

# CREATE COURSES FOR PROFIT



**CALENDAR**

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# CREATE COURSES FOR PROFIT CALENDAR

Create a Long-Term Plan .....27

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Use this calendar to copy and paste these tasks on your calendar to keep your moving forward in creating your courses for profit.

## Week 1

### Monday

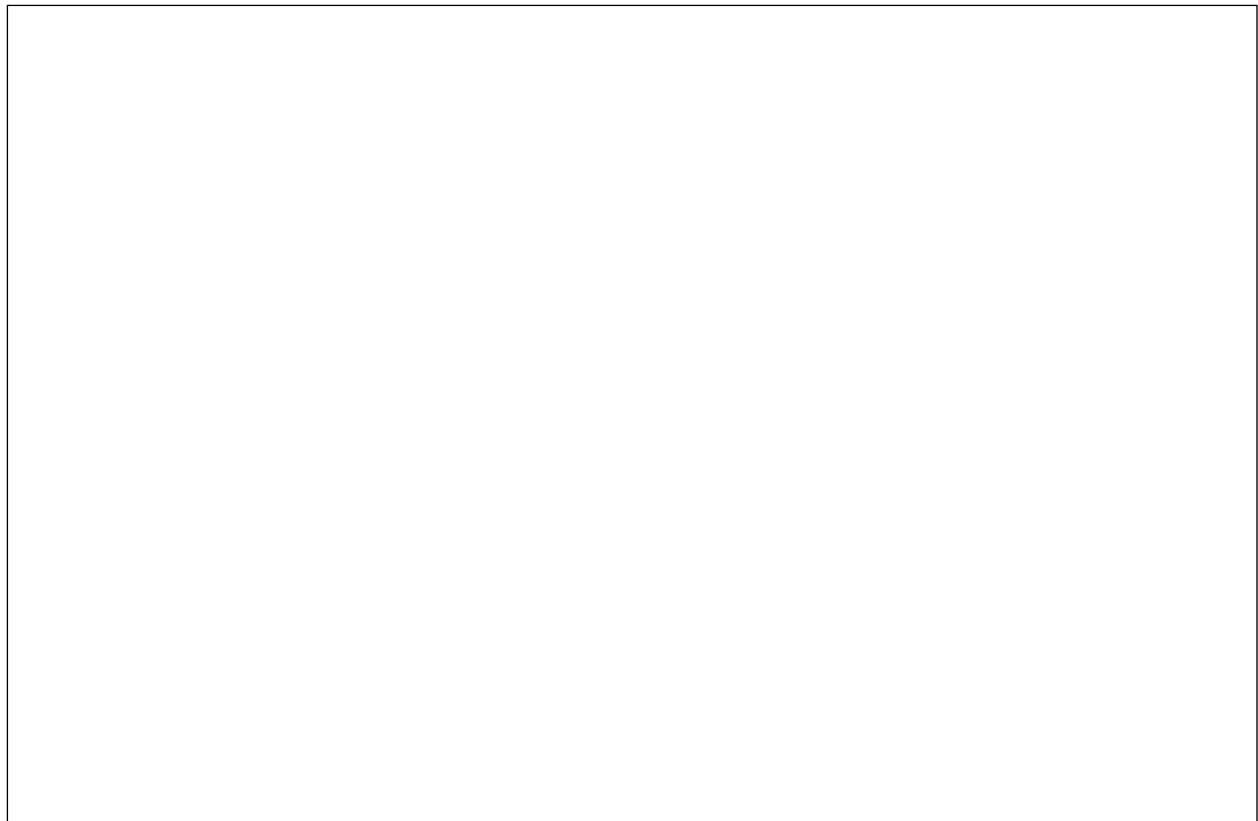
Learning Objective: Find a Topic That Pays

Choose a specific topic that thrills your fans and followers – a course they will be ready to pay to have it.

### Demographics

Identify your paying audience through research of your basic demographic.

Age, gender, education, income, religion, the number of children they have, and whether they own pets is just a starting point.

A large, empty rectangular box with a thin black border, intended for taking notes or providing additional information related to the demographic research task.

Create a research system that you can use to find the right audience for any product or program.

## Psychographics

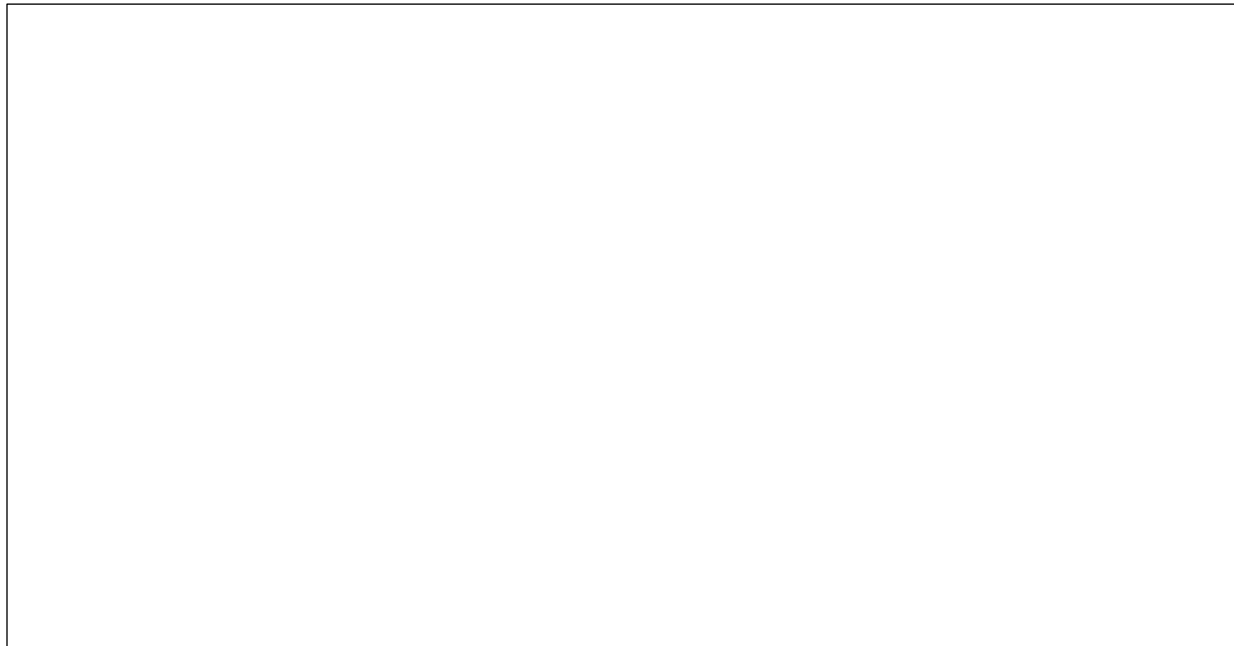
Psychographics is a form of emotional demographics. It measures beliefs, attitudes, lifestyle, expectations, preconceptions, and personality.

Psychographics includes fears, hopes, interests, habits, passion, and challenges. It consists of the conscious and unconscious decision making behind demographics.

Understanding the psychology of your ideal buyer is vital to know before creating your course that they will pay for and get benefits promised.

There are several ways to collect psychographic information.

- ☐ Targeted surveys and polls with limited questions and choices
- ☐ Sliding scale market surveys
- ☐ Open response surveys
- ☐ Focus summaries
- ☐ Polls



# CREATE COURSES FOR PROFIT CALENDAR

- ☐ What does your student think about [your topic – work from home, learn new skills, budgeting, etc.]
- ☐ What do they believe about [your topic]
- ☐ What do they value about [your topic]
- ☐ What do they want when it comes to [your topic]

## Tuesday

Psychographic information can help you more accurately identify pain points that will cause your ideal student to take your course. If you want to ensure you reach her, you will need to go deeper.

The better plan is to dig deeper.

- |   |   |
|---|---|
| <input type="checkbox"/> Practice multiple research methods | <input type="checkbox"/> Take time to analyze responses |
| <input type="checkbox"/> Identify your ideal student        | <input type="checkbox"/> Cross-check results            |

Research similar courses your ideal student invests in. Someone who keeps taking “Business Budgeting,” “Finance for Business” and “Money Management for Business” courses is someone who hasn’t got past their business finances sticking point if these courses are all at the same level.

The obstacle keeping them at a standstill is your hint to what your students will rush to pay for. Identify it using detective work, polls, surveys, and even formal market research if you have the budget for the latter.



## Wednesday

*"How will this change their lives?"*

Even a small transformation in mindset and/or circumstances can get your ideal student un-stuck and help her move forward with renewed excitement toward her goal.

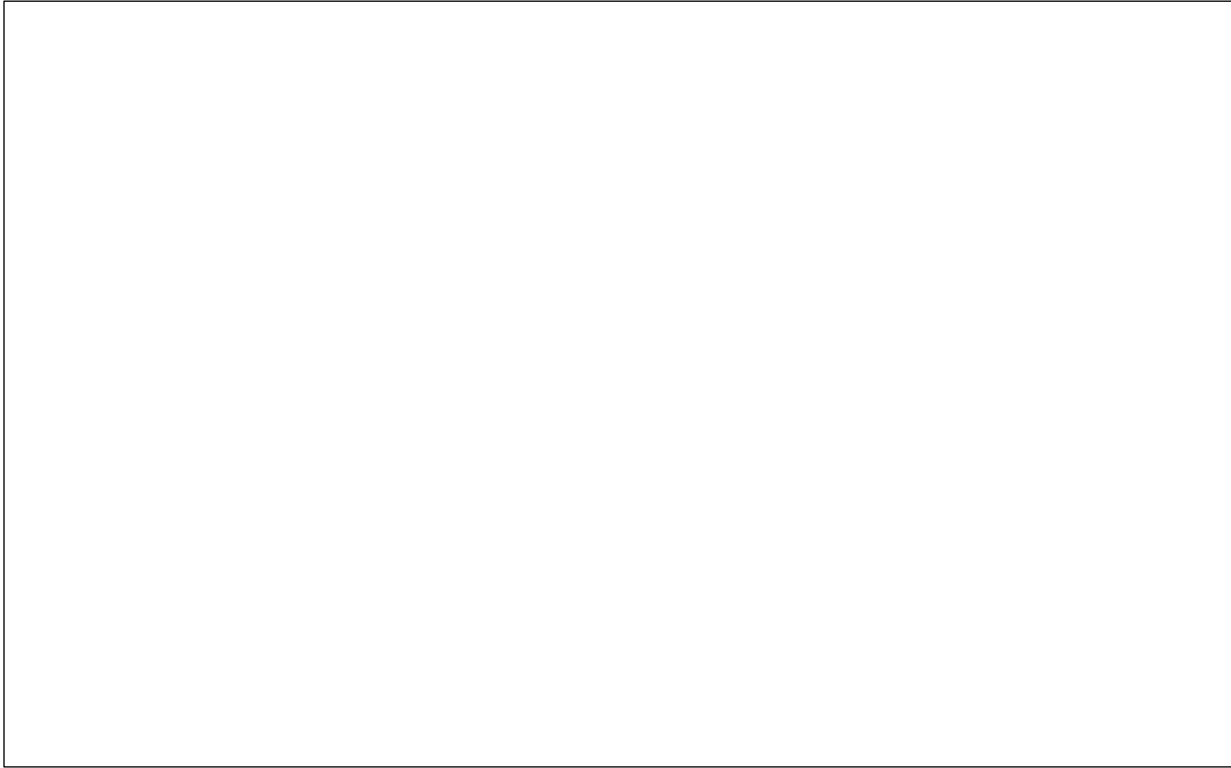
### **Think about things you have helped others do in the past:**

- ☐ What do people always ask you for help with?
- ☐ What do people ask you questions about?
- ☐ What did you help them do? Understand? Achieve?

It has to help your ideal student:

- ☐ Master at least one vital aspect of a new skill
- ☐ Get past an obstacle
- ☐ Complete a task she has never been able to complete before
- ☐ Help her understand something that has previously always been a frustrating closed door
- ☐ Undergo an epiphany

- ☐ See a significant improvement in her life, learning, business, hobby, etc .



But first, make a plan.

- ☐ Is this course going to be a one-off, so that their choices are 'either/or'?
- ☐ Or can you position these topics into a series of courses, each one escalating in complexity, building on the one before, and increasing your student's skill or knowledge level?

# CREATE COURSES FOR PROFIT CALENDAR

SERIES: NAME	
Course 1	
Course 2	
Course 3	
Course 4	

## Thursday

Ask yourself:

- ☐ Why will my ideal student pay money for my course? What am I offering her that she can't find easily via Google or YouTube?

- ☐ What significant advantage will be taking your course give her, versus researching this herself?

- ☐ What can I share or show her that my competitors can't or won't share

# CREATE COURSES FOR PROFIT CALENDAR

- ☐ What is the ONE selling point that will light my ideal student up like a Christmas tree?

- ☐ What will ONE benefit of my course my ideal student gets excited about? What is ONE feature I can include that others don't?

## Friday

Take the time to research and get to know:

- ☐ Your strengths, skills, preferences, and weaknesses
- ☐ Your ideal student – her most urgent need and what change she needs to make
- ☐ Your competitors – what need they are not fulfilling

## Week 2

### Monday

#### Teach Them What to Expect to Fulfill Their Expectations

Your course name should let people instantly know:

- ☐ The topic
- ☐ What type of course it is
- ☐ What learning style it engages
- ☐ What it promises

Brainstorm and research titles:

## **The generic data in your title, “A hands-on introduction to”:**

- ☐ Tells people it is a practical guide
- ☐ Attracts kinesthetic learners
- ☐ Promises to show them how to do something
- ☐ Tells them it is an introductory level.

Brainstorm:

## **The specific detail in your title:**

## Tuesday

### Avoid Boring Course Names While Being Descriptive

Your course names might be descriptive, but they should never be boring.

Boring course names mean NO SALES! It doesn't matter how great the topic is if the name falls flat no one will ever "buy."

Active verbs excite and inspire action.

- ☐ Grow
- ☐ Make
- ☐ Create

- ☐ Finish
- ☐ Publish
- ☐ Speak

- ☐ Design

### Mention a Key Benefit

If you can find a natural way to show the benefits of your course in your title, your chances of capturing attention will skyrocket.

## Wednesday

Words such as “Bootcamp,” “Complete,” and “Masterclass” also make implicit promises, so make sure you are capable of delivering on that promise. If you promise a super-fast method to complete a task, gear all your energy towards ensuring that is precisely what your impatient, time-strapped student is going to learn.

How do people negate the promises they make in a course name? Well, let’s say you did promise a “super-fast” course.

Here’s what that would look like.

PROMISE: “SUPER-FAST”	
Keeping the Promise	Breaking the Promise
<ul style="list-style-type: none"><li><input type="checkbox"/> Repeat the promise quickly at the beginning of the lesson and move on.</li><li><input type="checkbox"/> Give instructions clearly, but with a minimum of words and maximize clarity.</li><li><input type="checkbox"/> Prepare a well-edited and tested script ahead of time.</li><li><input type="checkbox"/> Keep your lesson focused and prepare carefully ahead of time so that you hit every point efficiently.</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Go into a long rambling introduction.</li><li><input type="checkbox"/> Tell your life story, share your ‘why,’ talk about your epiphany, tell them why it matters.</li><li><input type="checkbox"/> Wing it. Abandon the cue cards or script you wrote because you’re getting tangled or realize you missed one of the points.</li><li><input type="checkbox"/> Backtrack because you missed a point.</li></ul>



Simply put – your course should reflect your title promise and deliver it.

## Thursday

Research your brainstorm titles. Does it pass this test?

- ☐ Avoid Clichés
- ☐ Target Specific Values

Research titles you competitors have used.

## Friday

Review your week. Document tasks that did not get completed and what needs to be scheduled next week.

## Week 3

### Monday

The Learning Objective is to create a memorable course with entity identity.

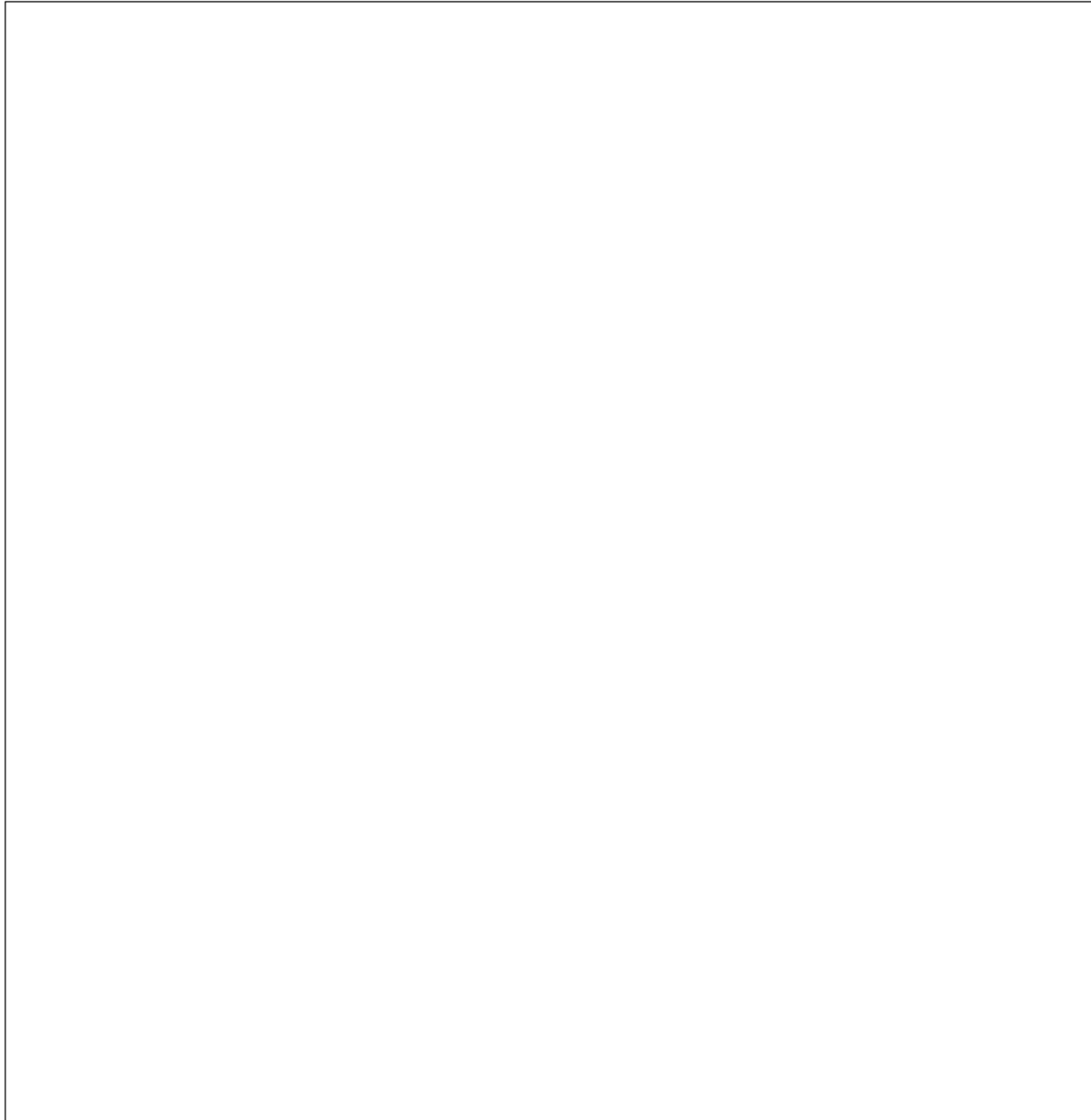
You've identified your ideal student, come up with a specific angle, and thought up a course name that should sell. Now it's time to step out of the research zone and design a dynamic, transformative course.

Create an outline.

## Document Your Course Creation Process

Make sure you create:

- A lesson structure sheet or style guide
- Templates for lesson modules, handouts, slides, etc.

A large, empty rectangular box with a thin black border, intended for documenting the course creation process. It occupies the central portion of the page below the list of items to create.

Tuesday

Create a Course Structure

Create Lesson Templates

## Wednesday


How do you teach the best?

- Live or pre-recorded?
- With or without an audience?
- Large groups or small?
- Do you prefer giving workshops or weekly lessons?



What works best for you? Teaching by:

- ☐ Podcast
- ☐ Webinar
- ☐ Video



## Thursday

Put serious thought into the way you want to present your lessons and choose a primary format comfortable to you.

Accommodating other learning styles can quickly be done by providing support materials such as:

- |                                      |  |
|--------------------------------------|--|
| <input type="checkbox"/> Transcripts | <input type="checkbox"/> Worksheets      |
| <input type="checkbox"/> Slide Sets  | <input type="checkbox"/> Handouts        |
| <input type="checkbox"/> Checklists  | <input type="checkbox"/> Digital Lessons |

Supporting your lessons with companion materials make your course even more valuable to your students.

What will you have for students?

## Friday

- ☐ How you can help her with what she needs from you.
- ☐ What you know, you can share and deliver.

## Teaching Aids for You

When creating your lesson structure, decide what you will use as a prompt system or learning aid for yourself:

- ☐ Script
- ☐ Point-form outline
- ☐ Cue cards

1. State problem and course goal.
2. Where to find handouts.
3. What will be covered in the lesson
  - a. Types of database
  - b. Organizing your database



--

## Outline Your Lesson (more detailed than outlining the course)

Outline each lesson carefully, using the Lesson Outline template that you created.

Most lesson outlines contain similar components:

Lesson Introduction	Learning objective/takeaway	
Housekeeping	Where to find support materials	
Quick Anecdote	Should illustrate the need for the lesson	
Interactive Component	For example, fill out a workbook, submit a question, etc.	
Lesson Outro	Repeat the same outro with every lesson	

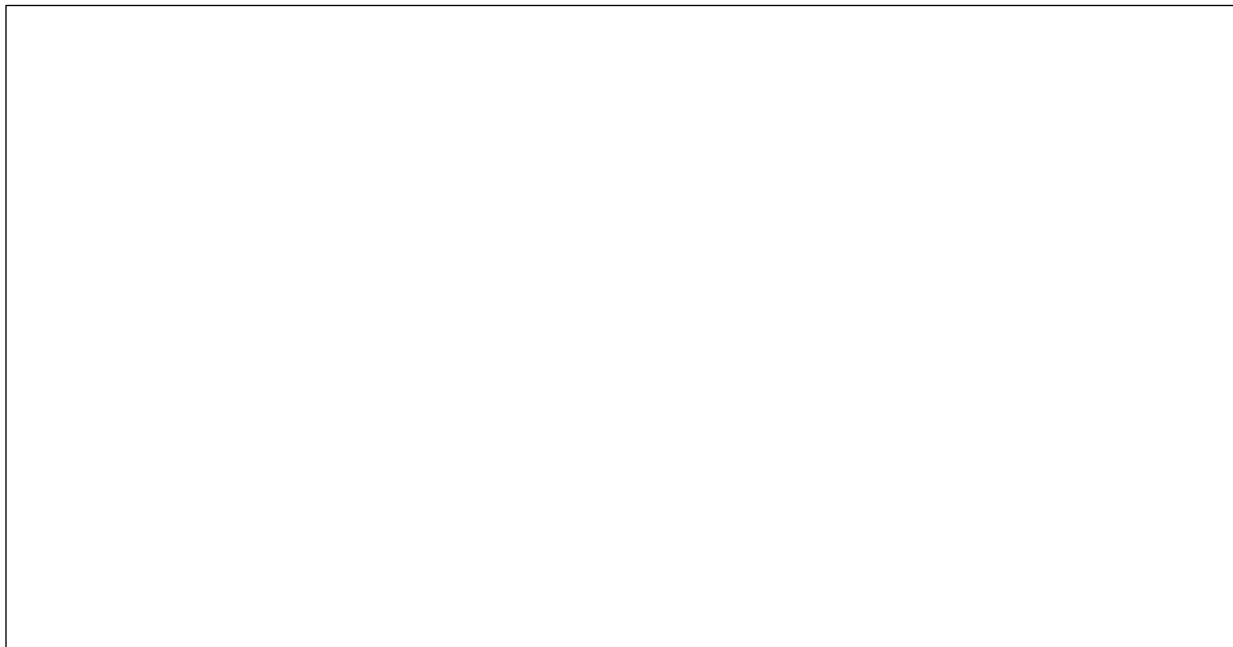
## Week 4

### Monday

#### Create a Course That Will Build Your Business

Hiring the right freelancers or team members means you can make your fantastic course happen AND keep your business growing at the same time.

Brainstorm outsourcing:



#### Research and Choose a Teaching Platform

Features to check out include:

- |  |  |
|--|--|
| <input type="checkbox"/> Fees and percentages  | <input type="checkbox"/> Standard features, such as screen sharing, mute, guest presenter, slide sharing, etc. |
| <input type="checkbox"/> Extra or hidden costs | <input type="checkbox"/> Payment conditions  |
| <input type="checkbox"/> Storage options       | <input type="checkbox"/> Limitations   |
| <input type="checkbox"/> Customer support      |  |
| <input type="checkbox"/> Security              |  |

Take time to research various platforms and hosting options before you make a decision on which option is best for you.

Think about the long-term:

- ☐ Is this course the first in a series?
- ☐ Is course creation going to be a significant part of your business?



## Tuesday

### How Much Outside Help Do You Need?

Getting other specialists to help you with the course set up, graphics, shopping carts, transcripts, slides, recording, or other areas of course creation makes perfect business sense. But how do you know what you need to do yourself and which parts you need to outsource?



A simple way to find out is to ask yourself, “If I could get other people to take care of my business, what business activities and tasks would I still love to do myself?”

## Wednesday

### Create a Long-Term Plan

Outsourcing also makes your business instantly scalable. It is capable of expanding and growing as quickly or as broadly as you want. You can plan on branching out and creating multiple courses simultaneously.

# CREATE COURSES FOR PROFIT CALENDAR

By leveraging other specialist freelancers, you will be able to create a long-term plan right now and waste no time setting it in place.

You need to consider now who is going to handle tasks like:

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Customer Service                       | <input type="checkbox"/> Repurpose old course materials      | <input type="checkbox"/> Social Media Management            |
| <input type="checkbox"/> Platform setup                         | <input type="checkbox"/> Graphics                            | <input type="checkbox"/> Website setup and maintenance      |
| <input type="checkbox"/> Uploads and downloads                  | <input type="checkbox"/> Promotion                           | <input type="checkbox"/> Scheduling and booking appearances |
| <input type="checkbox"/> Content creation                       | <input type="checkbox"/> Advertising                         | <input type="checkbox"/> Email updates                      |
| <input type="checkbox"/> Project Management                     | <input type="checkbox"/> Updating Systems                    | <input type="checkbox"/> Newsletter                         |
| <input type="checkbox"/> More courses                           | <input type="checkbox"/> Support materials they can download | <input type="checkbox"/> Membership sites                   |
| <input type="checkbox"/> A place students can hang out with you | <input type="checkbox"/> Mentor/Coach Programs               |   |

## What Will You Outsource?

## Thursday

Start by creating an outsourcing budget and plan.



Decide precisely how many team members you need, which areas you need them to cover, and in what order you need to add each member.

Starting with a virtual assistant whose skills lie in your weakest areas is a sound strategy. Also, consider hiring experts for one-time-only tasks such as setting up your website or performing a photoshoot.

## Friday

Pull together all of your research and review the data. Complete any tasks left undone and schedule time to work on them next week.

Review your outlines for outsourcing and begin research to find your first contractors.

What skills will the contractor need:

Set up time for interviews next week.