

# Your Best-Selling Online Course



## Your Definitive Guide to Creating, Marketing & Selling a Winning Online Course

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## Introduction

You have something special inside you. Something you know. Something you do. Something you want to share.

And you know if you could only get this something special out of you and into the world, you could make a big difference to the people you are here to serve and lead. The difference only you can make with your unique talents, skills and experience.

Your special something could change their lives – and yours

## Hold Fast to your Dreams...

- ...Of growing a thriving business that expresses who you are and what you stand for...
- ...Of making an impact – the one only you can make...
- ...Of reaching hundreds, thousands, tens of thousands of people with your message...
- ...Without having to work so damned hard...
- ...Without losing your soul or your cool...



All you need do is turn your special something into a best-selling online course or information product and get it out there via social media and the world wide web. After all, these offer almost limitless opportunities for you to reach out across the globe and connect with those people who most need your help.

**This Guide will show you how.**

## Why an Online Course?

As a coach or consultant with special skills and experience, you truly make a difference in the lives of your clients. Rewarding and fulfilling though it is, you know it's just not enough. You're only reaching a small number of people, the ones you can work with one-on-one or in small groups. Trading time for money. To make the impact you really want to make in the world, you need a bigger stage...

And online courses can give you that. Allow you to reach a much wider audience; change more lives; make a bigger difference. And doing so has many other advantages too.

1. With an online course, you'll become known as an authority in your field, **command – and get – higher one-on-one rates as your reputation grows.**
2. Online courses lead to speaking gigs, book deals and valuable partnerships – **unexpected opportunities that add new revenue streams to your business.** And enable you to make an even bigger impact in your chosen field.
3. Perhaps most importantly, creating your own course gives you a **consistent and reliable source of additional income.** No more need to hustle for clients. You'll have a predictable, sustainable income that gives you the **time and money freedom** you desire.

But it's not all roses. It takes work. And the right strategy. You may have abandoned your efforts in the past because of overwhelm, technology hangups, or just not knowing what to do next.

### Put that behind you.

Here's what you need to make sure your next online course is a best-seller. Your very own Roadmap, with 9 sign posts to keep you on track.

Enjoy this magical and hugely rewarding journey of discovery. Of yourself, your market, your value and your extraordinary contribution to others that having your online course will open up to you.



## #1 Slow is the New Fast..

The online market is very noisy and overcrowded. There are lots of coaches and consultants online doing what you're doing. How you set yourself apart is critical to your success.

That means doing your research. Defining your target market, your ideal client and your niche as clearly as you can. And finding and connecting with those ideal clients online.



**It means slowing down at the beginning so that you can make fast progress later on.**

So even if you are already well-established in your 121 coaching or consulting business, you may not fully appreciate what's needed online. And if you're just starting out, take the time you need to:

- ◆ **Know your Customer** – their demographics, dreams and aspirations, biggest fears, when & where they hang out on line. What they read, who they follow. The more specific you can be, the greater your chances of success.
- ◆ **Find your Target Market** – Somewhere online there is a market that you resonate with, where your ideal clients hang out, looking for answers to their problems and challenges. Use tools like SimilarWeb, [www.similarweb.com](http://www.similarweb.com), and [answerthepublic.com](http://answerthepublic.com) to find them and what they are searching for.
- ◆ **Create your Niche** to set yourself apart from everyone else in this crowded marketplace. Working your magic. Even though it sounds simple enough, getting this spot on is not easy. **Your ideal clients need to believe that what you offer is exactly what they want, and that only you can give it to them.**

**Give your [Ideal Client] the [Result They Most Desire],  
without the [Thing They Most Fear].**

- ◆ **Grow your Community.** Connect with your target market online, via groups on social networks and draw them back to your website and into your list with a high value lead magnet.

Too many people rush this stage in their eagerness to get on with creating that amazing online course or information product. Please take your time. You'll avoid a lot of headache and frustration later on if you do.

### SLOW DOWN so that you can SPEED UP later

Once you've done your research, you know your market and where to find them. You've created your niche and are growing a community that knows, likes and trusts you....

It's time to adopt...

## #2 The Simple Strategy for Success: Ask..



There's a right way and a wrong way to create your online course. Choose the wrong one, and you are headed for trouble. Struggle, frustration, confusion and disappointment. A lot of time and energy down the drain for little or no return.

Choose the right one, and everything flows. In fact, do this right and

### You can even sell your course before you create it.

If you've tried and failed in the past, it's most probably because you had the wrong strategy. The **Product First Strategy**. With great excitement, you rush in to create your product, without preparing for the journey or growing your audience. You take ages to get it just right and out there in the marketplace. Only to discover it doesn't sell.

### Can't Sell

Because you've created a product without knowing if anyone wants it. Now you're trying to sell it to people who have never heard of you. Much too tough.

A better strategy is **Audience First** – where you grow an engaged community, and ask them what they want. They'll tell you, and you can create your online course to give them exactly what they want and need. This approach ensures you have a product that will sell. It's something your special people want and need.

**They'll feel as if they own that product already, even before you've created it.**

This strategy works, and here's how, step by step.

Once you've grown your audience, and adopt the Audience First strategy, just ask them what they want. You've already got a working title for your course. It's a simple adaptation of your niche statement:

**How to [Your Biggest Desire]  
without [Your Biggest Fear]**

Set up a simple one question questionnaire and invite your audience to give you their #1 challenge or question about that topic. Capture their name and email address with a little bribe about being part of your beta test. You'll already have your special people lining up to buy from you.

## *#3 Create & Test Your Course..*

Knowing what your ideal customers want makes it easy to put together your course. From your survey, you will have collected a number of answers to that one question. Many will be the same or similar, and relate to the key problems your ideal customer faces.



Take their 5 or 6 most common challenges or questions and structure your course to answer them simply, in language they can understand. This is important. Their language not yours. From their perspective, not yours.

Otherwise you fall into the 'knowing too much' trap. You know your subject inside out. So well, in fact, that it's hard for you to put yourself in your customer's shoes, i.e., someone who knows little or nothing about it. Make sure you cover the basics. Otherwise there will be gaps in your customers' understanding.

Run it live for the best feedback, using a tool like [GotoWebinar.com](http://GotoWebinar.com) or [zoom.us](http://zoom.us). Do it for free or charge for it. Make sure you get testimonials from your participants to use in your promotions later.

## #4 Market & Sell your Course..

There's a lot you need to get in place to market and sell your online programme. And it all needs to be carefully planned, so that your prospect can easily move from one step to the next.



Their first step is **Awareness** – of their problem, of you, and how you can solve it for them. For this you need to reach out via social networks and email and create that awareness with your free content. Create those blog posts, social media updates, social network ads to invite them into your community online. Use Search Engine Optimisation (SEO) on the keywords they are using to search for solutions.

There you can **Engage** with them, and they with you, getting to know you, like and eventually trust you, as you continue to deliver really valuable content that is relevant to them and the problem they want to solve, or the dreams they aspire to.

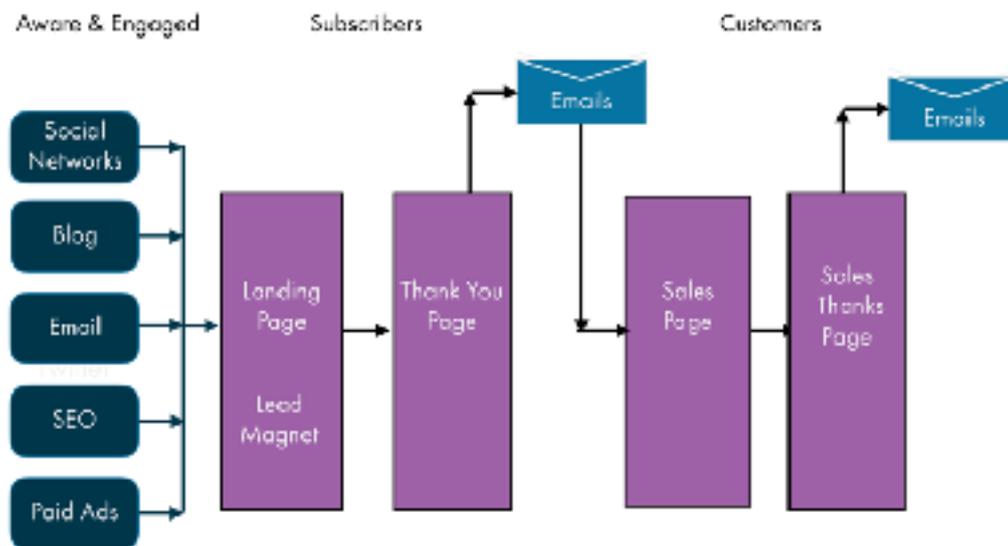
At some point, they will know, like and trust you enough to **Subscribe** to your email list. To complete this step you have your Lead Magnet and an Email Service Provider. And an automated sequence of emails to draw them further into your realm.

The next natural step is to offer your online course. Use emails to your list, ads, your blog and posts on social networks to your communities there. To support this important step from prospect to **Customer**, you'll need a sales page, sales thank you page and a customer follow up email sequence.

## #5 Sort the Techie Stuff...

Yes, you do need to deal with this. And even if you're a technophobe, you can do this with the help of a trusted techie. What's important is that you understand what is being built, and why. In its simplest form, your sales funnel looks like this.

**This is another place where you can get off on the wrong track...**



Make sure you design and create your copy from back to front, from the Customer follow up email sequence forward... and get a good techie to put together the platform you need.

There are several reasons why this is the best strategy here.

1. First, your greatest rewards come at the back end, with a delighted customer. Making sure that final stage is set up properly ensures you keep that customer long term.
2. Knowing what you want your customer to experience means you can create the copy and imagery of your sales thank you page to **set their expectations**.
3. Working backwards and doing this for each stage of your funnel **eliminates a lot of the friction in the sale** and gently encourages your visitor to take the next step, and then the next step. In short, it smooths the customer journey.
4. It saves a lot of headache as you try to work out what's what at each step of the customer journey.
5. And your techie will love you for it, because he or she will want to build it from back to front too.

## #6 Launch It!

It's pay day! Time to reap the rewards of all your hard work.

Your sales funnel and platforms are in place. You have your online community primed for the release of your new course. All that's needed now is to run your marketing campaign to bring in the sales.



There are several stages to any good marketing campaign. Make sure you have the marketing materials and support needed at each stage:

1. **Build Up** – anywhere from 2 to 8 weeks, in which you run emails, ads, posts, events and webinars to make your audience aware of the problem or concern, the upcoming release of your course, and how this will give them what they want
2. **Release** – typically 2 to 3 weeks, in which you run several timed releases, such as your Early Bird, Regular and Premium offers. Monitor your performance across the whole of your sales funnel.
3. **Sales Follow Up** – for sales calls, replays of your webinar, if you've run one.
4. **Delivery** – where you wow your customers with outstanding value and customer care.
5. **Review** – usually one week, when you assess your campaign in terms of what worked, what didn't work and lessons you've learned to apply next time around.

Whatever your results – and for your first launch the numbers may be small...

**CELEBRATE!**  
**You've done it!!**

Take a break. Replenish your energy. And then get ready to have another go...

This is important. Too many people give up if this first campaign doesn't live up to expectations. Run several campaigns over the course of at least a year to build a really powerful program. This strategy is critical to your success.

## #7 Get Ready to Scale..



Taking everything you've learned:

1. Revise your course based on feedback and update your marketing materials
2. Incorporate new testimonials into your marketing and sales assets
3. Review your sales funnel, identifying all those places where you could improve your performance.
4. Optimise your copy for the highest conversion rates. Always begin at the back end of the funnel, where you'll get the biggest return.
5. Run another campaign

Do this for a year. Make sure every element of your course, your sales funnel and your marketing campaign is working optimally.

Then **turn on the taps**. Increase your advertising budget and scale. Reach the thousands or tens of thousands of people who are waiting to hear from you. Waiting for your special magic to set them free.

**That's it! Your Definitive Guide to a Best-Selling Online Course.**

For more information on Courses that Sell, contact Almira Ross at [almira@ishineonline.com](mailto:almira@ishineonline.com), or visit the website [ishineonline.com/courses-that-sell](http://ishineonline.com/courses-that-sell).