

PROFITABLE ONLINE COURSE CHECKLIST

Introduction

There are a bunch of reasons why you might want to offer an online course...

Whether it's to create a core product that you offer as one of your main revenue producing activities or a low cost entry level course that gets people into your world where you can offer higher cost products or services... or even a free course to grow your email list and audience.

Creating a profitable online course can make a huge difference to your business!

So, how do we do that?

If you're thinking about including an Online Course as part of your marketing activities or product offering, here is our Profitable Online Course Checklist:

1. Start with Why!

One of THE most important questions you need to ask yourself before you create an online course is "WHY?"

- Why are you doing it?
- Where does it fit in your business strategy?
- Is it a revenue producer, is it more as a loss leader to get some new leads and customers in the door you can offer other things to? Is it to enter a new market?
- WHY does it make sense for you to produce an online course?

Don't just do an online course because you like the sound of it. You really want to be clear how it helps you get closer to your specific goals for your business.



2. Who?

Once you are clear why you are doing an Online Course, your next step is to consider another important question:

- WHO is the course for?

You need to be clear who the ideal client is for your course and to think about that strategically.

It doesn't mean you might not have a few different types of people that you are catering for (for example your course might help people at a range of skill levels, from beginner to advanced). But you DO need to know who you are producing your course for and that there is a market for what you are offering.

You also want to know that the WHO you are attracting to your course is also someone who can buy other things you might offer, like consulting services or Done For You Packages that you may offer as next steps.

3. What?

Now it's time to think about the next important question:

- What is your Online Course Offer going to be?

That includes considering things like...

- How much it will cost
- What it will include
- What the topic and naming will be
- What kind of bonuses you will offer
- How you will brand it and so on

We've got an episode that takes you through all 7 Elements of an Effective OFFER: [Episode 23 - How To Craft an Offer That Sells](#) and it comes with a fill-in-the-blanks worksheet to help you think through YOUR Offer.

4. Next?

As you're thinking about your course and what it will be like and who it will serve, it's also a good time to think about your next important question...

- What do you want people to do AFTER they buy your Online Course?

Do you want them to buy another offer or another course or another physical product?

Having that clarity can really help you as you think about the design of your course and make it easier for people to take the next step with you.



5. How?

Once you're clear on your WHY and your WHO and your WHAT and the NEXT STEP you might want people to take after your Course...

... your next question to think about is HOW...

- How are you going to get people to buy your course AND how are you going to create your course?

Let's take a look at some options you have to consider when deciding how you are going to create your course.

- **Never taught the material?** If you've never taught the material that you're thinking of making your online course about - consider a Minimum Viable Product or MVP (doing a basic version of the course, even if you plan to do a more comprehensive version later, so you can test your ideas, get feedback and work out what's working and what's not before you've invested heavily in the producing your course).
- **Experienced teaching the material?** If you HAVE taught the material before and it's tried and tested (perhaps you've been delivering it as a live event or as a consultant or expert in some other way), then you could possibly skip the MVP step, although you may want to consider doing an MVP version just to test your marketing and that you can get the kind of interest and sales that will make your course commercially viable.

Whether you choose to do an MVP version of your course or not, there are a couple of main ways you can go about producing and presenting your Online Course:

- **Deliver LIVE** - and then offer the ongoing access to the recordings
- **Pre-produce all your content** - and deliver it as recordings

In addition, we strongly recommend you "Drip" your course content so that it goes out over time, rather than gets delivered all at once at the start of the program.

In terms of how to market your course, you have a number of options, including:

- Webinar
- Strategic Alliances
- Paid Ads
- Short Term Challenge
- Launch



Suzi Dafnis & Michelle Falzon

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