.

I am a world-class online course creator!

Lesson 2: First things first - the mind-work for online course creators

I don't know enough

Teach only what you know because you can't teach everything; you don't know everything.

Teach those below you, not those above you. You didn't learn everything in one day. I don't know so many things about creating an online course but I know enough to deliver content to some people who don't know up to what I know.

I am not good enough. I'm too young, I'm too old, I'm not fine, I'm not perfect.

You don't have to be. The world needs your voice and people will learn from you for the strangest reasons. Because you're married, have kids, Yoruba, etc. Find your uniqueness and be shameless about it!

The truth is: you will never be good enough to those you were not sent to.

Will people pay for my online course?

Yes! Because people pay for value. People who want to save time and stress. People are already paying for online courses, people now have deep thirst for knowledge and if you can show them that there is more reason to pay you to learn from you than to keep their money, they will pay you to learn from you. For example, you paying for this course. People want your perspective. I shyed away from creating an online course until people became offended that I was referring them to learn from others. They want your guidance, they want an advance lesson or more indepth details about something.

I have so many things I can teach, which do I start with?

My rule of the thumb is: Follow the sexiest topic. I mean what people find more appealing.

Unless you are hypocritical, you will agree with me that sex is a very powerful emotion. That's why I used the word sexiest.

Which are people eager to pay to learn?

In my case, when I wanted to teach on digital products, I first taught on eBooks, then I taught on webinars, then I began teaching on Online courses. Because I know lots of people don't see themselves creating courses but writing books seems easier.

My second rule is: Follow the money

In the next module, I will teach on the science behind finding your best topic but for now, I'd say follow the sexiest and follow the money.

There are so many people teaching this already...

Say with me: Many people is not me and I am not many people! Lol

First, do you have any idea how many people will never hear of those other people but will hear of you?

Do you have any idea how many people will not like those people but like you?

There is something called your mojo, your own flavour. Add it to your course and your own people will but from you.

I'm not a techie!

Drum rolls Welcome to the club! I am not a techie too but just the same way I am not a mathematician, I had to learn to love my numbers because that is the language of money. I also have to learn to use tech to my advantage.

That's why in the course, I will be breaking things down for you in very simple terms because that's how best I learn too. But trust me, tech is the least of your problems when it comes to creating an online course.

Nobody knows me!

Nobody knew me too. But today you know me because I have put myself out there. Nobody started as known. Respect where you are and focus on your journey. What you bring to the world is beautiful so be shameless about it.

Affirmations:

I know enough to create an online course.

I am good enough

People are paying for my online courses.

I have clarity on what to teach.

There are people waiting to learn from me.

I use technology in my favour.

I promote myself shamelessly!

Leave me your comments below!

Lesson 3: Clarity of Topic.

1.*Be clear on the solution you want to deliver and how you want to deliver it.

1. What can you teach?

Expertise

Experience

Hobby

Skills

Educational qualification

Figured out yourself

Passed on to you

Take note: If your free content, teach the why and what. Sell the how.

2. Topic Validation

Are you really good at this topic?

Do you like teaching this topic?

Do you want to teach this topic?

Have you gotten results from what you want to teach?

Have you helped others get this results

Is there something unique about how you got your results?

Do you want to be known for this topic?

Are people already paying to learn this?

Will you pay to learn this topic?

Validate your topic and find your sweet spot.

Ask questions on your page. Something like: 'If I promise to show you would you sit through?'

(Screenshot from my IG page)

The course you want to create needs to have a ready market and you must be ready to teach it.

Note: Do not create a slide of your course content until you have validated your topic.

Note: If people are heavily interested in a free version, that validates your topic to a large extent. You only need to add more value to make bank.

Lesson 4. Naming your online course.

Naming your course right.

Is it easy to remember?

Is it easy to say out loud?

Is the name interesting?

Is it creative?

Does it tell your potential buyer what the course is about?

Will it resonate with your ideal audience?

Types of course names.

Results in title

Hyper-specific results

The journey title

Signature title

It is what it is title.

Power words.

Masterclass

Masterplan

Blueprint

Mastery
Formula
Signature
Engine
Code
Empire
Mastery

Note: The easier it is to remember, or abbreviate, the better. Q

Remember to test and listen for feedback

Affirmations:

In case you're wondering why I add affirmations at the end of all my lessons, it's because I understand the power of the mind. Everything rise and fall in the mind first. I also recently realised that there are 2 prophets in your life - your mouth and your mind. So I empower my mind with positive thinking and affirmations.

The way I come up with my affirmations is by flipping my fears and declaring positively over them.

You should try it too!

Now you've learnt something you didn't pay for!

Have you learnt something here, leave me your comments below!

Lesson 5. Pricing your online course.

The amount you price your online course largely depends on two things:

1. How much you think the value is worth and
2. Your confidence level.

Some people think it's a matter of how long the video is. Lol. It is not at all.

Recently, I bought a course for \$9 dollars and an upsell for \$49.

The \$9 happens to be about 10 videos of 2-5 minutes each while the \$49 was a 17 minutes YouTube video link. I mean it wasn't even inside an online academy.

Listen, it is only a poor mind that will want length of time to equal to value. Those who understand the pricelessness of time will rather you bill them more and shorten their journey than to charge a token and take their time.

As this course is, while I was promoting it, someone reached out to me to take him privately over lunch. I said it would take us 2 and cost him \$1000 and he agreed. We had the lunch before I even began to create this and he's excited by his results already. Now, I have a friend who does the same session for \$5,500. do you know why? Because she has more confidence than I do! Lol

Personally, I price my products based on the value I know my students can get from it. I don't look at market price or cost of anything. I purely look at how much I will charge that will be comfortable for me, that will not make me resent my students and that will deliver my income goals to me. That's all for me.

You may also consider

Prevailing market price

Cost price

Your income goal

The value you deliver

The personal time you will put in. For me, time is money and I don't take my time lightly. When I create a spotlight course that does not need my time, I price it somewhere between \$99 and \$199 but for any course to have me involved, as in coaching calls, follow up, accountability, etc, the price cannot be less than \$1,000.

That's me for now. As at January 2020. Lol

I also consider my income goal during launches. We would talk about launches in the last module of this course.

Goal = \$3,000

Cost of course: \$99

$\$3000/\99

= 30

Call to action:

Write out what you want to teach about.

What type of course will it be?

Give it 3 possible titles

State 3 ways you will validate it

Write out your affirmations

Affirmations.

I price my course right.

I am confident of the value I deliver.

People pay me happily for the value I deliver.

People have a sense of having underpaid after taking my online course.

I am paid my worth liberally.

I attract those who pay me what I'm worth.

Module 2: Online Course Content Structuring.

Lesson 1: Before You Create Your Content

-Determine the goal of your online course: What problem will it solve? How will it solve it? How can learning be easier? How can results be faster? What results do you want people to have after taking your course?

-Decide who you are creating the course for.
Put yourself in the shoes of the student, a novice or advanced learner? How best do they learn?
Auditory, visual and kinesthetic learner.

-Begin to build interest

- To get your content out of your head, do a brain dump first.

After brain-dumping, sift and delete.

-Be clear on your target market

Affirmation.

Lesson 2: Structuring your online course content

This is the break down of your course content into easily consumable format. Here you move things from your head, structure them properly in a way that your students will understand, before you present what you are teaching them **chronologically**.

A standard online course structure is made up of: The outline, the script, worksheets, delivery and support.

The outline:

This is basically an overview of the key points you want to teach your student. It contains what you want them to know and the sequence by which you want them to know. It forms the bedrock, classification of your content as a whole, like a table of content.

Script:

Your script contains all you want to teach to your students. Examples, jokes, call to actions, etc. I advise you use Google doc so you can do a brain dump and edit from any device at any time. (Demonstrate)

Worksheets

Worksheets are extra resources that help to improve your students' learning. They are also called downloadables. Students are expected to print them out and work with them to get better results as they learn online.

They contain calls to action. (Show examples and demonstrate how to create one on canva)

Delivery:

This is how you intend to deliver your content, including the channels. Would it be on an online academy or on a Facebook group? Will you record your face or your screen? Or Email sequence? Will you have support or not? Where will your support be? Facebook, WhatsApp or online call? How often will you release the courses?

Usually, your budget and your technical know-how will determine your delivery mode.

Support:

This is mostly done as a group support for those buying a signature course. It gives students the room to ask questions, get feedback, accountability, motivation, etc while on the course. They also get to network.

In my signature course, the **business of coaching**, I offer support and in fact, pair people up as accountability partners.

Note, the structure of your course determines your price to a large extent.

Lesson 3. Modules and lessons

To get the modules, ask yourself:

What do I want to help my students achieve?

What is the first, second, third, etc thing my students need to know/do to achieve these results?

After writing out all you want your audience to learn, bundle them up in whole thoughts to form modules.

Modules

These are whole thoughts you need your audience to learn in order to achieve their goals. It may also be action steps you need them to take in order to get the results they need. This has to be broken further down into lessons.

For example, in this course, there are 5 modules. I came up with them by asking: What do my students need to learn in order to be able to successfully create and launch their first online course?

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Lessons.

These are subtopics or further break down of the modules.

Note that this is general practice. You don't have to follow this structure. You can simply have lessons just the way I used to.

M1: Online Course topic validation

- The what and why of an online course
- First things first
- Validating your topic
- Naming your online course
- Pricing your online course

The lesson is unofficially broken into: intro, body and conclusion/recap so that people can have a sense of wholeness.

Please note, it is not the length of your video that matters. It is the message/point you are trying to teach that matters. Don't stretch things out of proportion simply because you are looking for volume. Only poor people think like that.

Tips to structure your course.

Talk to a prospective student or go through a similar course content structure.

Have whole thoughts and sub-thoughts. Your whole thoughts will become your modules while your sub-thoughts will become your lessons.

Have an intro/overview

Have between 4 - 7 whole thoughts/modules

Have between 4 - 7 sub thoughts/lessons

Each lesson should be between 5 - 20 minutes

CTA: In the worksheet attached write down the 4 - 6 steps your students need to go through for them to get results.

Affirm: I have the wisdom to express myself clearly.
I produce world-class transforming content.

Attach:

1. The script of this course

Lesson 4: Course Content generation

Your brain

Books

Courses

Programs

Experience

Put it all together in a script

Course content tips

Make things chronological

Make it universal

Make it timeless

Make things simple
Make things short

Affirmations
Screenshot
Affirmations

Module 3: Online course tech set up

Lesson 1: Video Recording

I know this is the module that a lot of you have been waiting for. Somehow, you even think this is where the course should have started from but I'm sure by now, you now see that what makes an online course is beyond the videos.

As promised, I'm going to be simplifying the tech for you in this course so you don't have to worry about being a techie or not.

So for you to successfully create the videos and deliver your online course, in this module, I will be sharing the elements you need. I mean the softwares and apps you need to properly set up technically.

Video Recording: There are 2 types of video recording we would be discussing in this course.

Face recording: Standing and teaching with a board or flip chart or just teaching with your face.

You will need: A camera (webcam), (a microphone), tripod, notes, great lighting.

Tip: look good and confident.

Lesson 2: Screen recording

Slides + Screen-recording (canva or powerpoint + a screen recorder)

There are tons of tutorials on YouTube about how to use canva and the more you use it, the better you get at it. I've been using it for almost 3 years now.

(Demonstration of canva and powerpoint)

You can also use Canva for your **Flyer** because you need a visual representation of your course.

Tips for your slides: have less text, more pictures, more white spaces so you don't distract people because they want to copy your slides.

Here, you decided not to show your face to your students. Rather, you record your screen with your voice over it. This is what I do most of the time.

The software I use for my screen recording are Zoom or Screencasto-matic

Both are free but with their limitations.

Free Zoom is free when you are all alone in the room or with 1 person.

Screenomatic is free when you record for not more than 30 or 40 minutes and carries the watermark.

Pricing includes: (check)

(Demonstration of Zoom with Screenomatic and Demonstration of Screencast with Zoom
With Zoom, you cannot edit right there but you can transfer to another editing software or even a professional editor.

On Screencast: How to record, edit, and upload. Edit to cut, paste, blur, add soundtrack, freeze)
Tip: pause when you make a mistake.

Lesson 3: Video Hosting

After creating your video on your device, you need to host it somewhere in the cloud, where your students will be able to see it. These places are called hosting platforms. These are cloud-based video sharing sites. They are designed to help you host your videos online.

There are 2 main ones: YouTube and Vimeo.

For YouTube, every gmail account has a YouTube account but you have to create an account with vimeo if you want to use Vimeo.

Both are free but Vimeo is limited in memory unless you pay/upgrade to Pro. I think you should. YouTube is great too but it is porous. Even when you upload your video as unlisted, the link can be shared freely.

But with vimeo, there are plenty other options that can guarantee security of your products.

(Demonstrate how YouTube is connected on Google and how to upload a video there.
Demonstrate how Vimeo account is opened and operated, how to get links to a video, etc)

Lesson 5: Delivery

Delivery here means how your students will gain access to the video you

Some people simply send the links to the videos to people either via mails or chats but that is not a secured way nor is it professional.

There are free modes of delivery and there are paid. When I say 'free', I mean it costs you nothing to get the videos to your students. Your budget and tech-savviness will greatly determine your mode of delivery.

For low budget and low technical know-how:

Facebook group: If you don't want to subscribe to any software because you are on a low budget, you can host your course on a closed Facebook group. Simply go to your menu bar on Facebook and create a group. Edit the settings to a closed group and copy the link to the group. This is the link you will share with people to access it. You can then put the link to the videos in the group.

(Demonstration of how to create a Facebook group, members settings, put up the header, how to go live with video or live audio, etc).

You can also do an Email sequence.

Passworded page: This is what you use when you have a low budget and high technical know-how:

3rd Party platforms: This is an option for you if you have high budget but low tech skills because basically, you will be outsourcing all your tech stress to them. Examples are: Thinkific, Teachable, etc. Usually, they charge you a monthly fee.

(Demonstration of how to set them up on teachable and train quarters).

Self-hosted: This is when you take full responsibility of delivering to your course to your students. This is also called a membership site.

The best I recommend is Learndash. This is what I use.

Note: It can be pretty expensive at the beginning but over a long time, it is well worth it.

(Demonstration of how to get it set up by an expert, learn how to use it. Show my back end on how to create a course, lesson and

Lesson 6: Support

Live call on Zoom at agreed time. Schedule the meeting and share the link with them.
Live Q and A session on Facebook. Have everyone in the group and go live to take questions.
WhatsApp chat in a group. You can have everyone in a group on WhatsApp and have dedicated days for chats during the program.

Attach: worksheet

Module 4: Online course sales formula

Lesson 1: Marketing Plan

This is a comprehensive plan of how you intend to market your course for the purpose of making sales.

It is a full fledged strategy that needs a lot of work so that it can work out because when you miss out one thing, your results can be greatly impeded.

To create a great marketing plan, you have to answer the following questions:

What are you selling?

What solution/value are you bringing to the market place with your course?

What are people paying to get from you?

What is the transformation they will get by taking your course?

Who is your target market?

Who do you want to serve with your course?

Why should they care about your course?

What is their pain point in your area of knowledge?

Where are they hanging out that you can easily find them?

P.S: When you target everybody, you get nobody.

What's your income goal?

Be clear on how much you want to make from the course. I know this can be a little difficult for some people especially when they have never created a course before but it is very important that you have a number.

This will give you an idea of how many people you want to get.

If you ask me, I will simply share from my experience.

In my very first launch of selling my brain, I charged \$27 / N10,000 and had about 16 people in the class. It wasn't even an online course. It was more like an online class.

In my very first proper launch, I charged \$55 / N20,000 and had over 100 students.

So I will say you can target anywhere between

Today, the least of the courses I launch is \$99 / N36,000 and I work on getting 20 students at first launch. Not because the course is not worth far more but because I want to test my process with them and get testimonials. You know testimonials are sweeter when people haven't really paid much for it. Eg: Free live events

Why?

How will you market?

Be clear on your marketing channels: Organic or promotional?

If you have some audience, you can do an organic launch before going promotional but if you have the time and money, get it immediately.

What Channels?

Social media or email list?

Facebook (your profile and page, groups, stories)

Instagram (your profile, stories, IGTV, Live)

LinkedIn: Your profile or community you belong.

Twitter: Your page.

WhatsApp

Ads? Will you run ads to the freebie? If you have the money, do!

Influencers? List them out.

Explore all channels. Don't be shy, you are providing a solution!

Actually, all of these should be leading them to your email list.
I will talk about email list in the next lesson

What else will people buy from you?

This is a critical part of creating your course. Be clear on the upsell. It can be a consulting session for customized solutions or a coaching session for hand-holding, or an online course to offer a transformational result.

A buyer is a buyer. So far you have not disappointed them in the past, they will trust you again to buy from you.

I had to train myself to upsell my customers. Since I found that it works, I have now mastered it. Today, they are the ones I market first.

Note

Lesson 2: The Sales Funnel

The primary purpose of creating your course is to make money right? Making money comes with selling! To sell it effectively, you need to have a sales process. In fact, most people who don't make money from their courses don't because they don't **sell** it.

A sales process is what is called **A sales funnel** in the online space. It is a string of process / steps that brings people through from not knowing you to being aware of you to buying from you.

When marketing online, you are mostly advised to fire from all cylinders, but I have found one way to be the surest and that is sales funnels!

Think of it yourself, how did you end up buying this course or any other courses you may have bought online?

It's most likely through a sales funnel.

Now, I have an extremely detailed course on sales funnels in my online Academy but for the purpose of this course, I will teach you step by step, how you can sell your online course with a sales funnel

But for the sake of simplicity, I will explain a funnel in 3 stages. And these 3 stages largely depend on the price point of your course and the kind of audience (warm/cold).

If people already know, like and trust you, and your price point is about \$47 - \$99, you can use a simple bait like an ebook or simple downloadable as a freebie to sell your course.

For my \$49 or less courses, to my warm market, I just push it. For my \$49 to \$99, I use a free downloadable. For my \$99 - \$499 courses, I use a recorded masterclass. For my \$499 - \$999 courses, I use a live webinar + closing phone calls cos in Nigeria where I live and where the majority of my customers live, \$999 is a lot to spend on an online course without human interaction. I've bought a \$3500 online course before without seeing the facilitator or hearing from him. I didn't even get a group coaching call with him. It was just the content and that was all.

If the audience you are trying to reach are cold and your price point is above \$49, you need to warm them up by first attracting them, enchanting them before making them an offer.

In that case, You give a freebie (aka lead magnet), warm them up with series of mails before making them an offer.

Freebie > Emails > Offer

If they are warm, give them the freebie and right on the next page, make them the offer and then send a sequence of mails to re-make the offer.

Freebie > Offer > Emails > Offer

Please note: A freebie is aka lead magnet.

Usually, the higher the price points, the bigger your freebie has to be / more the dance you have to dance.

What do you use as freebies?

A checklist, a free ebook, a webinar, a challenge, etc. Something of value.

For me, I have mastered using free downloads. Though I have used webinars alot too.

P.S: This process also takes the salesy selling out of the process because you are helping people with your freebie.

Your freebie must be:

Valuable. (share what and why and break limiting mindsets.

Shareable

Related to your offer

Easy to consume. No time.

Pointing to your offer as the next step.

How to get an idea for your freebie?

Think of the tip of your online course.

What are the FAQs in the mind of your target market?

What do you need to address before someone can become receptive to your online course?

Example: Monetise your knowledge guide. How to attract paying clients on social media masterclass, etc.

In the masterclass, I teach the what, why and common mistakes. Then I make my offer. I say things like: How would you like to have the complete blueprint to How would you like to have my blueprint on how to Would you be interested in getting my proven steps to, share testimonials, give call to action, use scarcity.

Selling with a freebie

Don't give too much.

Give strong call to action

Lead them.

Note

Affirmations

Lesson 3: Online Course Funnel Web pages.

Sign up page: I like to use simple pages that contains:

The title of the freebie, image of the freebie, about the freebie, about me, testimonials, call to action... A form or a button that collects details and saves it somewhere safe called your email list. There are different managers you can use but the one I use is Mailchimp and if you don't have a large budget, you can start from them because the first 2000 people on the list are free to keep. We would talk about them and how to set it up in another lesson.

Thank you page: This is the page they land on / what they see after registration. It hints or tells more about what they just got. It can say 'Thank you for downloading my free guide or registering for my masterclass....

If it is a free webinar, it should be the webinar registration link directly so people can consciously register again on the platform. If it is a webinar hosting on Zoom, it would be the Zoom link.

Note: Every opt-in form has a thank you / success page redirect. Once you set it, it goes there.

Sales Page.

A sales page functions like a salesman on print.

Demonstration: www.temiajibewa.com/monetiseguide
www.themillionairehousewife.com/ngm

Lesson 4. Online Course Email Marketing

Email service provider: They are platforms that allow you to manage your email list. They receive and store your email address automatically for you. They send out autoresponder emails for you. They send out bulk emails for you. Some even have opt-in pages you can use just in case you don't have websites.

Autoresponder: This is the mail that delivers the freebie they registered on an opt-in page. In the automated mail delivering the link, you can talk a bit about yourself, for those who don't know you.

Emails

1.
 1. Delivers the freebie
 2. Tells a little about you.
 3. Hints on what's to come
 4. Give a call to action

2.
 1. Asks if they got the freebie
 2. Redelivers the freebie
 3. Ask for feedback on the freebie
 4. Gives a call to action. A bit sociable.

3.
 1. Tells an interesting story about how you started. (Like an excerpt from your sales page).
 2. Answer what and why?
 3. Give a call to action leading to sales page

4.
 1. Make a bold statement
 2. Answer FAQs (break mindset limits) leading to payment page.

- 5 - 6
 1. Share a powerful testimonial
 2. Give a call to action leading to the payment page.

7.
 1. Last change
 2. Recap all the benefits
 3. Answer last FAQs.

Attach: First email delivering link to how to build a Multi-million personal brand online.

Included in this course is How to set up your first email list course. Please watch it.

Lesson 5. Online Course Payment Setup (eg Paystack): This is when your webinar is paid. Register, validate your account and set up a payment page so you can get a payment link. This link will be right on your opt-in page and the 'Success redirect page' should lead people straight to the zoom registration page.
(Video tutorial on setting up a payment page on paystack)

Module 5: LAUNCH Plan

Lesson 1: The art of preselling

After creating your online course, you need to sell it, right? Wrong!
You sell it before you create it.

This is a very powerful way of validating your course idea by selling the course before you even create it. This way, you can see if it would be a massive success or not.

Now, if you are not concerned about massive success, like you just want to put it out there, then, that's fine. You may not want to presell.

But if you are like me and you don't like to stress yourself or expend energy creating something people don't want to buy, you must presell!

What happens here is that you promote the course, receive payment before creating the course.

This is how I have created almost half of my course in the last 5 years.

What are the benefits?

Validates your course idea
Gives you enough time to gather materials.
Provides motivation to create the course.

Demo: www.temiajibewa.com/speakforprofit

Lesson 2:

Pre-prelaunch *After setting your date, work backwards.*

Validate your topic.
Set your goals. How much x how many people?
Decide on the urgency tactic: Discounts, time-limited bonuses, bonuses limited to a number of people,

Decide on your upsell/downsell.

Duration of launch

Set the date of your launch.

Then, begin to work backwards...

There are a few things you will need to have on ground and the prelaunch period is where you set it.

1. Your free content. Do a brain-dump. Texts, video, audio, live, downloadables,
2. Lead magnet. What will be the tip of the iceberg that will pull people in? A challenge, pdf guide, livestream, etc.
3. Web pages: opt in page, Sales page) (It may be a PDF doc on Google **drive**. **Demonstrate**.)
4. Emails structure (not the whole thing yet)
5. *Marketing channels*: WhatsApp BC message to those on contact list, Update your social media bio. Ask to be featured on influencers pages. Ask to be featured on influential groups. Host a challenge. Do a giveaway. Run ads. Host a webinar with someone. You have to map out the frequency of interaction so that you can plan for it and do a calendar.
6. Design the course content breakdown, eg modules and lessons you intend to cover cos you will need them to market. Not Slides and worksheets. (Eg BOS sales page)
7. Set up your tools. Camera, microphone, softwares, venue, Email provider, hosting platforms, Payment gateways, canva, etc.
8. Write your affirmations

Attach: sales page

Lesson 3 Prelaunch:

Announce your upcoming launch. Share your story, create excitement, inform your audience about what you are working on. Encourage questions, contributions and support, work with your coach, give details of registration dates and processes, address objections, showcase testimonials if you have any, address faqs, announce deadlines, announce bonuses, why should they buy from you?

Create social media post content/themes, etc. Have your ads running promoting your freebie.
Flesh out your emails.

You have to create a buzz around your upcoming course by doing a launch. The more the people that are aware of your launch, the better for you because you can safely assume that 1% of them will convert.

This can take you 2 - 4 weeks.

Lesson 4: Launch aka Open cart.

Go through your funnel

Announce your open cart to those who have gotten your freebie. Send a mail + SMS saying we are live.

Post about it on all your channels.

Monitor the process/conversion closely

Lesson 5: Post launch:

Say thank you.

Offer something small

Get feedback from those who didn't buy

Give your best to delivering what you promised your students.

Attach: worksheet