



# CREATE YOUR COURSE

Done right the 1st time.  
Present as an expert.  
Make an impact.

## COMPLETE GUIDE

For the established  
entrepreneur

**amanda bentow.**



# MEET AMANDA



**COURSE STRATEGIST**  
**LIFESTYLE INNOVATOR**  
**BRANDING EXPERT**

Schedule a course  
strategy session.

Get 50% off  
COUPON CODE:  
FRIENDS

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## my story

As a student, I helped spearhead the effort to bring a \$20 million Wellness Center to my University. After finishing my M.B.A., I served as Director of Operations, overseeing strategic planning, finances, and programming. I left my work at the University to start my own business, building an international team, and serving clients around the world.

We specialize in bringing projects  
across the finish line.



# CREATE FOCUS

Depending on the size and scope of your course, set a goal to complete your course by a certain date.

Braindump a list of to-do items – this is what you'll work from every day during your course creation time.

Time block your work day so that you have ample time to work on your course each day if possible, but every week at a minimum.





# VISUAL BRAND

As a successful business owner, you likely understand the value of a powerful brand. But if this is the first time you've brought your business online, you may consider whether this course should be branded under an existing business, your personal brand, or a new brand.

**A complete visual brand includes:**

A professionally designed logo

A color palette of 4-6 colors

Font combinations

Professional photos that represent you or your brand.





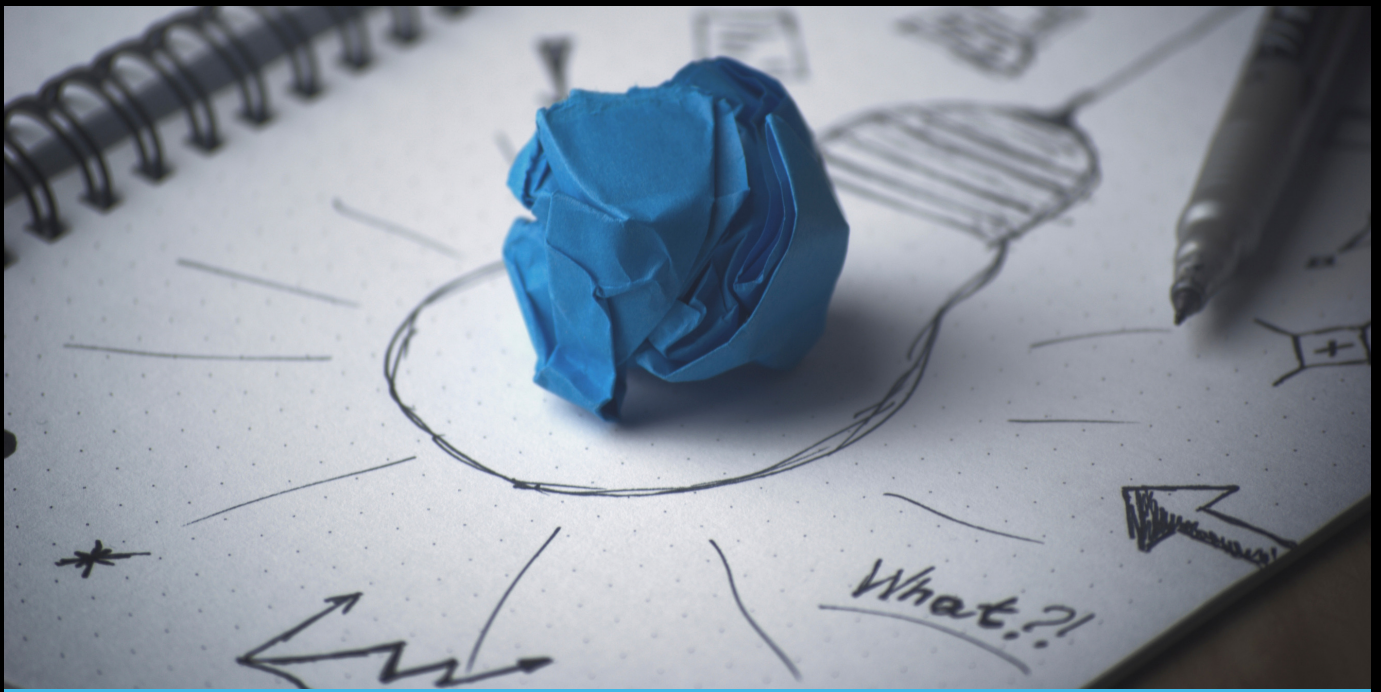
# SALES FUNNEL

We need to know where this course fits in your overall sales funnel. Is this your customer's early introduction to you or is it your cornerstone project?

How will your customers find your course?

When they complete this course, what's next for them?

By looking at the big picture of your business, we understand where this course fits and how we might be able to plant the seed for future courses or other products and services that you offer.



# PLAN CONTENT

Braindump: set aside uninterrupted time to list everything you want to teach in this course

Consider whether a beta test group is right for you so you can get paid to create your course.

Outline – use a system of post it notes and note cards to outline your content, including:

Stories

The tips/point

Intro to the next lesson

Additional resources





# CREATE CONTENT

## **Video Equipment:**

Lavalier microphone

iPhone or professional camera and tripod or stand

Set design and lighting that fits with your brand

For screen recordings, use Quicktime for Mac or Google search

"screen recording for windows" to choose your option

## **Practice your presentation on camera:**

Hair/makeup, Wardrobe

Remember to BE YOU on camera and look into the camera lens!

## **Other things to consider:**

Video Editing

Create the downloadable documents and design according to your brand

Pull audio from finished video for added value in the course

Will you have a private community for your students?



# COURSE DETAILS

How much will you charge?

Is the price one time, multiple payments, or recurring monthly membership?

Will the course be released all at one time or will the content be “dripped out” over multiple weeks?





# TECHNOLOGY DO YOUR RESEARCH!

Which platform will you use? Consider cost, ease of use, and how you need the course to function.

Will you need to connect different systems or does your platform contain everything you need? Consider email management, video hosting, and payment processing.

You'll need a course platform that manages membership accounts with login and password information for your students. It should automatically grant access to your course for those who have paid. On some platforms, this will require multiple systems that need to be integrated.

Spoiler alert: My favorite is [Kajabi](#) because it includes everything I need, all under one roof.



# STAY ORGANIZED

There's nothing worse than having a TON of content that you can't find!

And if you plan to outsource, you'll need to be able to provide clear instructions about where to place your content. Make it easy by setting up a folder structure for your content.

Name folders and files that match up with the outline of your course content. ( You can always change it later)

## **Consider folders such as:**

- Final videos
- Videos for editing
- Branding
- Downloadable files
- Course Images
- Page Content





# OUTSOURCE

Just because you CAN do it, doesn't mean you SHOULD.

Your time is your most valuable resource and it IS possible to get your course done RIGHT without requiring you to learn new technology tools.

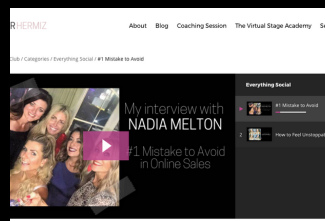
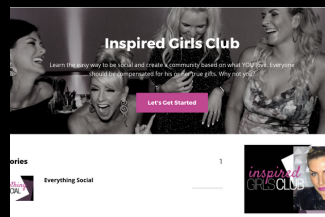
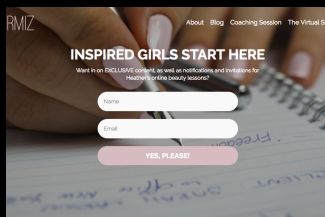
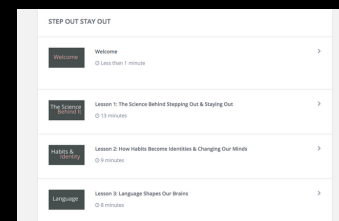
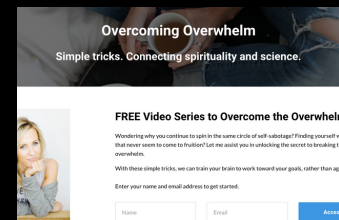
You don't have time to learn the systems that are required to produce the kind of course you envision. Find someone you trust who understands what will be required for your project.

# LET OUR TEAM GET THIS PROJECT OFF YOUR PLATE

We'll get your project across the finish line and free you up to do what you love.

"Working with Amanda was just what I required to make my vision come together. I had created so many pieces for my course, but couldn't quite figure out how to create the finalized product. Amanda's team assisted me to move forward with bringing the product to my audience in a timely and professional manner that represented my brand. You all deserve to work with her!"

Amy S., Success Coach and Founder of Step Out Stay Out



"I don't know how she gets it all done and does it so quickly! She creates amazing work. She makes the process easy because she knows exactly what questions I should be asking her. She pulls all the information she needs and then gets to work with her team to create something better than I can imagine. She's the real deal."

Heather Hermiz, Founder of Inspired Girls Club



Awesome energy, very focused, extremely organized.

Amanda is speedy and great at going the extra mile.

SUPERSTAR Material!!!!

## BOOK YOUR STRATEGY SESSION

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## 1 HOUR PERSONALIZED STRATEGY SESSION

Your questions answered.  
Define your success formula.