

COURSE BUILDER'S LABORATORY



Mandi Ellefson

Mandiellefson.com

Mandi Ellefson wanted to launch a high-end Mastermind group to expand her one-on-one coaching business. She signed up for the Course Builder's Laboratory, armed with research that revealed an audience looking for accountability and a clear framework to grow their own businesses.

Mandi had a really good system, but before making it public, she had planned to use beta-testers to test it out. But after completing CBL, she realized that she could instead launch a profitable pilot, instead.

When a friend asked her to speak on a show, Mandi agreed, pitching her idea to listeners. She ended up finding several interested people.

"The reason why I think it resonated so well was, one, because I did the research and I had it a lot more clear in my mind ... **The first series of worksheets that you have are very good. It help me refine exactly what I wanted to offer in a way that I hadn't done it before.**"

Interestingly enough, Mandi doesn't see herself as a productivity expert, but she's found ways to be more productive, and wanted to share that knowledge with an interested audience.

"Alright, this is what people really want. I'll just give it to them. I'll see how it goes. I'm in the process of putting that out to my list and seeing how they want it. At this point, I have enough testers from just people who I've had conversations with in the past that I'm good to test this process. The good thing is that this finances my product development."

Along with financing her products, the pilot's success also validated the legitimacy of her course. It was a double win!

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Mandi had spent a lot of time and money on another course that didn't meet with success, but the CBL launch helped her finally succeed. Instead of spending precious time and money creating a full product and then hoping for interest, she started with the interest and then built a product to match. Her experience and success led her to give the following advice:

"Getting into course building? Do your research. Don't build it first."

Learn more about Mandi and her course at MandiEllefson.com or reach her by e-mail at Mandi@MandiEllison.com