

CREATE COURSES FOR PROFIT



WORKBOOK

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Introduction

Use this fillable workbook to create a course that your audience will pay for and one that will help you build your reputation and begin scaling your business.

The assignments in this workbook will help you identify your ideal audience and select a topic that they want. As you go through the questions, choose the best format and make informed decisions on how to create a community that keeps coming back to interact with you and becomes buyers.

Don't be concerned about your level of teaching experience because this workbook will help you avoid the common mistakes and take advantage of the top strategies to increase your course's sales potential.

If you are quite experienced, this workbook will save you time and make sure that you don't miss any vital steps in your course.

Are you new to teaching? Then you are in the right place! You will gain confidence as you implement each step of your course research and set up. By the time you are ready to launch, you are ready.

Select a Topic That People Will Pay For

It is essential to research and know the demographics of your buyers. From there, you will find the emotional demographics of your ideal client, also known as 'psychographics.' These steps are necessary to keep you from creating something that doesn't connect with your ideal audience.

Psychographics tell you what your ideal client purchase.

Demographic research will come from your website, your social media insights, and competitor demographics. You can get hard demographic data from social comments on your competitor's page. For example, if your competitor posts a dog image and 30 of her followers comment by including

stories and photos of their dog, that indicates that your potential audience are dog lovers.

Create and share surveys and polls to gather data that you don't find in the usual online locations.

Of course, you can access your control panel to get demographic data for your website, but a much more powerful way to search through Google Webmaster Tools. (When you log in, go to Traffic>+1 Reports>Audience).

Check the demographic data on your Facebook Page's insights (which is available when you have 100 followers or more).

Document Basic Audience Demographics

Use the table below to list and document your demographic data.

Categories	Info	Notes
Age Range		
Gender		
Marital Status		
Location		
Annual Income		
Education		
Children		
Occupation		
Ethnicity		
Religion		

Average Time on Social Media		
Other		

Record Basic Audience Psychographics

Categories	Description
Lifestyle	
Values	
Expectations	
Behavior Patterns	
Attitudes	
Beliefs	
Interests	

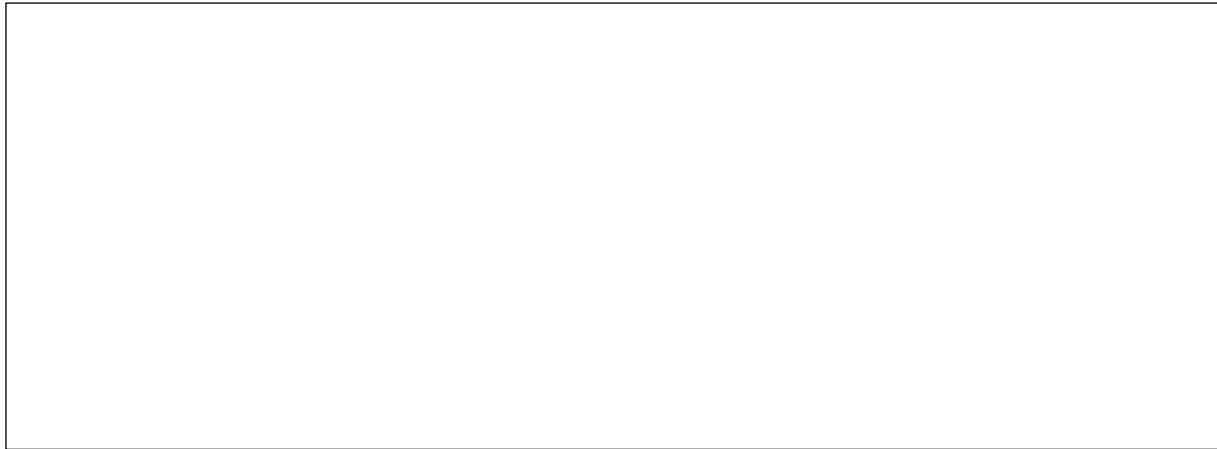
Collect Psychographic Data with:

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

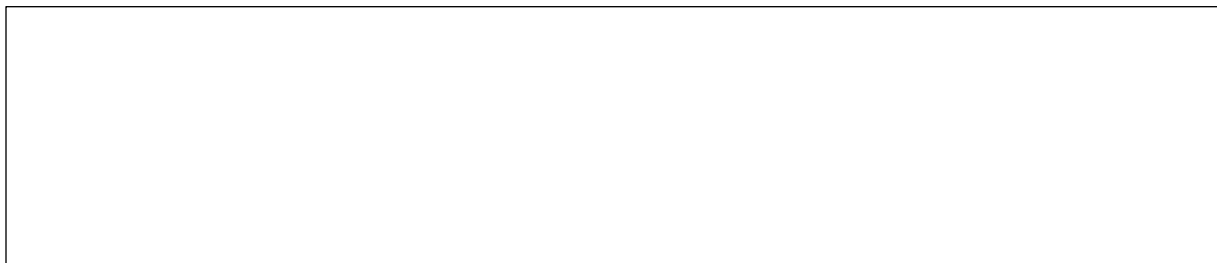
APPS:

- ☐ Survey Monkey
- ☐ Crowdsignal (formerly Polldaddy)

Once you have completed your surveys and identified a general topic, use your research plus poll/survey responses to brainstorm specific, possible course topics.



Poll Your Audience for Input for the Course Topics



Student Avatar: Psychographic Profile

The purpose of creating a student avatar is to determine a potential student. Write a short story-style psychographic profile about your ideal student, answering the following questions:

Who is it, and how do they spend their time?

What do they **want** more than anything?

Where are they **stuck**?

What are their **strengths**?

What are their **weaknesses**?

What do they **think** about (your topic – working at home, new skills, budgeting, etc.?)

What do they **believe**?

What do they **value**?

Write their story, what makes them tick?

Plan Your Course/Course Series

Complete this when you decide on your courses and lessons.

Name your Series:

Course 1	
Course 2	
Course 3	
Course 4	
Course 5	
Course 6	

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Name Your Course:

Lesson 1	
Lesson 2	
Lesson 3	
Lesson 4	
Lesson 5	
Lesson 6	
Lesson 7	
Lesson 8	
Lesson 9	
Lesson 10	
Lesson 11	
Lesson 12	

Research Your Market and Topic

Explore every topic and student research angle. Before the actual course creation, go through the following and answer.

Why will my ideal student pay money for my course? What am I offering that isn't free on Google or YouTube for free?

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What significant advantage will be taking my course to provide vs. them to research this themselves?

What can I share or show that my competitors can't or won't share or show?

What is the one selling point above all others that will light my ideal student?

What will one benefit of my course that my ideal student will be excited?

What bonus can I include that others don't?

Check all of your metrics to include Google Analytics, website, social media, and competitors.

Finish additional research on your topic and audience.

Pick the Perfect Name

Selecting the best name can often mean the difference between a full schedule and repeat sales versus no sales at all. It involves more than merely brainstorming a catchy title. Identify and match everything about your ideal student and what they feel when they see the name of your course.

The perfect name includes general information and specific details with an angle.

General Data	Specific Detail

Your course name should let people instantly know:

Your topic:

What type of course:

ub

What learning style it engages:

- | | | |
|-----------------------------------------------------------------------------|----------------------------------------------------------------------------------------|---------------------------------------------------------------|
| <ul style="list-style-type: none">• Visual• Auditory | <ul style="list-style-type: none">• Kinesthetic• Linear-textual | <ul style="list-style-type: none">• Combination |
|-----------------------------------------------------------------------------|----------------------------------------------------------------------------------------|---------------------------------------------------------------|

What is promises at the end of completing the course that the student will be able to do:

If it is a How-to course, you need a descriptive name rather than a catchy title. If it’s a creative course exploring abstract concepts, a name with a strong entity identity – a catchy, memorable one – will serve that course better.

Brainstorm Your Course Title

Brainstorm and test different titles. Add relevant score data, if you are using a Headline Analyzer.

Title Ideas:	Score 1	Score 2

Creating the Perfect Name for Your Course

Create the best-converting course name for your target student, making sure the title contains as many as the following as possible:

- | | | |
|-----------------------------------------------------------------|---------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| <ul style="list-style-type: none">• Active verbs | <ul style="list-style-type: none">• A Built-in promise | <ul style="list-style-type: none">• No clichés or slick, overused phrases |
| <ul style="list-style-type: none">• A Key benefit | <ul style="list-style-type: none">• Specific value targeted | |

Double-check your course title that:

- | | | |
|---------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none">• Indicates the learning style is best suited for | <ul style="list-style-type: none">• Doesn't contain weak and unnecessary words | <ul style="list-style-type: none">• Shows it is aspirational, pointing to transformation |
| <ul style="list-style-type: none">• Resonates with the right student's emotion | <ul style="list-style-type: none">• Is descriptive | |

Test your course title:

- | | | |
|--------------------------------------------------|-------------------------------------------------------------------|------------------------------------------|
| <input type="checkbox"/> Free headline analyzers | <input type="checkbox"/> Polls released to a closed testing group | <input type="checkbox"/> My team members |
|--------------------------------------------------|-------------------------------------------------------------------|------------------------------------------|

The Best Way to Design Valuable Lessons

Preparation offers the best way to make sure you deliver memorable, fun lessons that your ideal students will love.

Properly prepared lessons have clarity and focus. They're thought out with the needs of the students in mind. Consistency and repetition increase your branding and reassure your students that they're getting the best.

This process of preparation should produce practical results and assist you systematically prepare for your lessons, and you'll deliver teaching that can transform your student's lives.

Document Your Course Creation Process

Do this from the very beginning, at the point of your idea forming—follow-up after the course. Keep a course journal and makes notes as you go along. Create templates and style sheets for any parts of your course that are recurring- for example:

- | | |
|--------------------------------------------|-------------------------------------|
| <input type="checkbox"/> Lesson formatting | <input type="checkbox"/> Worksheets |
| <input type="checkbox"/> Slide Frames | <input type="checkbox"/> Branding |
| <input type="checkbox"/> Image Quotes | <input type="checkbox"/> Scripts |

And any other part of the process you are likely to repeat. That way, you can dump new content into frameworks and containers capable of giving a familiar feeling of repetition and consistency.

Make a list of templates you need to create.

Create a Structure (outline) for Your Course

The structure is a run-through of what happens next, lesson by lesson – an overview.

Work on an intro and outro for each lesson – a greeting and a parting word of encouragement.

The more you can structure ahead of time, the more professional and smooth your lessons will feel.

Create a Framework for Your Course

Course Title	
Course Sub-title	
Course Description	
Course URL	
Your Bio	
Categories	
Keywords	
Lesson Intro and housekeeping	
Homework/downloads/handout instructions	
Lesson Outro	

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Outline your lessons for the course. Identify the specific step that will move your student forward toward transformation in each lesson, and you have your lesson topic. Identify the central concept in each lesson to check and reinforce that you have identified the most helpful steps.

STEP THAT YOUR STUDENT NEEDS TO TAKE (1 per lesson)	MAIN CONCEPT IN EACH OF THE LESSONS
Lesson 1:	
Lesson 2:	
Lesson 3:	
Lesson 4:	
Lesson 5:	
Lesson 6:	

Decide on Your Teaching Platform

When you have a definite course idea starting to gel, it's time to put thought into which teaching platform and the method you will use. You've already researched your ideal audience's learning style and determine what would give you the most joy to teach. Face it, if you're excited and energized and

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full of passion and joy, there is more of a chance you'll ignite your student's enthusiasm.

Do you prefer formal or informal? Free or paid – or a combination (starting with a free-mini-course and ending with a paid course offer?)

Will you host your course yourself through a membership plugin on your website? Use a third-party hosting and course creation platform such as Teachable?

Teach for a third-party school tool such as Udemy or LinkedIn Learning?

If you don't want a third-party learning organization yourself, consider other options:

- | | |
|----------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Teach a Video Course on a platform such as Vimeo or Thinkific | <input type="checkbox"/> Teach a course via your webinar software or teleseminar software |
| <input type="checkbox"/> Teach a course via Livestream | <input type="checkbox"/> Teach a live course at a local venue |

How will you collect payment?

- ☐ Through the third party online learning site, you are using
- ☐ Directly through PayPal
- ☐ Through your shopping cart?

Lesson Template

STEPS:	WHAT TO INCLUDE:	WRITE YOUR POINTS OR TEXT HERE:
Lesson Intro	<p>Learning objective/takeaway:</p> <ul style="list-style-type: none"> <input type="checkbox"/> What will they overcome <input type="checkbox"/> What they will learn 	
Quick Anecdote	Should illustrate the need for the lesson	
Interactive Component	<p>Q&A, filling out a workbook, submit a question or answering one, etc.</p> <p>Give Download information.</p>	
Lesson Outro	Your end-of-lesson sign-off. Repeat the same outro with every lesson.	

Create Supporting Materials

You need to decide if you will outsource your content, graphics, and templates for these materials required for your course:

- | | | |
|------------------------------------------|--------------------------------------------|---------------------------------------------------|
| <input type="checkbox"/> Landing pages | <input type="checkbox"/> Course Curriculum | <input type="checkbox"/> Pre-launch email series |
| <input type="checkbox"/> Sales page | <input type="checkbox"/> Surveys/Polls | <input type="checkbox"/> Post-launch email series |
| <input type="checkbox"/> Thank you page | <input type="checkbox"/> Lesson scripts | <input type="checkbox"/> Handouts |
| <input type="checkbox"/> Welcome message | <input type="checkbox"/> Blog posts | <input type="checkbox"/> Slides |
| <input type="checkbox"/> Social Posts | | |

Lesson One should give small transformative results right away that encourage students to feel like they got results with a big takeaway.

Decide the place in the market and price your course to fit. Research this process to find the best way for you and your students.

4 Key Reasons to Get Help Building Your Course

Getting the right professional help in building your course can mean the difference between pulling your hair out or have everything come together smoothly.

There are four key reasons why you should hire a freelancer specialist to help you with the process.

You Don't Have the Skillset or Time to Produce it Yourself

Outsourcing makes the most sense if you do not have the desire to learn a skill set that you need to produce your course. You should focus your time on creating the course content. At the same time, an experienced VA can set up your course, including configuring your membership plugin on WordPress NAMS, Inc. [MyNAMS Insiders Club](#)

or setting up your teachable account platform for you. An expert will be able to help you know about hidden costs or fees, limitations, options or plans that may work better than ones you originally planned to use, and more.

It Will Make – and Save You – Money

Rather than spinning your wheels, taking 40 hours or more to learn a piece of software or set up a system, think about what doing it yourself will cost you. If you bill your clients \$150/hr., can't you see how much sense it makes to hire someone familiar with the software and can get it done much faster than you could?

A word of caution about outsourcing – be very careful about hiring very inexpensive contractors. You will get what you pay. Check their references and why they charge lower than average prices. If they are just starting and it's an introductory offer or a taste of their skills, that's fine. However, if they work overseas and you notice a lot of spelling and grammar mistakes, that's not a contractor you want to hire.

An Experienced Team Helps You Scale Your Business Faster

When you have a team of experts, you can scale your business faster and more expertly than many of your competitors.

It doesn't matter how incredibly talented you are at what you teach. Those who utilize a balanced team of professionals are always going to be able to expand their business, with far fewer mistakes, than those who choose to do it all themselves.

A Team Frees Up Your Time to Build Your Brand

Ideally, you have a team that gives you the time to build your brand and work on your passion projects.

A team gives you time for the other vital parts of life:

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- ☐ Self-care
- ☐ Me time
- ☐ Family time
- ☐ Hobby time
- ☐ Socialization
- ☐ Exercise

Not to mention the time to recharge your creativity.

Plan carefully in advance for building your team. If you cannot afford to hire a full time right now, or you are scared to hire several people at the same time, begin planning for it now. Hire one expert to help you with the most dreaded tasks on your list. Or, find a highly experienced VA in several areas of the skills you hate or don't know how to do a begin there.

Make a budget to determine how much you can allot each month for outsourcing. You can find an expert who offers blocks of time at a fixed rate.

Manage a Team

Creating your Dream Team doesn't usually happen all at once. Typically, you hire the person you need the most, begin working together, and develop protocols and systems, then determine if you are ready to add another freelancer in the mix. Be prepared to let some freelancers go if they don't work out the way you expected. Hang on to the ones who work well and consistently.

When looking for a contractor, ALWAYS check references FIRST! Check the websites of people featured in their testimonials. Make sure they exist and to what capacity did the contractor work with them.

Many people will begin outsourcing by giving contractors a single, one-shot task to complete. Evaluate your experience with them and the quality of work on completion. Make sure they are highly skilled in the specialty you need.

It is ok at first to pay a contractor more than your hourly rate if they can save you twenty hours of work. Calculate your rate with the number of hours it would take you to do that task. Then, take her rate times the number of

hours you need to pay her. That will help you in deciding the real value to you that outsourcing means financially.

What Should You Outsource?

Plan your outsourcing strategy and brainstorm the right team mix you want.

DO IT YOURSELF	OUTSOURCE
Time it will take: _____ hours	The time it will take an experienced freelancer: _____ hours
Total amount I lose (hourly rate) \$	What I will pay: \$. Per hour \$. Per project
Total amount I lose to do it myself: \$	The total income I make outsourcing: \$
TOTAL PROFIT: (After subtracting outsourcing costs paid out from money you make) \$	

Tasks and activities to consider outsourcing:

TASK/ACTIVITY	PROS	CONS
Hosting and website set up		
Platform and course set up		
Shopping cart set up and integration		
Autoresponder set up		
Copywriting		
Biz Administration		
Customer Service		
Bookkeeping		
Promo: Ads and tracking		

Tips for Planning Your Dream Team

Create an outsourcing strategy for building your team:

- ☐ Begin with one VA (Virtual Assistant)
- ☐ Add more team members at certain milestones you determine
- ☐ Hire people for one-time-only tasks such as setting up website or carts
- ☐ Pay in-house services from companies you deal with (teaching platform, web hosting company)
- ☐ Calculate your hourly rate against the cost of outsourcing
- ☐ Create and set a scalable outsourcing budget
- ☐ Research and check out potential freelance candidates carefully
- ☐ Double-check all contractor testimonials

- ☐ Start with small, one-off projects to make sure they work well together, and the contractor delivers what was promised
- ☐ Document the process of working with contractors to have procedures, style guides, and templates available to hand off to new team members
- ☐ Ask trusted team members for feedback
- ☐ Provide clear, detailed instructions to contractors and don't expect them to read your mind!
- ☐ Take the time to learn how to outsource
- ☐ Create a solution-focused, no-blame working atmosphere
- ☐ Consider hiring a project manager once the team expands, and you add more courses
- ☐ Scale your business while promoting and launching a successful course!

Creating a course for profit takes excellent organization skills. You must keep in mind that besides the course itself, you need tools and handouts that will assist your student in completing your course.

Always deliver what you promise promptly. Set your student up for success.

Now you know what you need to do to create a course.