

# Create Your High-Ticket Virtual Bootcamp

How to Launch an Intensive Online Training Program That Gets Fast Results



**Course Book**

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Sample

# Introduction

The term bootcamp was first used to describe basic training for U.S. military recruits. A bootcamp is an intense training program that helps people achieve a goal or acquire a specific skill in a short period of time. This appeals to people who are time-strapped and want to level up their knowledge, skills, and competency quickly.

Virtual bootcamps are growing in popularity as a result of improved technology, affordability, and an increased familiarity with online meetings and remote learning.

As a business owner, coach, or entrepreneur, a virtual bootcamp allows you to reach a wider audience and get results in record time. You can establish yourself as an expert, build a lasting relationship with your audience, and create a new income stream.

It takes considerable planning to host a successful virtual bootcamp, but when compared to online courses or events, a bootcamp involves a relatively short burst of intense activity that delivers far-reaching benefits.

This course will take you step by step through the process of developing your own virtual bootcamp. You'll learn how to choose a topic that will appeal to your audience and help you achieve your overall business goals. You'll understand how to market the event to your followers, subscribers, and a wider audience.

You'll learn how to plan and create your bootcamp, developing an outline, supplementary materials, video recordings, and a script for live events, with information about the tools and technology needed to produce a bootcamp.

Most importantly, you will discover how to generate income from the bootcamp itself and from future sales from satisfied participants. By the end

of the course, you will be ready to host your own virtual bootcamp and integrate it into your overall business strategy.

Here is your roadmap through this course:



## Learning Objectives:

By the time you complete this course, you'll be able to:

- Set the virtual bootcamp goals and targets that will advance your overall business objectives
- Choose a virtual bootcamp topic that solves your target customer's problem and provides opportunities for future sales

- Develop a comprehensive outline and bootcamp curriculum that produces results for you and your customers, and set a price that reflects the value you will offer
- Set up the basic systems and technology that are vital to a seamless virtual bootcamp experience
- Create and implement a marketing strategy that will drive conversions and sales, and which will contribute to your overall bootcamp and business goals
- Deliver a dynamic, valuable, results-oriented virtual bootcamp that establishes you as an expert
- Build on the momentum and success of your first virtual bootcamp by engaging participants with follow-up communications and promotions to boost revenue and stay top of mind
- Evaluate your bootcamp using insights gathered from the data, reports, participant feedback, and self-reflection and apply what you have learned to improve future bootcamps

This course is broken down into 8 major modules and individual lessons to take you step-by-step through setting up and running a virtual bootcamp.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through this course, use your Action Guide to help you complete the Action Steps at the end of each module.

## **Expectations**

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

Sample

# Module 1 – Virtual Bootcamp

## Goals and Targets

Virtual bootcamps teach a specific skill or subject or help participants achieve a shared goal. They are typically delivered live, featuring immersive, hands-on learning and real-time interaction between participants and the instructor. What defines a bootcamp is the condensed learning period, but that doesn't necessarily mean it happens in a day or a weekend. The duration of the virtual bootcamp is determined by the subject matter and industry. For example, it is impossible to learn the rudiments of coding in a day.

It's important to note that attending a virtual bootcamp isn't the end of a person's education and implementation. A bootcamp is not about mastery, but rather it is a jumpstart to success. Bootcamps deliver essential, quick wins that motivate students. It's then your job to follow up with additional training, support, and accountability to keep the momentum going.

### Virtual Bootcamps vs. Other Online Learning Experiences

The most popular online learning experiences used by small business owners, entrepreneurs, and coaches are online courses, virtual summits, group coaching programs, and virtual bootcamps. All four have value and benefits for your business.

Virtual bootcamps stand out because they take place over a shorter period of time. This means less planning and producing, and fewer teaching hours.



The 'star' of your virtual bootcamp is typically you, so there's no need to recruit, moderate, and manage a panel of experts or speakers.

Virtual bootcamps are also live. Participants learn at the same time, from all corners of the world. This creates a sense of community and loyalty to you and your brand. Attendees can ask questions, collaborate, and work in breakout sessions. Virtual bootcamps have hard deadlines, in-class group work, and usually something tangible is expected to be produced at the conclusion. Support, structure, and accountability are naturally built in.

Virtual bootcamps also allow your audience to interact directly with you and each other. You get a better understanding of what they want and need, and they get a better learning experience.

Online courses can be a good option once you've developed a body of work, but if you're just starting out, the number of components that need to be created can be overwhelming. It's also a highly competitive marketplace, with many free or 'membership included' courses available on YouTube, LinkedIn Learning, and open online course platforms.

Virtual summits are also valuable, but if you are just starting out, it may be difficult to find expert panelists and speakers who will be willing to present.

Group Coaching programs are great for working hands-on with your clients, but require significant time commitment.

Here are a few of the differences between different online learning formats:

## Virtual Summit

- Online conference
- Experts interviewed by host
- Anywhere from 2-30 days
- 10-100 speakers
- PRO: Great for network building
- CON: Labor intensive

## Online Course

- A series of online classes
- Fixed curriculum delivered using various mediums
- Typically 4-6 weeks in length
- PRO: Passive income (recorded)
- CON: Audience disconnect (if no live element)

## Group Coaching Program

- Self-Paced work and live, interactive group sessions
- No fixed curriculum
- Anywhere from 1 month to 6 months
- PRO: Less time than 1:1 coaching
- CON: Ongoing time commitment

## Virtual Bootcamp

- Hands-on, intense, interactive learning
- Specific skill, singular goal
- Anywhere from 3 hours – 30 days
- PRO: Fast results
- CON: Intense commitment

## Virtual Summit

- Online conference with 10-100 speakers
- Experts interviewed by host
- Anywhere from 2-30 days
- PRO: Great for network building
- CON: Labor intensive

## Online Course

- A series of online classes - can be pre-recorded, live, or a combination
- Fixed curriculum delivered using various media
- Typically 4-6 weeks in length
- PRO: Passive income (if recorded)
- CON: Audience disconnect (if no live element)

## Group Coaching Program

- Self-paced work and live, interactive group sessions
- No fixed curriculum – work on your own issues
- Anywhere from 1 month to 6 months or more
- PRO: Less time involved than 1:1 coaching
- CON: Requires ongoing time commitment from you

**ATTENTION:**

This is only an excerpt from our full course [Create Your High-Ticket Virtual Bootcamp](#). The full, customizable course contains 7 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

## **Create Your High-Ticket Virtual Bootcamp**

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