

Launch and Market Your Online Course

Get Your Course in Front of the Right People and Increase Sales with an Effective Marketing Plan



Course Book

Table of Contents

Introduction.....3

Module 1 – Get Ready to Market Your Course.....6

Module 2 – Build Your High-Converting Course Sales Page.....

Module 3 – Start with Your Easiest Sales

Module 4 – Use Proven Tactics to Increase Sales

Module 5 – Create Your Course Sales Funnel.....

Module 6 – Fill Your Course Funnel with Enticing Content

Module 7 – Maximize Conversions with a Webinar.....

Module 8 – Write Your Launch Emails.....

Module 9 – Using Advertising to Attract Leads.....

Module 10 – Enlist Partners and Affiliates to Promote Your Course

Module 11 – Sell Your Course on Autopilot.....

Module 12 - Review and Refine

Introduction

A successful online course gives you the ability to impact the lives of people around the world. Rather than working one-on-one and trading your time for money, you can increase your income and help more people at the same time. However, creating your course is just one part of the equation. The way you launch and market it will make the difference between a course that impacts thousands and one that sits silently online, hidden from the very people it could help.

For this course, you should already have put in the time and energy to design, develop, and set up your own online course. You've defined your target audience, decided on initial pricing, and are all ready to receive payment. You may even have tested out the course with a few students. Everything is ready for the big launch and now you just need to get it in front of the right people who will pay for it.

In this course, you'll look in detail at how you can successfully launch and market your online course. You'll find everything you need including how to create sales pages that convert, email sequences that create a buzz, a webinar that turns potential customers into buyers and much more. This course is your blueprint for a successful launch and subsequent sales, and with that, you will achieve your business and revenue targets.

Learning Objectives:

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

- ✓ Consider the experience you've had marketing your course so far and set goals for your new launch, so that you have a clear focus for your sales targets
- ✓ Build a high-converting sales page that's attractive and informative, so

that you can generate more sales

- ✓ Earn immediate income by selling your course to existing customers who can benefit, so that you have additional revenue to spend on your launch and testimonials to use in your marketing
- ✓ Implement powerful tactics to increase sales and convert more customers, so that you can ensure your launch is a success
- ✓ Create the sales funnel you need to sell your online course, so that you attract and convert visitors to happy, successful customers
- ✓ Fill each level of your sales funnel with enticing content that shows the value you and your course offer, so that the right people are excited to enroll as students
- ✓ Design and present a high-impact webinar to educate and inform prospective customers, so that buying your course is a no-brainer
- ✓ Deliver sequences of engaging emails to build relationships and generate excitement around your course, so that you get more conversions
- ✓ Assess whether to use paid advertising to get sign-ups for your funnel, so that more potential customers enter your system and purchase your course
- ✓ Seek out appropriate partners to promote for you, so that you widen your market, reach more people who need your course, and make more sales
- ✓ Set up an evergreen system to sell your course on autopilot, so that your course is accessible to anyone at any time and you make sales while you sleep
- ✓ Consolidate and implement your learning and plan future action steps, so that you can achieve the goals you set for this course and develop

further.

This course is broken down into 12 modules to take you step-by-step through launching and marketing your online course.

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 each module, use your Action Guide to help you complete the Action Steps at the end of each.

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.

Module 1 – Get Ready to Market Your Course

You've already put in a lot of effort to design and develop your online course, and you're ready to see sales skyrocket. But you might be feeling frustrated if you've been trying to sell your course and not succeeding. If that's the case, remember that nothing is wasted. All of your experience up to now has taught you something positive, even if it hasn't led to sales of your course just yet.

You're ready to take the next step, so in this module we'll review what's happened to date so you're in a powerful place to move forward.

Reflect on Your Experience

You need energy and motivation to power through a launch, so your mindset needs to be in the right place. Believe in yourself and your online course and that it can deliver on the transformation it promises.

Even the most experienced of entrepreneurs have doubts. But they don't let their doubts get in the way of action. If you're hesitant about going into a launch, ask yourself these questions first:

- How am I feeling about the launch and marketing of my course?
- How certain am I that my course will provide solutions to my ideal students?
- How confident am I that I can find all the information I need to make this a successful launch?

- What do I need to do to keep my motivation through the pre-launch to cart close stages?

You will already have certain aspects of your course launch in place. For example, support systems in your course platform, so you aren't starting from zero. You already have online content about you and your business. Look at what topics and formats are most popular with visitors and use this information when it comes to your marketing activities for your course.

If you've done a launch in the past, gather together your metrics from those experiences and review what went well and what might need changing.

If you haven't sold yet, think about what has stopped you. You might need to tweak your mindset to build your confidence.

Be Clear about What You Want

Set specific goals for your launch and make sure these align with your overall business goals.

To work out how many sales you need, write down:

- How much you want to earn from this launch (target income)
- How much you *have* to earn to cover the costs (essential income)

For example, if you need to make 1000 and your course price is 497, you'll need to sell two courses. If your preferred income is 3000, you'll need to make 6 sales.

Use this calculation to review your own situation. If the figures don't add up, take another look at your course price and adjust it accordingly.

This is also the time to decide on a budget for advertising and other costs.

Finalize Your Course

Now is the time to make any small changes you need to your existing course. Review your target market to ensure that your course solves a specific problem they face. However, now isn't the time for a complete overhaul of your course. If that is needed, then you aren't ready to start selling.

Check that you have a clear course summary as a basis for marketing which includes:



- Who the course is for – your ideal target market
- What problem it solves/how students' lives will be different as a result – these will be the benefits of the course
- High level course description – not too detailed on the features of the course

ATTENTION:

This is only an excerpt from our full course Launch and Market Your Online Course. The full, customizable course contains 12 modules and an introduction module.

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

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