

Expand Your Online Practice From Start-Up to Profit Satisfaction

Turn Your Knowledge Into Profitable Information Products



The 6 Building-Blocks For Turning Your Passion Into Profits

- **Philosophy**
- **Purpose**
- **Positioning**
- **Packaging**
- **Promoting**
- **Partnering**



Session 1

- **Our personal philosophy guides our life to a destination that is consistent with its values and beliefs.**
- **Without a solid winning philosophy, lasting success is impossible.**
- **The person that we become and the level of success that we attract are largely products of our self-image and subconscious blueprint.**
- **Entrepreneurship is 100% self-leadership and self-responsibility.**

Key Questions

- **How empowering is my philosophy? Do I deeply believe that I am worthy of the very best life can offer?**
- **Is my personal philosophy self-demoting or self-developing?**
- **Do I often give excuses, complain or blame others or things for my lack of progress?**
- **Can my personal philosophy survive the onslaughts of challenges, temporary setbacks and discouragements that I may encounter on my way to achieve my important goals?**

3 Key Philosophies About Achievement

- **Life is tough; it always has been and it will always be.**
- **Everything that you are and will ever be is really up to you. Nothing changes for you until you yourself change.**
- **You can learn anything you need to learn to become anything you desire to become.**



4 Feelings that Reflect the Strength of Your Philosophy

- How you feel about the past. (Learn and let go).
- How you feel about the future. (Set goals, take actions today and expect the best).
- How you feel about the present. (Connect to the present, enjoy the moment, use it wisely).
- How you feel about yourself. (Develop healthy self-esteem, learn to love yourself, self-belief).

Activity #1

- **Think about where you were 7 years ago (2013) in terms of your sense of personal fulfilment.**
- **Now, imagine that 7 years have past (2027) and your life is now progressive in every sense. What does it look like? What are you doing? How are you feeling?**
- **Briefly share your thoughts with your partner.**

Activity #2

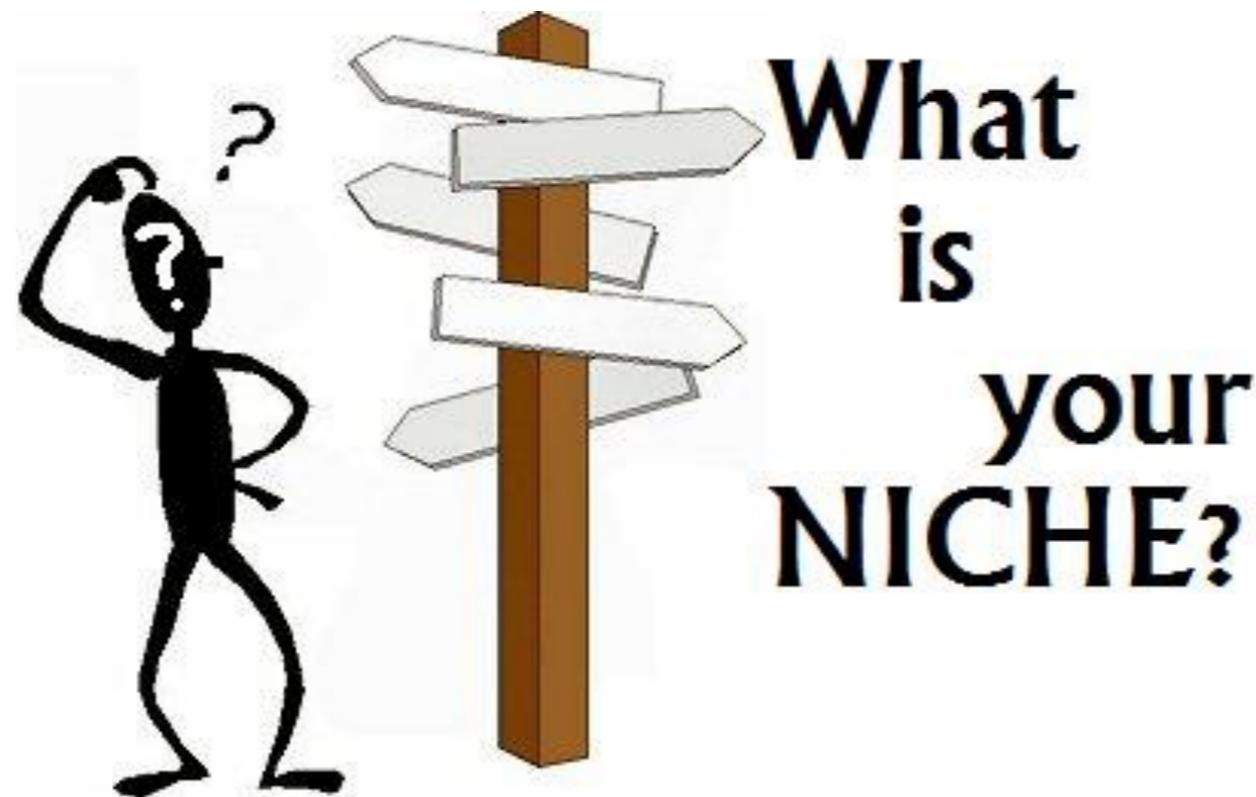
- **Get a piece of paper and write at the top “My Goals” and today’s date.**
- **Make a list of 3 goals that you’ll like to achieve over the next 12 months.**
- **Identify your breakthrough goal. Which one goal on your list, if achieved, will have the most significant effect in your life?**
- **Identify at least 3 activities that you will be doing daily to help you accomplish your breakthrough goal.**
- **Commit to actions daily until your breakthrough goal is realised.**

Session 2

Building-Block #2

Purpose

How to Find Your Perfect and Profitable Niche



How to Find Your Perfect and Profitable Niche

- The first step to a successful business is identifying your perfect niche.
- A niche is a specialised but profitable segment of the market that you intend to explore.
- Your niche therefore is your distinct slot of opportunities within a segment of the market.



Key Questions On Finding Your Niche:



- **What aspect of my work do I enjoy the most?**
- **What segment unlocks my passion and joy the most?**
- **What niche area unleashes my energy the most?**
- **What does my mind love to learn and think about the most?**
- **What brings tears to my eyes?**

Activity#3

- **Write down at least 3 topics that you can easily talk about for 30 minutes within your identified areas of passion.**
- **Ask yourself this question: Out of the three topics, which one am I currently best equipped to advise others on?**
- **Whatever you come up with becomes your dominant passion that is ready to be further explored, shared and monetised.**

What's your
Niche?



Scrutinising Your Chosen Niche

Is There a Market for Your Passion?

Is There a Market for Your Passion?

- While it is essential that you go after your passion, you must also ascertain that there is a market for it.
- You will not last in business if you can't make a living while busy helping others with your passion. Think longevity and sustainability.
- Are there going to be enough demand and paying clients within my chosen niche?



Tips To Ascertain the Marketability of a Niche

- **Google a few keywords on the subject, and consider the following points:**
- **Are there people out there who are already helping your potential customers?**
- **If there are a few sellers in this niche, it is either not profitable enough or unknown yet to others.**
- **Do more digging. There may be high risks involved or high opportunities.**
- **How big is the market size? How many search results come up on google?**
- **Find out if there are adverts on the internet about this topic. If there is consistent advertisement on your topic, it suggests sellers are making money.**

Finding Your Sub-Niche

- A sub-niche is a micro-segment of interest within your niche area.
- Finding your sub-niche has proven to be the best way to build a private practice (online or off-line) faster, especially if you are just starting out.

Why?

- A sub-niche positions you as a stand-out expert. You can relatively get recognised faster.
- You can escape fierce competitions from bigger players in your field.
- You'll build a well targeted audience and knowledge-base.
- High conversion of ads keywords.
- It is easier to manage.

Finding Your Sub-Niche

- **Any niche that you are passionate about always has other little niches underneath it.**
- **Therefore, don't go for a big generic niche. Rather zoom in on a specific sub-niche within your passion where you can make the maximum impacts.**
- **It is a lot easier to teach about a particular mental health problem than it is majoring on all the mental health issues known to man.**
- **Marketing yourself as a counsellor is a lot broader than focusing on being an anxiety expert.**

Finding Your Sub-Niche

Activity #4

- **Take a few moments to brainstorm on what your perfect sub-niche could be.**
- **Ask yourself this question, “What am I best at within the micro-aspect of my niche?”**
- **Share with your partner why you think that what you have chosen is your potentially profitable sub-niche.**

Activity #5

- **Take a few moments to imagine your potential perfect customer within your sub-niche (your perfect avatar).**
 - **What is his/her age-group?**
 - **What is his/her economic status?**
 - **What is his/her level of education?**
 - **Where does he/she like to hang out?**
- **Identify his/her #1 problem that you need to solve for him/her.**
- **Identify 1 or 2 other problems he/she may want to solve alongside his/her #1 problem.**

Session 3

Building-Block #3

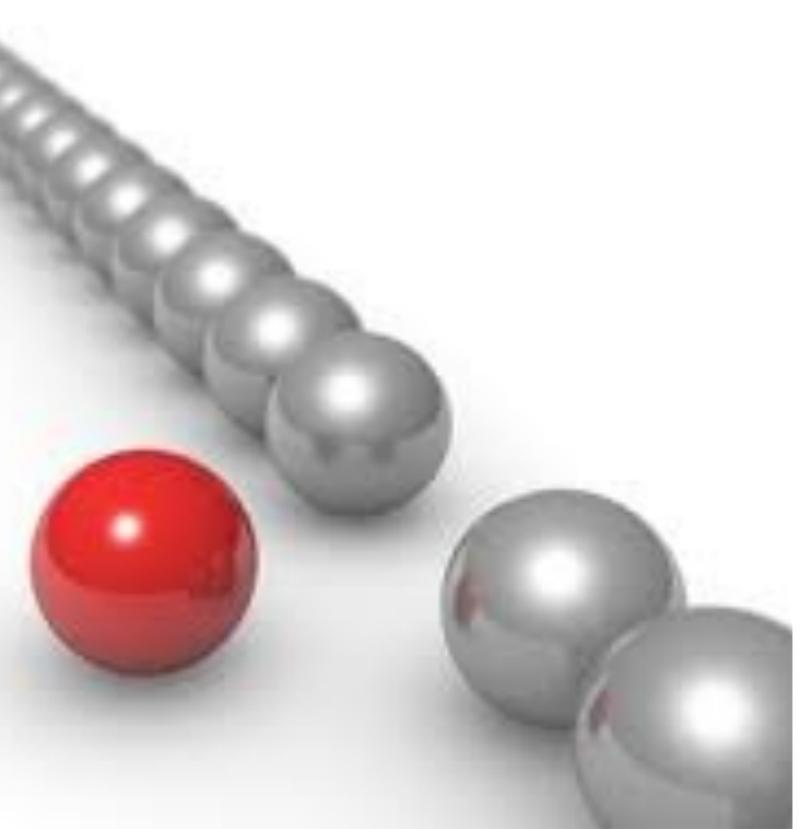
Positioning

How to Position Yourself for Influence and Profit



What is Positioning?

- **Positioning is all about how people see you out there.**
- **This starts from your business name, social media posts, website feels, blog messages, your personality, associations, and all the way to the style and quality of your presentations.**
- **Anything that you put out there that people can assess is either strengthening your earning ability or weakening it.**

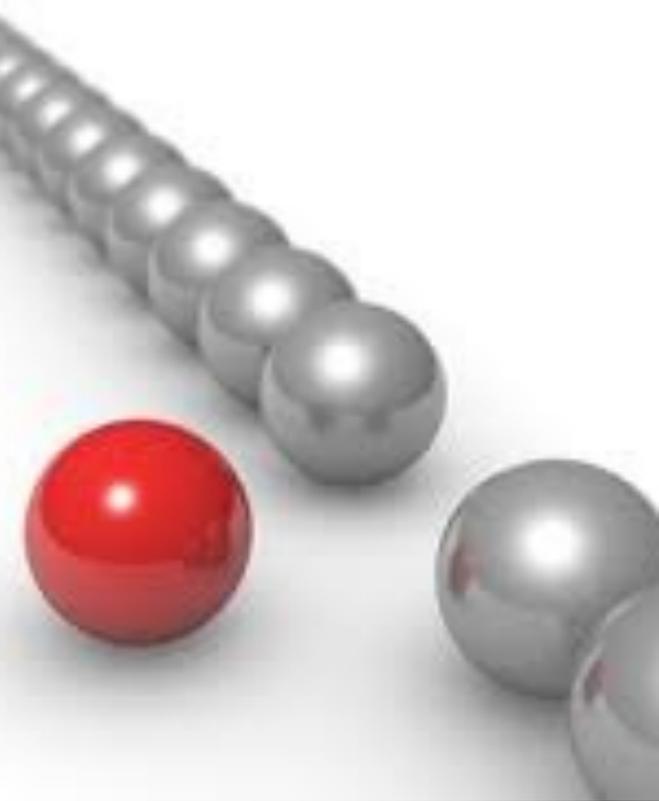


Important Concepts on Positioning

- **Somebody needs you what you know. Your message, story and expertise matters.**
- **You do not need to be the best expert in the world before people can buy from you.**
- **You only need to know 1% more than the person buying your product.**
- **Eliminate the fear of not being the best expert in your field. You are already an expert to a lot of people who need what you know.**
- **Regarding turning your passion into profit, perfection is neither necessary nor required. You only need to learn how to position yourself so that people can receive from you.**

12 Major Positioning Tools

- **Your unique perspective (your message)**
- **Your personal path (your story)**
- **Your products (physical or digital)**
- **Paying clients (who have paid you)**
- **The progress of your clients (you make somebody better)**
- **Your competence (how knowledgeable are you?)**
- **Your platforms (workshops, seminars, appearances, etc.)**
- **Your title (a founder, creator, writer, etc.)**
- **Promotions and endorsements (who promotes or endorses you)**
- **Popularity (articles/local news paper features, awards, number of social media likes or follows, etc.)**
- **Your unique business philosophy (USP, UAV, etc.)**
- **Partnerships (borrowed credibility)**



Session 4

Building-Block #4

Packaging

How to Structure Your Ideas & Expertise for Success



5 Major Ways People Can Learn From You

- **They can read your book, ebook (pdf) or blog.**
- **They can watch your videos or webinar.**
- **They can hear your audio.**
- **They can experience you in a live seminar or workshop.**
- **They can learn more closely with you through personal coaching, training, online courses or through mastermind programmes.**

13 Different Products that People Can Buy From You

- **Ebooks**
- **Audio programme**
- **Instructor's guide**
- **Dvd programme**
- **Subscription membership programme**
- **Online course**

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- **Webinar**
 - **Teleseminar**

-
- **Coaching and consulting**
 - **Books**
 - **Speaking**
 - **Mastermind programme**
 - **Live events, such as workshop, seminar, conference, adventures retreat etc.**

Creating an Effective Product that Solves Problems for Others

- **Finding a best solution to your customers' problems is one of the most important exercises for the success of your product (online or offline).**
- **You get paid for solving a problem.**
- **Your aim is to deliver the very best solution that you've got through the best possible platforms.**
- **You cannot rise beyond the quality of the solution that you provide to your customers.**
- **How do you deliver the maximum and highly effective value that will keep your customers spreading the news and keep coming back for more?**

Creating an Effective Product that Solves Problems for Others

1. Gather relevant information from your potential customers.

- You do not succeed by creating a solution that you think your customers need.
- Rather, you succeed by creating a solution that your customers tell you that they need.

Ask questions that reveal their:

- Greatest fears,
- Concerns,
- Desires,
- Motivations and
- Reasons for wanting to solve their problems.

2. Ensure that your product delivers exactly what your sales letter promises.

3. Become a voracious learner. Constant learning will expand your capability to solve your customers' problems more effectively.

10 Steps To Structuring Your Product Content for Success

- 1. Introduce yourself and what you specialise in helping people with.**
- 2. Connect to the problems of your reader or audience. Highlight some of their struggles or problems that they are seeking answers for.**
- 3. Move them at the emotional level. You do this by sharing your own stories - your struggles, problems and mistakes, etc.**
- 4. Share with them how you found solutions. Tell them about the journey of your discovery. Give the credit to where credit is due. It does not decrease you in any way. Rather, it adds credibility to your work.**
- 5. Share the results that you have already got. This is where you need to share about some of the results that you have personally achieved or that your clients have got.**

10 Steps To Structuring Your Product Content for Success

- 6. Give them the solutions. This is where you give them the solutions to their problems (e.g, 4 Ways to Reduce Your Monthly Household Bills by 20%).**
- 7. Explore old myths or limiting beliefs about their PROBLEM that may jeopardise their successful transformation.**
- 8. Share with them about the most common mistakes that people make in getting the transformations that they desire and how the solution you are offering will ensure that they avoid those pitfalls and roadblocks.**
- 9. Share with them the first thing they should do.**
- 10. Ask them for their feedback or observations. Feedback helps you to continue to improve and upgrade your products. They can also provide valuable ideas for your new products.**

Activity#8:

- **Using the 10 steps for structuring your product content for success, create a short content on a topic that you are passionate about that can solve a problem for others (7 minutes).**
- **Ensure that you follow the order of the 10 steps for structuring your product content for success.**
- **Now work with your partner and deliver your content into a short video (7 minutes).**

Session 5

Building-Block #5

Promoting

Converting Visitors into Buyers



Promoting:
How to Convert Visitors into Buyers



- **Promoting is all about selling.**
- **Selling is the number one skill that every business must master if they're to remain in business.**
- **All sales skills are learnable. You can learn how to sell.**
- **According to the Pareto principle in economics, known as the 80/20 rule, the top 20% of salespeople make 80% of the sales.**
- **If you want to sell, you will need to master the art of satisfying your prospects' basic need: to be significantly better off.**
- **Upgrade your self-concept about selling. You can never outperform your self-concept (self-image, self-esteem and ideal self).**
- **Face your fears. Never be afraid to fail.**

Mastering Your Platforms for Selling

- **As a marketer, your primary platform for selling are your sales pages (website front-page or social media front page).**



What is a Sales Page?

- **A sales page is a web page that you use to promote, get clients or sell your products.**
- **It is the page that your customers will land on and read all about why your product is the best solution for their problem.**
- **Your job as the creator of a sales page is to give the reader all the information they might need in order to make a purchase as soon as possible.**
- **Your sales pages should focus on the benefits your product gives to your customers, how your product addresses their greatest concerns, solves their deepest problems and answers all their key questions.**

Advertising Your Product



- Advertising is basically getting your product in front of those who are most likely to buy from you.
- Advertising is one of the most feared parts of marketing.
- Until you become good and comfortable at promoting your product, your business has no future. Without advertising, your website can be likened to a shop in the middle of the Sahara desert.
- Nowadays, social media is the biggest country on earth. That is where most of the people who will buy from you can be reached.
- To grow your business, you must do two **awareness** activities regularly on the social media; one, add value to people by sharing free valuable contents regularly. Two, buy online advertising (social media ads) (e.g, boost your post that contain a link to your product.
- Decide on a monthly social media ads budget, regardless of whether or not you are making sales. This creates awareness, builds your online 'likes' and increases positioning and credibility.
- Explore other traditional offline ads such as local newspapers, flyers, business cards placements, word of mouth, etc.
- Consider hosting free events, such as talks, seminar, workshops, etc.

Pricing Your Digital Products

How Much Should You Charge For Your Product?



- Research your niche to establish the price range for similar products.
- Find out about the prices of the top products in your field. This will give you an idea of what you should charge for your products.
- There are standard prices in the infomercial industry that have performed very well over the years

Common Online Prices for Breaking the Resistant Barriers

- For initial offers, low price with one-time flat fee is proven to convert very well.
- The goal of your initial offer is to get as many people in as possible.
- The initial offer is usually a one-time payment and not recurring.
- As your business grows, you want to start thinking about how to optimise your sales, help more people and make more money.
- Customers can buy the initial offer and use it to solve the problem that you have claimed it will solve, no strings attached.
- This table is a guide; it is really up to you to determine how much you think your product is worth and how much your customers are willing to pay.
- You can test two or more prices to establish the exact price that drives more sales.

Funnel	Common Prices
Initial Offer	£17 £27 £37 £47
Up-sell 1	£37/Month or One-off payment £47/Month or One-off payment £67/Month or One-off payment £77/Month or One-off payment
Up-sell 2	£137 £247 £367 £477

Activity #9:

- **Critically examine your perfect customer's needs. Can you guess what else they would like to buy after they have purchased your main product?**
- **What else would they want to complement the initial product?**
- **Write down a few things that would complement your topic and could potentially become your perfect up-sells.**

Session 6

Building-Block #6

Partnering

Boost Credibility and Drive Sales Through Partnering



Boost Credibility and Drive Sales Through Partnering

- If you are to make a significant progress in your marketing project, you must master the art of partnering with the relevant individuals or organisations.
- Nobody succeeds alone. We need each other.



The key questions when approaching partnering opportunities are:

- What is their key business goal?
- How can I help them achieve their key business goal?
- What can we both be together in a win-win partnership?
- If you help others get ahead, they will also help you get ahead.
- Identify those that you can help get ahead and whose help in return can also help you get ahead, such as organisations, charities, individuals, bloggers, etc.

7 Pearls of Wisdom for Your Online/Offline Marketing Success

1. Be patient.
2. Never be afraid to fail.
3. Embrace constant self-growth.
4. Keep creating.
5. Start small, but think big.
6. Be gracious in criticisms.
7. Care.

“If you help as many people get all that they want, they will help you get all that you want.” - Zig Ziglar

Q&A Session

For Online Anxiety Recovery Courses & Materials

Please Visit:
www.mindbodybreakthrough.net

Keep in Touch

Facebook/Instagram: [mindbody breakthrough](#)

**Join our Mental Health Discussion Group on our Facebook page
(Mindbody breakthrough)**

Twitter: [waleoladipo1](#) / [mindbodybreakthrough](#)

**For in-house seminar/general enquiries, please email:
enquiries@mindbodybreakthrough.net**

Join the MindBody Breakthrough Network

**Youtube Channel: search Wale Oladipo to access
meditation clips**

The End

Thanks for attending!

Additional Materials

To read up in your spare time

Growing Your Online Business (Part 1)

The Power of the Email List



Growing Your Online Business (Part 1)

The Power of the Email List

What Is an Email list?

- Your email list is basically a list of your subscribers.
- Subscription occurs when a customer buys your product or gets your free offers and provides you with his/her email through an opt-in form.
- In order to succeed in the online products industry, you will need to prioritise building your list of subscribers.

Growing Your Online Business (Part 1)

The Power of the Email List

Why Is List Building So Essential?

- It is a great platform to establish a good relationship with your subscribers.
- The most successful online marketers are all relationship marketers. In other words, they practise relationship marketing.
- Relationship marketing is all about building a trusting relationship with both prospects and customers so that they can buy or continue to buy from you.

Relationship marketing enables you to:

- add more value to subscribers by providing free and helpful contents.
- answer their questions.
- earn their trust.
- promote more of your products to them.
- promote other people's products to them.

Growing Your Online Business (Part 1)

The Power of the Email List

Why Is List Building So Essential?

- Recent studies in email marketing showed that up to 65% of your subscribers will consider buying from you after 18 months of getting on your email list, provided you continue to strengthen your relationship with them through adding value to their life.

Other Advantages of List Building

- No advertising fee.
- Recurring sales.
- Word of mouth advertising
- Helpful feedback and insights
- Ideas for your new products.
- Flexibility to work anywhere.
- Ability to earn money whenever you want to.



Growing Your Online Business (Part 1)

The Power of the Email List

- With the privilege of having your own email list comes a huge responsibility to constantly provide fresh and valuable value to your subscribers.

How Do You Continue to Add Value To Your Subscribers?

- By constantly adding value to yourself through self-development and personal growth.
- If you are getting better all the time in your niche area, you will be able to have fresh and helpful contents to share with your subscribers.
- In return, your subscribers will love you for it and will be looking forward to your emails and offers.



Sign Up for
our Email List

Growing Your Online Business (Part 1)

The Power of the Email List

How To Build a Profitable Email List

The following is an effective sequence of building a list:

- You send your visitors to your landing page(via free or paid ads: e.g, Facebook ads, Twitter, Google pay-per-click, etc).
- Your landing page contains a free content that your target audience would love; e.g free pdf, report or training video.
- Your landing page also has an opt-in form, where interested visitors will enter their name and email to access the free contents.
- Once a visitor opts in, your free-offer-download-link gets delivered into their email inbox to download or you manually email your free offer pdf to them.
- You continue to send them follow-up emails that deliver value to nurture your relationships
- After your subscribers have trusted you, you can start to promote your products periodically.
- Once a prospect buys from you, you move him to a sub-list of “buyers.”

Growing Your Online Business (Part 1)

The Power of the Email List

More Tips for Building Your Email Lists:

- Make your blog/website home page as an email capture form.
- Put a sign-up form on the sidebar of your website or blog.
- Put a sign-up form on popular pages such as, your “About” or “Contact Us” page.
- Give out free exclusive content.
- Put a link of your sign-up form in your email signature.
- Put a sign-up form at the bottom of every blog post.
- Offer a discount for email subscribers.
- Make email subscription as your call to action (CTA) at the end of guest posts.
- Ask your viewers to sign up to your list at the end of videos.
- Ask your customers to sign up.
- Ask your subscribers to tell their friends and family members to sign up.

Growing Your Online Business (Part 1)

The Power of the Email List

More Tips for Building Your Email Lists:

- When you speak at your event (free or paid), ask your audience to subscribe to your email list for additional valuable materials. You must ask your host's permission, if it is somebody else's event and you are just a guest speaker.
- Test your choice of words on your sign up form.
- Make it as easy for people to sign up.
- Keep the subscription link handy for quick sharing on social media and other platforms.
- If possible, use social proof: mention how many people have already subscribed to your list.
- Enter into joint-venture partnership (JV) with other bloggers or experts.

When Should You Start Building Your list?

The answer is “Now.”

- Start building your list as soon as possible.
- You can start building your list before creating your first product.
- Start a blog, put a sign-up form in the sidebar and ask people to subscribe to your blog posts and updates.

How To Avoid Driving Your Subscribers Mad:

- Invest in yourself: Keep upgrading your knowledge.
- Don't send your subscribers promotions and special offers only; especially when you are just getting started.
- Deliver on your promises.
- Don't promote a product to your subscribers that is not relevant to the reason they subscribed in the first place.
- Don't promote other people's products to your subscribers until trust has been established.
- Use social proof: mention how many people have already subscribed to your list.
- Do not choke your subscribers with too many emails.

What to Do Before Asking Your Subscribers to Buy from You

1st Free Content

+

2nd Free Content

+

3rd Free Content

=

One Promotion or Special Offer.

What to Do Before Asking Your Subscribers to Buy from You

- Give them at least 3 free quality contents before you ask them to buy something from you.
- This 3-value sequence maintains a robust relationship with your subscribers and builds a successful online business.

Helpful Advice for Your List Building Adventure:

- Whether you like it or not, people will unsubscribe from your list.
- Therefore, don't take it personal.
- Just focus on adding great value to your list.
- The subscribers that will be profitable to your online business will stay with you anyhow and eventually buy from you.
- Your subscribers that unsubscribe for no reason are the ones you do not really want anyway.
- You only want those who love what you give out and are willing to buy from you and even spread the news.

What Email Platforms Should You Use?

- After you get your website or blog running, you will need to outsource your email lists hosting so that you can be more effective (ask your website technician about this).
- Your email hosting platform will enable you to automate your emails to your subscribers.
- You can also use your email hosting provider's tools and software to track your email performances and other important statistics that can improve your conversion.
- There are several email list platforms currently in the market that you can use.

The following are some of the ones I have found to be really good:

- MailChimp
- AWeber
- Get response
- iContact

Growing Your Online Business (Part 1)

The Power of the Email List

Recommendation: AWeber

Earnings Disclaimer: If you become an AWeber customer via this link (<http://emailsuccessmbb.aweber.com>), as an affiliate, I get a commission for the referral. Thank you for your kind support.

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Growing Your Online Business (Part 2)

*Optimising Your Profits Through Integrated
Products Creation*



Growing Your Online Business (Part 2)

Optimising Your Profits Through Integrated Products Creation

Integrated Digital Products Creation

- ***Integrated Digital Products (IDP)*** is when you go further from just creating an eBook into creating an audio programme, video programme and even an online course out of your eBook content.
- A great example of integrated products creation is Apple (iPhone, iPad, iMac, MacBook, iPod, etc).
- One of the goals for your online business should be to create multiple digital products in a variety of platforms.
- IDP enables you to increase the learning experiences of your clients.
- You can also increase your profit margin because you can charge higher prices for your audio, video or online courses; a lot more than you charge for your eBook.
- Start thinking about how to create fairly similar experiences for your clients but in varieties of platforms to meet different customers' appetites and preferences.

Growing Your Online Business (Part 2)

Optimising Your Profits Through Integrated Products Creation

Increasing Your Profits with Integrated Digital Products

- The following two categories aim to highlight how you can increase your profits through integrated products creation: Find out the monetisation process that you prefer:

Category A:

- You create an ebook (pdf) about stress management and you charge £17.00.
- You sell 100 downloadable copies in a year.
- You make £1,700.
- Not bad at all for a passive income!

Now, consider **category B...**

Optimising Your Profits with Integrated Digital Products

Category B:

- You did exactly as in category A; an ebook (pdf), £17, sold 100 in one year (£1,700).
- Now, you go further to create other products from the same content that are different in value and attract **higher prices** to help your audience achieve deeper transformation.
- You create 4-disc audio training programme on stress management and you charge £67 for it. You sell 50 copies in one year (£3,350).
- You create an online course that is more advance with weekly or monthly webinar to answer questions and provide supports and you charge £147. You sell 40 spots in one year (£5,860).
- You create a live training event to take your audience transformation even deeper, and you charge £190 per person. You run one event a year and sell 20 spaces (£3,800).

Growing Your Online Business (Part 2)

Optimising Your Profits Through Integrated Products Creation

Category A vs. Category B

- Category A nets you £1,700 a year.
- With category B, you make £14,710 a year.
- This is the power of integrated digital products creations. It explodes your turnover and enables you to meet more needs.
- Multiple integrated products also enable you to do better special offers and bonuses.
- You do not have to create multiple digital products all at the same time.
- Start small, but don't stay small. Dare to expand your possibilities!

Case Studies:

How I Created Profitable Digital Products



How I Created Profitable Digital Products

This session shows you step-by-step guides to how I created digital products, ranging from £14 to £150.00 in prices, and all of which have been profitable.

- These are my “early days” steps. So, if you are just starting out, you may find these practical steps very helpful.

How I Created a Profitable Audio Programme:

- I purchased Samson Meteor Mic USB Microphone (£50 on Amazon).
- Downloaded free recording software called Audacity at: <http://web.audacityteam.org>
- Plugged my Samson USB microphone into my laptop. Open Audacity, pressed the red recording button.
- I started talking into the microphone following a pre-prepared outline of what I wanted to teach.
- After I finished recording, I edited it, cutting out unnecessary gaps, repetitions etc

How I Created Profitable Digital Products

How I Created a Profitable Audio Programme:

- I exported the the audio in MP3 format (over 100 minutes).
- I uploaded the MP3 unto the Amazon S3 console (a secure web storage run by Amazon: <https://aws.amazon.com/s3/>).
- I got a graphic designer at [fiverr.com](https://www.fiverr.com) to design an online CD cover image for me (Paid \$5, plus £10 tips for doing a good job).
- I wrote a short sales letter to sell it highlighting what the customers will benefit from the audio programme.
- I created a sales page and a “Thank you” page (“Thank you” page delivers the product to the customers after payment). I used Optimize Press to create the pages (<https://www.optimizepress.com>) (there are now cheaper alternatives now. Simply ask your web designer about making a thank you page).
- I used PayPal to accept payment.
- Done!

How I Created a Profitable 7-Week Online Course

Essential Guide To Creating a Great Online Course

- Be sure there is a need and market for the topic of your course.
- Lear, learn and learn. Ensure that you really know what you are talking about. You can even interview other experts to gain wider perspectives on your chosen topics.
- Gather all the relevant information that you need for your course content.
- Organise them.
- Edit them.
- Package them well.
- Deliver them to your audience.

How I Created a Profitable 7-Week Online Course

- I gathered all information that I needed, sketchily organise them and came up with the course outline.
- I took the time to fully develop the entire outline into a complete course. It was a lot of work, but it was really worth it.
- I bought a fairly decent HD video camera (Cannon XM2) and a camera tripod. I got the camera on eBay for about £320. There are other good cameras that are a lot cheaper.
- I bought a whiteboard flip-chart.
- I broke the content up into micro modules or lessons with basically 5-8 minutes teaching in each micro lesson.
- I set up my camera, stood in front of it and I started teaching stuff using my flip chart.
- I edited the video using iMovie video editing that comes free on Mac computers. If you are not a Mac user, there are free or affordable video editing software, such as Wevideo, Avidemux, VSDC free video editor, Light works or Wax 2.0e.

How I Created a Profitable 7-Week Online Course

- I posted all the videos into my Amazon S3 cloud storage console (<https://aws.amazon.com/s3/?>.)
- I uploaded all the video links from Amazon S3 on a membership site (I used Optimise Press). There are many membership sites out there that you can choose from.
- I used Paypal to collect money.
- I hosted a live Q&A call each week for the students who registered for the course.
- I offered a 100% 60 days money-back satisfaction guarantee. I think you should offer this as well to your fans and readers.

More Tips on Creating Your Online Course

- If you find a membership site too complicated to figure out, simply email your course modules to your students every week.
- What is most important is your content. Can it be very helpful? If your course content is great, people don't mind whether they get their weekly lessons through their emails or via a membership site.

How I Used a Marketing Sequence To Sell My Online Courses

- Today, marketing is all about creating and sharing valuable content for free with your audience and then create opportunities for them to buy from you if they want to.
- Give them something valuable for free first, then let them decide whether or not they want more of your content at a deeper level.
- This is exactly how I marketed my courses and made them profitable.

Here is how my marketing sequence unfolded:

How I Used a Marketing Sequence To Sell My Online Courses

- I sent out a short email to my subscribers about submitting their top two questions they would love me to answer.
- I arranged all their questions and created **three** pieces of great videos where I answered all their questions as much as possible. These were my 3 free contents to give away.
- All the three videos were emailed to my subscribers: with a 3-day interval between their deliveries.
- I created a fourth video and a sales page. I sent an email out that basically says this; “ If you like the three free videos and you’ll love to deepen your experience, why don’t you check out my 7-week online course?”
- I put the link of the sales page in the email.
- On the sales page itself, I listed all the extra benefits of the course and why it would be a great investment of their money. I offered a strong guarantee: 100% satisfaction or your money back.

How I Got As Many People As Possible to See My Marketing Sequence

- You look for a lot of people (affiliates) to promote your marketing value-sequence on a particular date that you choose.
- This pre-determined date is known as your launch date.
- You give each affiliate a unique affiliate link for tracking their traffic to your website.
- On your launch date, all your affiliates email their subscribers on your behalf using their unique affiliate links.
- If their subscribers opt-in into your sequence and end up buying your digital products(say your ebook or online course) you'll give them 50% of the sale

The First Thing You Should Do



The First Thing You Should Do

- I recommend that you start with an eBook (pdf).

Why do I recommend ebook?

- Because it is a lot easier to publish and very cost effective.
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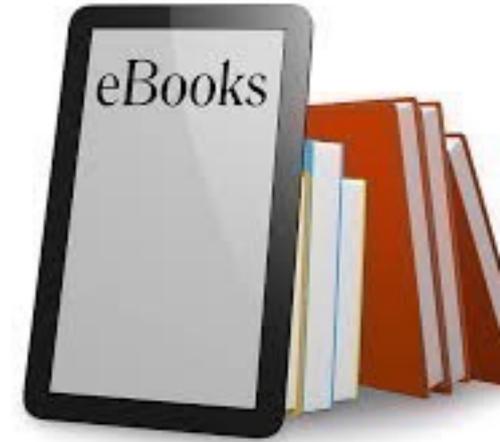
In this session, we'll look at: ***How to Create & Publish Your eBook Using PDF.***

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