

# The 6-Figure Online Course Checklist

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Hey there! Thanks for downloading this bonus guide.

This guide will outline a simple 4 part checklist for creating a killer online course. When you're ready to start building a course, keep this guide close by and check each step off as you go.

I've built multiple 6 and 7 figure online courses that continue to sell today and every single one of them was built from the ground up following these steps.

Let's break them down, shall we?

# Step 1: Do Deep Customer Research

### Find Out If People Care About Your Idea

- Get on social media and ask people what their biggest challenge is with your topic
- Ask them what their biggest hope, dream, or desire is relating to that topic
- See what kind of feedback you get and take note of interesting trends
- Ask your friends and family the same things
- If you get no responses, move on down to your second idea

#### Dig Deep With A Few People On The Topic

- Once you find some traction with one of your topics, have 2 or 3 deep conversations with real people about what they would want or need help with
- Find out what they have tried before and what hasn't worked
- Get a clear picture of what success or a "win" looks like in that area for them
- Write all of this down in a Google Doc or notebook somewhere

#### **Identify The Big Idea For Your Course**

- I'm one sentence, what is the big problem that your course solves for the customer?
- Or what is the big result that your course delivers them?
- This should be clear, specific, and exciting



# Step 2: Outline Your Product

### **Use The "Bookstore Method" To Create Irresistible Chapter Titles**

- Like a great book you pick up in a bookstore your "table of contents" should be mouth watering
- Outline what each video will be and give them titles that are irresistible and benefit driven
- Keep refining the titles until they are more and more exciting

#### Map Out The Flow And Pacing

- You want to create a flow that takes your student systematically through your material in the best way possible
- Group your videos into logical modules or categories if that makes sense
- Think about it like this: what is the best order for delivering your material that would give your student the most confidence, biggest wins, and chances for success?

## **Brainstorm What Else They Could Want...And Give It To Them!**

- After mapping out the core content, step back and ask yourself: "What else would I want or need if I took this course?"
- This can lead to one-off videos or guides that supplement the core material and make the customer experience even more amazing!
- Go crazy with this. What would make this course truly amazing? Add it in!

# Step 3: Film Your Online Course

#### **Use Google Slides or Keynote To Build Out Your Slides**

- Most online courses can be taught in a slide based format no need to be "on camera"
- Use free software like Google Slides or Apple Keynote to create your slides.
- Include bullets, images, and even videos if needed

#### Record Your Screen As You Teach Through Each Module

- You can use free screen capture software like Apple's QuickTime or Apowersoft Screen Recorder to record your screen (and voice) as you click through your slides
- You can do basic edits of your video with free software like Apple iMovie or Microsoft Movie Maker
- Use your computer/laptop's built in microphone or just your iPhone Earpods with it's built in microphone.



### **Use Your Smartphone For "On Camera" Shots**

- If you absolutely must be on camera to demonstrate something or you prefer that type of video for elements of your course, there's no need for a DSLR - just use your smartphone!
- Use a phone clip or tripod to hold your phone in landscape mode
- Purchase a clip on lavalier microphone that plugs into your phone for better audio
- Face a window with plenty of natural light to get better picture quality in camera

# Step 4: Sell And Distribute Your Course

### **Decide On Which Digital Distribution Tool To Use**

- Sendowl and E-Junkie are both very affordable platforms for storing and distributing your course as a zip file of videos. Once someone purchases, your files are immediately emailed to their inbox for download.
- <u>Kajabi is my favorite platform</u> for selling and distributing courses as it creates an online portal for your customers to login and stream your course from any device.
- Cheaper versions of this method involve building a password protected Wordpress site with embedded videos using Wistia or Vimeo Pro.

#### **Setup Your Payment Processor**

- Two of the biggest online payment processors are Paypal and Stripe
- Create a free account with either and link it to your business checking account
- You can now accept credit or debit cards online to pay for your course.
- Sendowl and E-Junkie will integrate with Paypal easily so as soon as payment goes through, they automatically know to deliver the product.
- Kajabi integrates with both Paypal and Stripe and works similarly giving you a checkout page that handles everything.

#### **Finalize Your Pricing For Your Course**

- Don't play in the sub \$50 playground you'll attract sub \$50 customers
- Tim Ferriss suggests pricing your product between \$50 and \$200 and I believe this is a sweet spot for most online courses.
- Depending on the nature of the course and the value it brings, online courses can do very well between \$500 and \$2000 also.



# 3 Mistakes When Launching Your Online Course

I've talked with so many online business owners who have built and launched a course - only to see it flop and bring few (if any) sales.

This is demoralizing.

So - in order for you to be successful when building and launching YOUR course, I want to briefly highlight three big mistakes you should avoid at all costs:

## Mistake #1 - Not Researching Enough (or At All)

This is the most common mistake I see.

People seem to want to dismiss the idea of customer research, assuming they already "know" their target customer well enough to build a course in a vacuum.

Don't be tempted to do this. It'll come back to haunt you.

The only way to guarantee your course will sell is to find out what people want and then build it for them!

### Mistake #2 - The Wrong Positioning

Even with the right research and the right online course, your positioning could still be off.

What is positioning? Simply put it is the angle you take when selling your course.

This includes how you communicate who this course is for (and not for) and what problem it is solving.

While you might have a great course, if you don't communicate to your potential customers clearly enough then they might not think the course is a good fit for them, when in reality it is.

Go back to your research and dig as deep as possible to make sure you not only build a great course - you can convince your audience that it's the right course for them.

#### Mistake #3 - Not Launching Strategically

The best product, with the best positioning, still won't sell a single copy if you don't launch it strategically.



And while there is a LOT that goes into a profitable launch, let me briefly highlight the must-haves:

- **Pre launch build up** you gotta hint that something is coming and get your audience excited
- **5 emails minimum** you need to talk to your list every single day of launch week
- A scarcity element whether it's closing the course, upping the price, or removing a bonus, there must be some element of scarcity that encourages them to not just buy, but buy now.

# 4 Ways To Get Great Testimonials For Your Course

Testimonials (success stories and quotes from happy customers) are the key to selling your course to more and more people.

Like a product with tons of 5 star reviews on Amazon, a course with great testimonials sells a lot easier.

So if you want to do 6 figures or even 7 figures with your online courses, you need a system for getting as many powerful testimonials and success stories as possible. Spoiler alert: the best way to get testimonials is to make sure your students get everything out of your course possible so they can get results.

Here are for simple ways to make sure this happens.

- A Detailed Welcome Video When students login to your course for the first time they should be greeted by an exciting and detailed welcome video from you that will explain how to get the most out of the course.
- 2. **An Onboarding Email Sequence** Pre-write 3 to 7 emails that go out daily (or weekly) to ensure your students know about everything inside the course. Encourage them, give them suggestions of what to do first, second, and third, and so on.
- 3. Homework/Checklists Students do better when given tasks or homework to complete upon learning new material. This takes the information and puts it into practice, thus making it stick more. Having simple checklists or action steps for each section or video of your course will help them know what to do with the information they've consumed.
- 4. Closing Remarks Video At the end of your course be sure to include a video that encourages them for finishing the course, gives them a "next step", and asks them the all important question: "What has been your biggest win from this course?". This forces them to think about what success they've had or what they liked most about the course and then formulate a testimonial for you!



If you can incorporate all 4 of those elements into your course, you will have set yourself up to for successful students and powerful testimonial collection.

Then you can pepper these throughout your sales and marketing material for your course!

I hope this checklist has been and will continue to be a helpful resource for you as you build your first (or fifth) online course.

Thank you for downloading this guide and reading it! Here's to creating a killer online course - and ultimately helping a bunch of people!

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