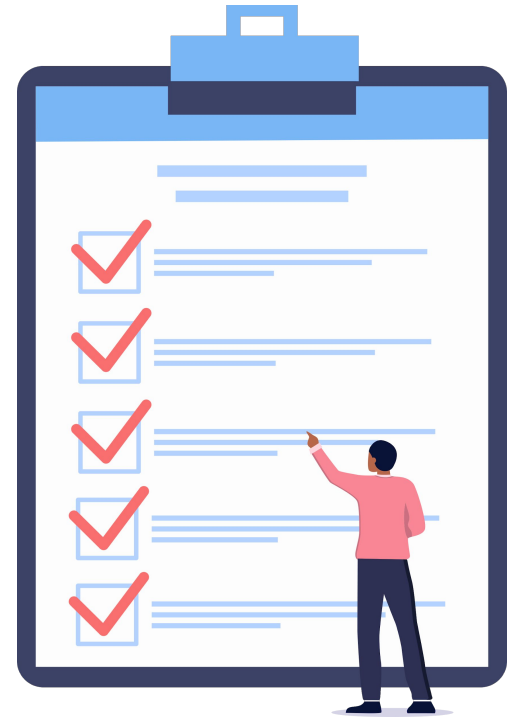


5 Steps to Build a Course That Sells



flow

Introduction

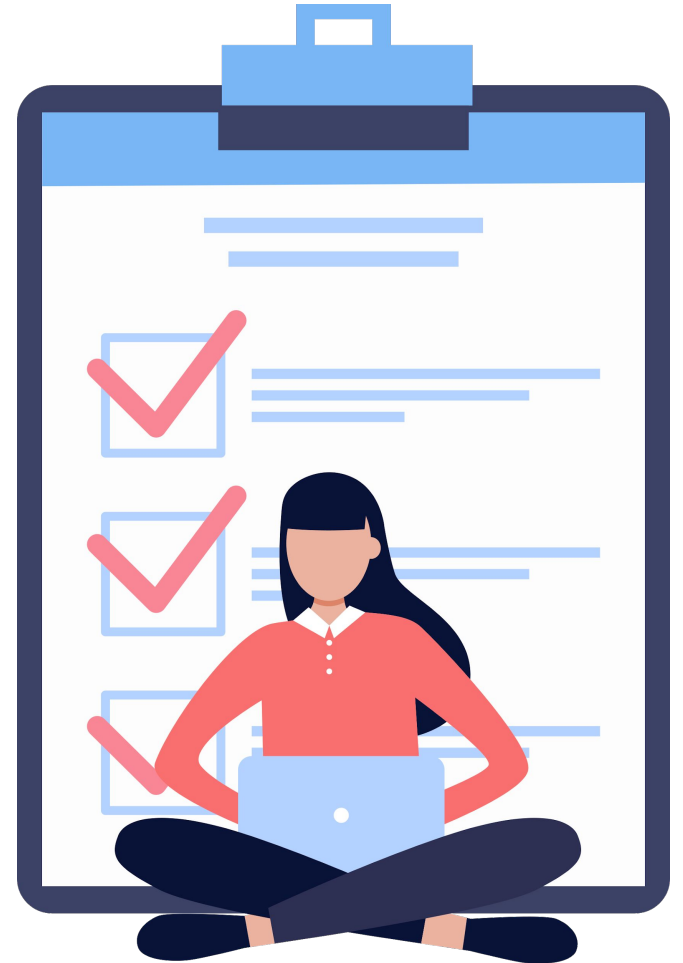
Maybe you have built a course and it isn't selling, or perhaps you have a great idea for a course and you don't know how to get started.

Inside this PDF we have laid out the steps you need to create a course that sells, and how to avoid the most common mistakes everyone makes.

This is a checklist for you to follow to build a course that sells, plus it will give you the foundation you need to build a sustainable online business.

Transform your course idea into a business success.

So, let's get into the 5 Steps to Build a Course That Sells !



1. Make your mark

Identify who you want to serve and how to attract them.

Your Niche is a small segment of the market that you want to own.

Who are you going to teach? What is your Niche?

Define your new ideal client and what they need.

What is their biggest problem/issue that your course will solve?

2. Focus on sales

Determine the transformation you will give and how to sell it

Sell them what they 'want' and give them what they 'need'.

What do they 'want' from a course?

What is the 'transformation' your course will give them? What do they 'need'?

Craft your sales message -

Parts of this will be used in Social Media, emails and website landing pages.

3. Define and refine

Create the course that your clients can't wait to get

Perfect your product outline - 5 modules

- 1.
- 2.
- 3.
- 4.
- 5.

Now check that the modules are 5 steps towards the transformation you are promising.

4. Build and serve

Build a course that makes a massive impact

Now you have your modules named, try to add 3 lessons per module here.

If you prefer, we have also given you an easy-to-follow Course Structure spreadsheet, with suggested Modules and Sessions. This will help the whole process of outlining your course.

Now give your course a name.

Think about this from the client's perspective, and try to make it sound like the solution to their pains, problems and issues.

5. Monetize your genius

Create a sales system that continues to work over time

Pricing is more about the experience than how much stuff you get. What is the value you give?

These work best - £97 £197 £497 £997 £1,997, plus some payment options...

Eg. £997 or 3 payments of £339. What price is best for your course and market?

Deliver your course and give more than expected - over-deliver.

Ask for testimonials and get as many success stories as you can, these will help sell the next course.

Review and reflect...

Check your marketing efforts to see what worked best, and automate as much of it as possible.

Improve your course from the feedback you received and make an even better course next time.

Your Course Checklist

1. Make your mark:



Identify who you want to serve and how to attract them

2. Focus on sales:



Determine the transformation you will give and how to sell it

3. Define and refine:



Create the course that your clients can't wait to get

4. Build and serve:



Build a course that makes a massive impact

5. Monetize your genius:



Create a sales system that continues to work over time

If you get stuck, we are here to help you please do [contact us](#).



flow