

COURSE BUILDER'S LABORATORY



Edward Vilga

Edwardvilga.com

From the get-go, renowned yoga teacher Edward Vilga knew that he wanted to build an online course to complement his latest book, “The Yoga of Money.” After an impressive publishing record that included seven complete books, he felt the next step on his path was to sign up for the Course Builder’s Laboratory when a colleague of his recommended it.

Even though it would be a totally new approach for him, Edward was drawn to the idea of running a pilot for his online course. It would give him a chance to not only test out the concepts themselves, but also give him an opportunity to ease into a new arena.

Despite having a large mailing list, Edward opted to only publicize the pilot to a select group that included a few former clients, students and colleagues. He ran more than 50 informational interviews, and while he was aiming for just 12 opt-ins, he ended up with 42 students - a smashing success! He credited the pilot process with giving him a huge boost of confidence, and it validated he was on the right path.

Opting for a very up-front approach, Edward openly told his pilot students, “Here’s why I’m doing this pilot. I want endorsements, I want to try out the material, I want to test out the delivery method.” To further entice potential students, he also offered a “Pay What You Want” pricing option through Gumroad, setting minimum and suggested price points for the course. Out of his 42 pilot students, he estimated a third paid the suggested price (or even a little over), a third paid the minimum, and the rest were somewhere in between.

At the halfway point of his pilot, he admitted that he’s still learning every step of the way.

“I’m still figuring out the amount of content that’s appropriate because I want to be generous and...I want to make sure [they’re] getting so much value.” But he’s already gained so much insight from the experience that he’s planning a second pilot - with slightly more expansive content - before rolling out the full course. And when it’s time for the full launch? “I will have ironed out all the kinks. It’ll all be ready. So, it actually feels really great because otherwise it would have felt overwhelming.”

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During the initial pilot, Edward was able to validate what worked for his audience, and also figure out a few things that didn't. Leaning in to the learning process, he views those insights as valuable markers for moving forward.

At the time of publishing for this case study, Edward had wrapped up his first pilot, and is already selling his second pilot; he's using the "pay what you can" model again, but with a minimum price cap this time. For this pilot, he is focusing on a mastermind group that will start working together in the fall, bringing together a group of participants who are ready to take the next step in developing their own Yoga of Money story.

Learn more about Edward at <http://www.edwardvilga.com>