



7 STEPS

to Creating, Promoting & Profiting from

ONLINE COURSES

By David Siteman Garland

Disclaimer

Alrighty, Captain Obvious here. This book makes zero claims about how much you should earn or can earn from online courses. Every example in this book is 100% real but it makes no claims of your future earnings. I'm no wizard, but my guess is if you don't take any action aftermost likely nothing good will happen. And, obviously we can't guarantee your results, earnings, or future earnings as a result of any of my books/programs/advice (duh) or give professional/legal advice (In fact, I once did consider going to law school but it looked really, really boring). Oh look a squirrel...

Sign Up for a Free Supplemental Webinar to this Book:

How to Turn What You already know into a Successful Online Course and Dream Business



While reading is awesome (I mean duh), the webinar goes even more in depth with more visuals, examples, etc in the training so make sure to sign up if it floats your boat.

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Dedication

This book is dedicated to the most important people in my life...my family. My way-smarter-than-me wife Marcie and crazy kiddos Aviva and Coby. Also to my parents, Randy & Nancy, who instilled the confidence in me that I could do anything (err... within reason).

Welcome to 7 Steps to Creating, Promoting and Profiting from Online Courses

Just a quick note as we get the party started...this book is designed to be ZERO fluff (if you want some fluff go pet a bunny!) It is a straightforward how-to on creating, promoting, and profiting from online courses.

It doesn't matter where you are at now.

Perhaps you are out there currently selling your expertise. For example, maybe one-on-one coaching, consulting/speaking, etc., and are sick of trading dollars for hours. OR maybe you want to continue with your coaching/consulting business AND add in online courses as a new revenue stream, adding five, six, or even seven figures to the bottom line.

Perhaps you're a committed beginner, and starting from complete scratch. You're excited about the opportunity to turn your knowledge and experiences into an online course and not waste years and money trying to figure it all out on your own.

Perhaps you're an author, or aspiring author, and looking for an additional huge revenue stream that goes beyond your books.

Perhaps you have a service-based business and are super stressed with clients calling you every two minutes (even when...or *especially* when you are going to the bathroom), and want to turn your knowledge into a product (online course) that sells 24/7 without needing to physically be there. (You can choose to add a revenue stream to your existing business or say bye-bye to clients...your choice!)

Perhaps you are an online personality and have a blog, podcast, or use another platform online and have been asking yourself, "How the heck do I make money from this in a really cool, non-sleazy way where I'm actually in control?"

Perhaps you've tried creating and launching a course before but it didn't go so well, or you want your course to do better and you're looking to improve the process.

It doesn't matter where you are starting from. You are in the right spot. If any of these scenarios apply to you, this is the course creation book you want to read.

And a quick reminder I put together a 100% free supplemental webinar that goes with this book which **you can check out right here and watch on your own time.**

The Background

The info in this book doesn't come from theory, or throwing mama's spaghetti at the wall (well, maybe a little spaghetti...)

It comes from experience (both my own and teaching thousands of others). I've been creating online courses since 2011 (about 200 years ago in Internet years) after stumbling into the world of online courses by total accident.

In 2008 I started a podcast called The Rise To The Top where I interviewed all types of entrepreneurs and accidentally discovered the world of online courses. I loved the way the course creators I interviewed operated such as Ryan Lee and Marie Forleo among many others. Their courses helped people get results (that's what it is all about), they were generating incredible revenue (that's always a YAY!), AND they lived incredible lifestyles of not being tied to one-on-one work or trapped on their computers all day.

I was hooked.

So, I obsessed like a crazy person. I did hundreds of interviews, thousands of hours of research and conversations, and tapped into the secrets and methods of successful course creators. I took the best of what I learned and implemented, tweaked, tested, and put my own spin on it...sort of like a mad scientist of online courses.

Were there mistakes and setbacks? Absolutely. It wasn't all rainbows, unicorns, hugs and kisses. Later, I'll share with you my big freaking marketing mistake that cost me a bunch of money. But guess what? Success started to happen.

My first course, Create Awesome Interviews, taught people how to create and market online interviews based on 500+ interviews from my podcast. It came out way back in 2011.

The first launch did \$19,800.

It was life changing. People were paying to learn from me and were getting results (seriously my mind was blown!) I had taken my experience and what I already knew and turned it into a product.

From there it got better. Revenue grew to \$250,000. Then, 24 months after my first course launch, I crossed the \$1,000,000 mark. If you would have told me I would hit that amount several years before I would have laughed at you and then cried. In 2017, my company was named to Inc 5000's fastest-growing privately held companies—landing at #938. Now it's generated well over 7 million dollars in course sales. (I know, I have to pinch myself over these numbers—it's crazy sauce).

Sharing these numbers with you makes me all kinds of uncomfortable. I'm proud, dumbfounded, and shake my head at them too. But I figured it was important to share just to give context and show you what is possible.

After developing a tried and true system (with plenty of mistakes and shenanigans along the way) with my own online courses, I started getting questions about online courses everywhere I looked. Even parties weren't safe, I was literally cornered and asked *"Can you tell me everything you know about online courses?"*

The questions kept coming...

How do I come up with a course topic that sells?

How do I outline it?

How do I record it and get it “up” online?

What tech should I use to make it all simple and non-confusing?

How do I launch it?

What do I do I after I launch it?

What else should I know that I don’t even know that I should know?

And on (and on and on and on and on and on and on).

And that’s how I started teaching about how to create, promote, and profit from online courses using the totally replicable system in this book.

It doesn’t take some magic super power or some kind of user-crazy tech skills. (I forget my WiFi password about once a week, and once did an entire webinar without a microphone plugged in). **It comes down to simply knowing what to do.**

I’m proud to say that I’ve taught nearly 4,000 awesome people around the world in 100 countries to create their own successful courses on every topic imaginable from baby sleep training to clarinet lessons for adults.

And I hope you will be next.

Here is Exactly What you are Going to Be Learning in this Book:

- A very specific, proven, 7-step process to create, promote, and profit from online courses. Even if you’ve never sold anything to

your audience before or you don't even have an audience yet, that is totally fine. We're going to be covering that as well.

- The only question you need to ask your audience to have them tell you exactly what they want in your course.
- The secret to pricing your course so you can get the very best customers and generate the most revenue. This literally changed my business as well as the businesses of thousands of my students.
- DSG's perfect outline formula, a step-by-step exercise so you can outline your course in a matter of minutes. I'll share that magic sauce with you a bit later.
- The exact amount of modules you need and why. The answer might surprise you. Fun fact: If you are unfamiliar with "modules" it's course-speak for chapters (like chapters in a book).
- Also, the slightly surprising truth about the length your video should be in your online course. I guarantee nobody else is telling you this.
- Plus, the biggest marketing and promotion mistake you can make (heck, I made it) that will kill your sales. I'll tell you what to do instead.

Why Online Courses?

As we get this party started, why the heck are online courses so great?

What are the major benefits of online courses?

Here are a few big reasons:

1

Upfront Work, Get Paid for Years

When you're creating an online course, unlike other types of work that you might do, you're creating an asset. And when you create an asset, you can sell it over, and over, and over again. Sure you can update the course and I encourage you do that (it's great to keep it up to date), but once you have it done, it is done and you can sell it over, and over, and over again, which is super exciting.

2

High Value, High Prices

Compared to a lot of the things that you see sold online, there is a much higher value when it comes to online courses than a PDF you could sell for a few dollars or some other rinky-dink product (yuck).

3

Teaching What you Already Know

I mean how cool is that? You are taking what you already know and teaching others how to do it step-by-step.

4

Help People. The Ultimate Way to Reach More People and Have a Big Impact

At the end of the day, creating an online course is about helping people get results. PERIOD. Every successful course creator comes from a place of wanting to help people. And with an online course you are teaching them a step-by-step system to get them from Point A to Point B.

It is the ultimate way to reach more people because you can help people get results from behind your computer in your pajamas, from a coffee shop, or on vacation wherever they are in the world. It's all possible with online courses.

5

Scales One-on-One Work so you can Build a Freedom-Based Business

With online courses YOU make your own rules. It could be that every weekend for you is going to be a three-day weekend. It could be that every Tuesday you only eat tacos all day and call it Taco Tuesday. The

point is you will be in CONTROL of your schedule and business. This doesn't mean there is no work or there is some magic button to push, but it absolutely does mean you can work on your terms.

Now, Let's Get to Those 7 Steps

Here are two things to keep in mind.

Baby steps: There is no reason to get overwhelmed or confused or anything like that, just follow along step-by-step and everything goes together.

Over thinking is not a requirement: This is one of my favorite sayings. And by the way, I get this because I have totally done this many, many times. There is no reason to overcomplicate stuff. Sometimes we just have to get out of our own way.

For example, we're going to be going over a one-question survey. There is absolutely no reason to turn it into 5,926.5-question survey. Trust me. I've been there. I know what you're thinking right now.

The bottom line here is keep it simple. If you see something simple, if you see something that maybe you even heard before that is totally fine. Just remember, it all goes together, baby steps, and sometimes we have to get out of our own way.

Step 0: The Myths

Since I began teaching online courses in 2013, I've seen where people get held back. A lot of times it is before even getting started that people are frozen by misconceptions or myths.

If we don't get these myths out of sight and out mind, we are going to be dead in the water.

So let's exterminate the heck out of 'em shall we?

Here at the 11 biggest myths about online courses:

1. "The technology is going to be hard/confusing."

I love this quote from Marie Forleo: "Everything is figure-outable." Very true when it comes to tech for online courses. Bottom line? The technology now has never been easier (not so like five to six years ago). Once you know which tools to use it simply comes down to learning them or outsourcing 'em. The tech has never been easier and there are options for every budget.

2. "Who am I to teach something? I'm not an expert."

I totally get this one (and definitely faced this when I was putting together my first online course). Here is the thing... there is no expert fairy that comes and flies into your window and taps you with a little

wand and ordains you an expert. Think about this: What is something that YOU have done (or taught others to do) and achieved results that you can teach other people?

3. “I have to sell a lower priced product first.”

Nope...just straight-up not true (zero evidence pointing to this being true).

4. “There is already another course on my subject!”

Sweet! That’s a GOOD thing. That means there is a market. And you will be adding in your unique personality and spin. Nobody is you.

5. “Nobody is going to buy it!”

Ah! The old “crickets syndrome.” You are worried that you will put in the time and effort and then... crickets. Bueller? Bueller? Anyone? Now I can’t guarantee you will make sales or attorneys in suits will come and cart me away. Here is what I can tell you from thousands of successful students; It is all about following a system. Meaning, creating the right course, building anticipation, doing a proper launch, implementing deadlines, etc.

6. “This is going to take too much time/be confusing.”

If you go out and try to figure this out on your own, taking some information here some from there, guessing, etc. it could absolutely take for-ev-errrrrr and who knows if you will get it right. The good news is you have this book, which is the perfect starting point. In terms of making the time? I’ve had successful students in all types of situations: entrepreneurs, stay-at-home-moms (and dads), people with day jobs (and night jobs), and even a student who launched while giving birth (not kidding). It is all about working within YOUR schedule and I will give you the blueprint.

7. “My course has to be “PERFECT.”

Ah the perfection fairy! I think the perfection fairy lives somewhere

with the expert fairy in fairyland. Do you want to put the best possible course out there? Yes! Should you obsessively worry about the shadow over your left shoulder or when you said "um" in a video? Nope. People want to learn from humans, not robots. Value is much more important than perfection.

8. **"There is a PERFECT time to launch!"**

This one has two parts. Meaning #1 What is the perfect day/time/month to launch? Fun fact: It doesn't exist. The day you launch (as long as you follow the system) is the perfect time to launch.

Part #2 revolves around where launching fits into your life. Meaning, you are busy and imagining you will be less busy at some future point (that never happens LOL) or you are waiting for something (that never comes). Bottom line is you will always be busy. You will always have stuff going on. Family, kids, going out on hot dates if you are single... whatever. The perfect time to launch is when **you decide to launch** and shelve the excuses (just don't go at it alone, which is why you are reading this to get guidance along the way).

9. **"To create my first course it is going to be reallllly expensive!"**

What if I told you all the tech/software you need to create a successful online course would cost you less than \$500? (Yes, seriously). Of course you CAN go fancier, but you absolutely do not need to. That's the beauty of online courses. The return is 100x, 1000x (or more) the costs.

10. **"I have to have a hugggeeee email list or be some kind of a super celebrity to create a successful online course!"**

Absolutely NOT. Sure you might have a successful blog, podcast, or YouTube channel (and if so get down with your bad self that's awesome). But this is in NO WAY a requirement for success. For my first online course launch I had just 400 people on my email list. It doesn't take a big email list to be successful. The key is having an

email list of around 500-1,000 folks (or more) who know you, like you, and trust you, plus are drooling over the release of your course. We will be diving into these details in this book.

11. “I want to do a course but I don’t know what to do (what to include, how to launch, how to sell it, etc).”

I get it. You need to know EXACTLY what to do. Well, you are in luck my friend as you have come to the right spot for a step-by-step guide.

BOTTOM LINE with these myths: Get ‘em out of your head. Get ‘em out of your mind. Roll them up into a little ball and throw ‘em away. Now we are ready to move on.

Now that we flew past Step #0 let’s get into the meat—the seven steps. Or if you’re vegan, I guess it is the salad, whatever you want to call it.

Step 1: Pay Attention + Survey (The Foundation)

Everyone falls into two categories:

1: You know exactly what you want to create your course on, and if so, get down with your bad self.

2: You aren't sure what you want to create your course on, and don't worry, I'm here to help you either way.

Believe it or not, when I started I was actually a number two. I knew I wanted to do a course. I had a few ideas, but I wasn't 100% sure about where to focus.

Here is what I did (even if you know EXACTLY what you want to create your course on this will help refine your idea, or you might even change the topic while reading this book):

If you're a number two, something to keep in mind is to pay attention, because a lot of times **the perfect online course for you is right under your nose and you don't even realize it.**

First, I thought about questions people asked me. When people asked

me questions, what topics were they asking about over and over?

Think about this...

When people ask you a question on social media, through email, at a party, or via carrier pigeon, what kind of questions do you get? Do people ask you how you lost the weight? How you learned to do a back flip? How you generate leads for a dental practice? You get the idea.

Back then for me, a lot of times it was about how to conduct online interviews. Now the questions are about creating online courses. But back then the questions were: How do you get guests? How do you know what questions to ask? How do you promote an interview? How do you record it online? How you do this? How you do that?

When you think about questions people ask you, a light bulb might go off. (Yay!)

Now, of course, if you're an author, speaker, or you've already been teaching your expertise, you already know where your expertise lies. But if you're still trying to figure it out, paying attention is a great place to start.

Also, and this is not mandatory by any means to create a successful online course, BUT if you DO have a blog, or a podcast, or anything like that, you can do a how-to post to test the waters and gauge the response.

For example, I wrote an article about side-by-side Skype interviews and also an article that focused on building relationships with influential people.

What ended up happening was I got a huge response from those posts (and huge is all relative your huge might be different than my

huge) and I knew I was onto something. If you have a blog/podcast/other platform... give it a shot!

Side Note: Your Email List/Your Peeps

You're going to hear me refer to your audience and to your email list a lot.

You might be thinking, well, what if I don't have an email list? Do not worry at all if you're starting from 100% scratch. I'm here to help you with this.

An email list of folks who know, like, and trust you is critical for a successful online course.

I called the list "your peeps" because that's what exciting about this, you can create an email list and attract exactly who you want.

Imagine you're having a dinner party. You wouldn't invite everyone. You would only invite the people that you wanted there (sorry weird-aunt-who-always-drinks-all-your-wine) versus inviting literally everyone in town and trying to figure it out later. That's what's exciting about this. ***If you're starting from scratch, you get to choose exactly who is going to be at your dinner party.***

Your email list does not have to be huge by any means. I started with just 400 people on my email list. One of the largest misconceptions is that you have to have an email list of 10,000, 50,000, or whatever the number might be, but it doesn't have to be this large. If you do have an email list of that size, that is great. You're ahead of the game.

Your list does not have to be huge by any means to have a successful online course.

Now, you might be thinking, “*what about social media?*” instead of an email list, can I build a big Facebook following? Or gain Instagram followers? Or increase a random-social-media-network-that-comes-out-tomorrow following?

Here are a few things to keep in mind:

#1: Building an email list can be done quickly and effectively and with less stress than you think. The key is collecting the contacts of the right people and building an amazing relationship with them.

#2: An email list is the only communication asset you own online. You are in control. Other places like Facebook, Instagram, YouTube, etc. are rented land. You play by THEIR rules and have to deal with the changes they want to make.

Am I saying social media is bad? Absolutely not. Social media is amazing for driving traffic to your email list, but your email list is the only thing that you actually own.

Let me give you an example. A few years ago Facebook fan pages were all the rage. People built up hundreds, thousands, tens of thousands, hundreds of thousands of fans on their Facebook fan pages. When they had a post on their fan page then all their fans would see it. It was great.

But then overnight, Facebook decided to change the rules and they said, “*You know what? You know how you’re reaching about 99% or 100% of your fans? Now, you’re going to reach about .0001% unless you buy advertising. Muhaha.*”

Overnight, Facebook’s reach completely changed and people were freaking out!

But here is the thing, we don't own Facebook (unless you are Mark Zuckerberg and if you are Mark Zuckerberg and reading this book—hi, Mark). We don't own YouTube. We don't own any of the social networks. We're renting space there – free. Your email list is the only communication asset you own. Nothing is going to happen to it. At any time you could type an email and send it out to your peeps. You're not going by Facebook's rules or Instagram's rules or anything like that. You're going by your rules.

The key here and the number one driver for sales for an online course is your email list. Period. Exclamation point! And do not fret, if your email list is you, your mom, your dog Scruffles, and five of your own email addresses—I'll have you covered.

The One-Question Survey

So let's talk survey here as Step #1. And this survey isn't 39349485 questions...it is ONE question.

Here it is:

What do you want to know more about (blank)?

Blank would be the topic or potential topic of your online course.

For example...

What do you want to know more about writing great copy for your website?

What do you want to know more about potty training your dog in the next 30 days?

What do you want know more about writing a book and publishing it?

That is the one-question survey.

How and why should you do this?

You can use anything you want to send out your one-question survey. I use something called Wufoo (wufoo.com). You can use SurveyMonkey. It doesn't matter.

Here are the keys...

First and foremost, you're going to want to require an email address. The reason for that is quite simple. It allows you then to follow up with people.

I can't tell you how many times I sent out a survey and the people that responded ended up being my very, very best customers. You want to require an email address so you can follow up with people.

And by the way, you do not have to get 5,000 responses to your survey or anything like that, whatsoever.

If you get a lot of responses that is great but realize you're just kind of testing the waters here. You might get 10 good responses and that is good enough.

How do you get people to fill out your survey?

Take a look at your assets. What do you have right now where you can reach people online?

Do you have an email list? Email your survey to them.

Blog? Put it up in a post.

Podcast? Mention it in your podcast and link it up in the show notes.

Instagram? Post a photo and put the link in your bio.

Personal Facebook page? I bet some of your friends will be interested.

You don't need to mention the course in the survey.

Here is why: If I send out a survey: “What do you want to know more about potty training your dog in the next 30 days?” I would get very different responses than if I send out a survey and said, “Hey, I’m thinking about doing a course on potty training your dog. What do you want to have in the course?”

Because people don't know what they want in a course, they just know what problem they want to solve or ambition they want to achieve. So there is no need to mention the course.

Your survey is going to help you in the following ways:

1. *You will pick up ideas/key concepts for your course.* You will see what language people use and ideas you can use in your course and bonuses. For example, maybe in our potty training course for dogs, everyone wants to know how the dog flushes the toilet. Maybe you hadn't thought of that. Since you now know people are interested in that, you can build that right into your course.
2. *It's an amazing confidence builder.* This happens every single time, like clockwork. You will be surprised about how much you know. Someone is going to respond and say something and you are going to think, “Oh, my lord I totally know the answer to that!”

The key is you know a lot more than you think you do and the survey

will help bring that out and emphasize key questions/topics to cover in your course. Simple.

Step 2: Naming Your Course & The Hook

About to drop a mic bomb on you (or would it be a book bomb... that doesn't sound right). **The name of your course doesn't matter.** I know, blasphemy, right?

People get hung up on the name all the time.

Should I call it “Super Duper Doggy Training Course”, “Special 30-Day Backwards Doggy Training Course” , or whatever it might be?

Here is the reality...the name doesn't matter.

The hook is what matters and the outcome. More on that in a quick second.

It doesn't matter what the name of the course is, BUT...

You want to make sure you get the .com for your course.

So if it is going to be Super Doggy Training Course, you want to make sure to get superdoggytrainingcourse.com.

Why? Two reasons:

1. *It is great for branding.* And it makes branding easier. Let's say I get interviewed on a doggy podcast. It is much easier to say, "Hey, checkout superdoggytrainingcourse.com versus saying, "Hey, check out mywebsite.com/courses/whatever/newcourse"
2. *Technology is sooooo much easier.* I've seen this from personal experience and from nearly 4,000 of my students that it is MUCH easier to put your online course on its own website.

If you've got another website right now—maybe you've got one that has your pretty picture on it, maybe you have a blog, maybe you have nothing and that is totally fine as well—you *want to have your course site separate.*

It just makes it so much easier when it comes to technology. (You have to trust me on this one!)

Killer Resource: Course Cats (Free Trial at CourseCats.com)

Create an amazing online course website and get rewarded for that knowledge of yours.

One platform - everything you need, no transaction fees! Oh, and you won't need a designer, web developer, a psychiatrist and a team of 1,000 nerds.

Course Cats was created by my web developer Brad who was sick of me sending him endless people who needed their course website created (even though he was charging a well-deserved \$5,000 to \$10,000 a site!) and has everything you need including your entire

course website, sales pages, landing pages, checkout pages, and much more.

Brad created something absolutely amazing used by thousands of course creators and it is what I recommend and exclusively use for my courses.

Not only does it include everything you need but also provides step-by-step videos and a guide to simply show you how to set up your course site over less than weekend. (even if you can barely turn on your computer...no crazy tech skills needed).

No extra money spent on hiring an expensive designer and developer. No time wasted on tinkering around with cheap-o, horribly designed/impossible to figure out DIY websites. No frustration from "3rd party" course software that is inflexible and costs an arm and a leg (plus transaction fees or you pay more as you get more customers... yuck... no thanks).

Let's Talk Hook. What Do I Mean by Hook?

This what sells online when it comes to courses:

- Step-by-step systems (A-Z)
- How-to information

Think of words like a blueprint, system, etc.

The most successful courses have a SPECIFIC outcome and solve a specific problem laid out in a step-by-step system.

And the course is based on stuff you already know and you have your own results or maybe you've helped other people get results as well.

You don't need to have experience with both to get started, but you do need to have your own results for sure (something YOU'VE done that you can teach others to do step-by-freakin-step).

I have an exercise coming up to help with this, but think about this, **what is the result of someone taking your course and doing everything you say?**

Close your eyes, if you're an eyes-closing type of person. If you're not, that is totally fine. Leave them open.

Think about this...

Picture your ideal customer.

There, he or she is...and they're going to do every single thing that you say, to a tee, in your course.

What would be the *result* of doing that?

Would they learn how to do a backflip?

Start a podcast?

Gain so much muscle they have to buy a new shirt?

You have to be specific in terms of who you're selling to and what problem you're solving for them or ambition you're helping them achieve.

That is so, so important.

And it's a big concept.

Let's see what it actually looks like in the real world here when it comes to online courses.

I've chosen four of my Create Awesome Online Courses students.

Sylvie: How To Create Plenty Of Passive Income With Ebooks

The result of her course? You will publish your first eBook.

Tamiko: Busy Mom's Guide to Baby Sleep Training

The result of her course? Your baby will sleep through the night.

Jill: Russian Volume Eyelashes

This is one of my favorites. Jill has a business where she teaches an eyelash technique to estheticians. She teaches them how to do this really cool technique on their clients and she now has a multiple six-figure business doing that with online courses. Talk about riches in niches!

Lisa: QPractice

Lisa works with interior designers where she helps them pass the NCIDQ Exam.

The result of her course? You will pass the NCIDQ Exam, which is a course for graphic designers.

See how this all works?

It makes a lot of sense when it gets broken down and makes things a lot easier. BOOM (yes, that was a random boom).

Step 3: Pricing Your Course

Let's get into pricing your course, which is of course, very, very important.

I'm going to share with you a few tips and pieces of advice that I learned when I was doing my first course and wrap it up into a really fun bow with a huge tip from me.

Pricing tip from Marie:

This tip is fascinating and almost counterintuitive (plus it is 100% true). I asked Marie about pricing my first course and she said, *"David, you're doing your audience a disservice by pricing your course too low."* I replied, *"Marie, are you taking crazy pills? People want to save money. Saving them money is good, right?"*

She continued, *"Well, here is the thing. You want people to get results. As a course creator, your ultimate goal is for the person buying your course to get the desired outcome."*

David: *"Absolutely. I want the people taking my course to succeed."*

Marie: *"Well, think about something that you've got for cheap or free. Like something in the mail or online? What did you do with that free item?"*

David: *"I don't know. It is probably collecting dust, so maybe I threw it away, or maybe I never logged in."*

Marie: *"Exactly. When you price too low, no one cares. They're not invested in it. They're not going to get results. When you have a higher price, you actually get people that want to be there, want to invest, and heck, they want to get their money's worth. They're going to follow what you say to get results."*

It was a fascinating and very true perspective on pricing courses towards the premium end.

Now Ryan Lee had a different perspective but still the same thought regarding premium pricing.

Ryan told me, *"David, with higher pricing, you need less sales to generate more revenue."* I said, *"Thank you, captain obvious. I appreciate the math lesson."*

He said, *"Yeah. Well, listen, smart butt, it is the same amount of work. So regardless of what you charge for your course, \$97, \$997, and so on, it is going to be a very similar amount of work."*

And this has turned out to be EXTREMELY true!

So my big tip for you is to be in the top 10%, heck 5% of your market.

Similar to the expert fairy, there is no pricing fairy. The pricing fairy doesn't come down and tap you on the shoulder and say, "All right, you need to go up in prices." Every single market is different, so the top 10% or 5% in your market may be very different than your friend's market and that's fine. But the bottom line here is you want to be in the top 10% to 5%.

Why?

Because higher pricing equals higher quality customers, because pricing is positioning. Keep that in mind.

We've seen this for years and years with online courses. Courses at the premium end have about 900% less complaints, less refunds, less serious people than the very, very cheap end (unofficial math there, but you get the idea).

It is kind of like the difference between being Saks Fifth Avenue or Walmart.

Walmart: A million, cheaper products for everyone.

Saks Fifth Avenue: Curated, fancier, shopped by a more discerning customer.

We have found this to be 100% true with the online courses as well. Do you want to be Walmart or Saks Fifth Avenue?

Keep this in mind—this is a huge tip—**higher prices do not mean more content.** Many people get this wrong. They think an increased price means increased content.

And I get it. On the surface that seems to make sense...until you dig deeper.

Pricing is based on value not volume or length.

Let me repeat that. Pricing is based on value not volume.

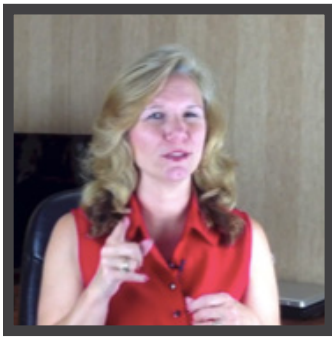
What is your “job” as a course creator?

Your “job” is to help people get the result as fast and as safe as possible.

You're the shortcut.

You're not the long-cut when it comes to online course. Who the heck wants the long-cut? That's not even a real phrase.

The amount of content in your course has absolutely nothing to do with price as long as you're following the mantra of getting people the result as fast and as safe as possible.



Let's see what this looks like in the real world. This is Karen Pattock. She is one of my Create Awesome Online Courses students. She has a course, Transform Your Time Management Habits, Increase Your Productivity By 50% In 30 Days. She increased her pricing 81% per my advice and had less people signed up, but made far more money, over 33% increase, and had over 60% more testimonials.

How cool is that? She had less people signed up, made more money, and received more testimonials. What does that tell you? **She was able to attract more serious customers who wanted to get results.** They followed her system. Now they're referring her to others and providing amazing testimonials resulting in sales over and over again. It all occurred because she increased her pricing.

Step 4: Recording Your Course & Getting it ‘Up’

We’re going to really focus on outlining your course, as this trips people up (and I want to keep you on your feet...tripping is no bueno).

Again, your job is to be the shortcut, to get your customer the result as fast and as safe as possible, which leads to—drum roll please—**DSG’s perfect outline formula, a step-by-step exercise so you can outline your course in a matter of minutes.**

Are you ready for this? Raise your hand, yes. I like to pretend I can see everyone who is reading this book is raising their hands all over the world—in coffee shops, at home in pajamas, in beds, with their phone, wherever. Tee-hee. Anyway, let’s get at it:

So here is what you do. Put your hand down. Get out a piece of paper or a document, and at the top write, “*Where they are at now*” and at the bottom, “What is the result of completing my course?” Okay? So at the top you write, “*Where they are at now*” and at the bottom, “*What is the result of completing my course?*”

Where they are now...

What is the result
of taking my course?

Let's say you're going to do a course on teaching your dog how to talk—The Dog Talking Course.

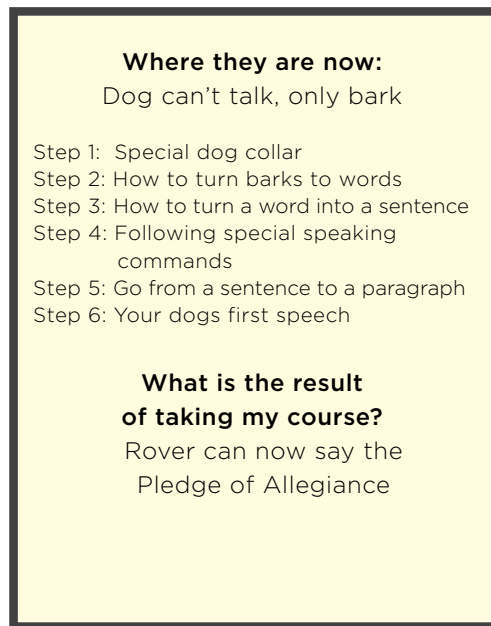
Where are they now?

Dog can't talk, only barks.

What is the result of taking my course?

Scruffles can now say the pledge of allegiance.

Then all you do is fill in the steps to get them from where they're at now to the result. That is it. Super simple.



There is no reason to go nuts and over think this. Just fill 'em in.

Any successful course can be broken down into a step-by-step process. Period. And if it can't then it is back to the drawing board, which is totally fine (just go back a couple steps).

DSG More-Than-A-Side-Note

Two big questions I get all the time. *How long should my videos be in my course? How many modules should I have in my course?*

If you're new to the lingo it's totally fine.

Modules is just "course speak" for chapters. In other words, how many chapters should you have in your online course?

How long should my videos be in my online course?

The answer is it doesn't matter as long as you're following the mantra of being the shortcut and getting people to the result as fast and as safe as possible.

Here is the thing—everyone’s topic varies in how long it takes to teach it. Your topic could be time management for parakeets. That could be very, very different than teaching a dog how to be potty trained. Comparing the two is like comparing apples to oranges. The length doesn’t matter as long as you’re not giving them fluff, not giving them BS, and you’re helping them get to the result.

How many modules should I create?

The amount of the modules *does* matter. This comes from multiple years of research and experiments and finally nailing the amount down to a tee (and remember “modules” is just course lingo for “chapters”).

The perfect amount of modules for your online course is **12 or less**.

So 12, 10, 8, 6, 4, or if you’re in the odd numbers, 5, 7, 9 is fine.

Why?

It hurts your business in major, major, major ways if you go more than 12 modules.

Reason one is sales. Someone comes to your sales page and they say to themselves, “Oh, my gosh, it’s 46 modules. I’m never going to get through that.”

Even if the modules are only three-minutes each, it doesn’t matter. Damage has been done. We have a mental block where we think, “Oh my goodness, I’ll never get this done. I’m not going to buy the course.” It will absolutely kill your sales.

Now, what about the people that do buy?

What ends up happening (and this is the second problem) is people don't finish the course, they don't get the results, and they give up because it just seems like a constant uphill battle.

Someone does seven modules, they're all excited and they say, "Oh boy, I've got 32 more to go," or whatever it might be and off they go into the sunset (abandoning the course you've worked so hard creating).

So bottom line, it will kill your sales and it will kill the results of your students. That is not good. Keep it to 12 or less.

Step 5: Generating Opt-ins (Potential Buyers) + Teasing

Let's talk about THE big marketing mistake.



Is it my green shirt or hair? Yeah, maybe a little bit. But if – check this is out—it says, “Want to hear about it first? Just stay posted and hear about the release first, enter your email.”

What is wrong with that? Why is that a mistake?

There is no value.

So all I’m saying here is enter your email address and then I’m going to sell you some stuff.

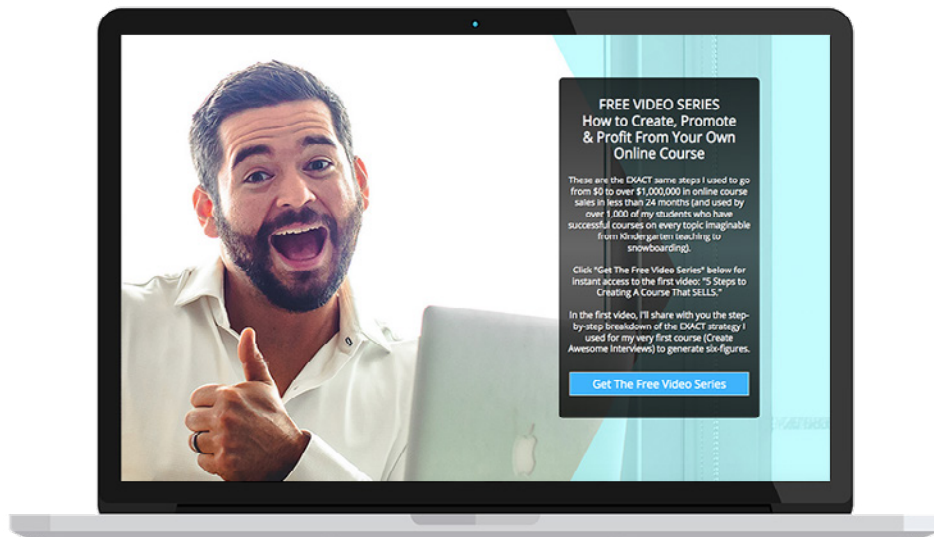
So we replaced that page with this page, a three-part video series. It stated: Get free training videos to help you create profit from your

own interview-based web show by entering your email below. These are the exact strategies I've used to grow my show, blah, blah, blah, enter your email." There, you're off to the races.

This was an absolute game-changer.

This is the three-part video series. Here is how it works and why I recommend doing one.

The three-part video series is super simple. Here is what happens. They enter their email then they get a free video from you.



A couple of days later they get another free video from you. After a few more days, they get a final free video from you. Finally, you send them an invitation to join your online course. There is nothing sketchy. There is nothing weird. You gave them an amazing free video series and now you're saying, *"Hey, I hope you love the series. If you want me to really take you by the hand here is my step-by-step course."*

By the way, the free video series pages I show throughout this book can be made with multiple different applications but the obvious choice for the easiest creation (and what I use because it comes with a free video series template) is **Course Cats**.

So here is what you do. You create a free video series and then drive as much traffic as you can to that free video series.

Remember earlier, we talked about your assets for promoting your survey?

Same thing here.

You will want to send the video series to people on your email list.

You can promote your video series in any number of ways that works for you. Promote on your website, blog, podcast, social media, create ads, and the list goes on.

Whatever you've got, use it!

A free video series is another asset that is going to help build your email list (and provide valuable content for the people already on your email list). The free video series leads up to the launch of your online course.

Here are some examples from my Create Awesome Online Courses students' video series.



What are the benefits of a video series?

Why are we doing this?

A few of the key reasons are:

You can generate opt-ins to build your email list every single day versus sending people to a sales page and praying they buy. You are building (or increasing) your prospects list.

The free video series is sort of like a first date (not that you should be talking non-stop on a first date—ha) but the bottom line is people are getting to know you. They're learning your teaching style. They're learning about your topic. They are evaluating if they like you and think you're worth their time and effort before investing in you.

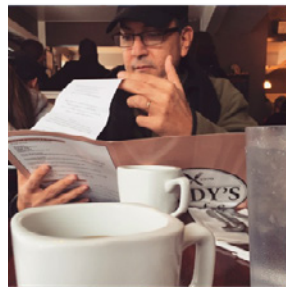
The free video series offers high value. There is a high value associated with the free video series compared to other media that you could give away such as some kind of rinky-dink checklist or something like that. High value for your current email subscribers and new people signing up.

Think of this as a preview before the movie comes out...but this is an action-packed high-value preview where people actually learn something while getting people excited to buy your course.

What happens at the end of the free video series?

That is when you're going to invite people to enroll in your online course. Much more on that in the next step.

Now check this out:



This is David Newman. He is one of my Create Awesome Online Courses students. He has a super successful online course helping speakers market their talents. This is a \$100 check that he got in the mail for his free video series. Yup, seriously. A \$100 check in the mail for his free video series. The guy who sent it said that David's free video series was so good he just had to send him \$100.

Now, why am I sharing this with you? Am I saying you will get \$100 in your mail? No. But here is the thing—you're actually teaching great stuff in these free videos. They are not a glorified sales pitch. It is nothing like that, whatsoever. The bottom line here is you're sharing valuable tips.

You might be thinking, "Well, David, what if I teach too much? Won't people not want to buy my course?" I totally understand where you're coming from with that question. The opposite is actually true, because people will say, "If this is the free stuff, holy shenanigans, I can imagine the paid stuff is even better!"

Also... has anyone not gone to see a movie because the preview was too good?

DSG's More-Than-A-Side Note

I'm a big believer of keeping things as simple as possible (wait you know this by now, right?!)

The way I teach a free video series is to do three videos then open up enrollment in your course. (The next chapter is all about that!) I recommend following this formula.

HOWEVER, the key concept is offering multiple pieces of great free content leading up to the launch of your course.

If you are a rebel you can always experiment with other free items leading up the release of your course, i.e. a free email series, a longer video series, or whatever-you-want-to-do. We continue to see massive success (myself and my students) with the three-part video series but at your own risk, you can do other free offers as well as long as you understand the overall concept.

Step 6: VIP Launch

Alrighty, deep breath because now it is time to actually make those sales.

Excited?

You should be!

A common oops when it comes to launching an online course is that people do their video series (YAY) and then they'll send out an email stating, "Okay, my course is now for sale and you can buy it now from now until the end of eternity."

And they only hear crickets. Why? What did they do wrong and how can you do it right?

When it comes to selling online courses—this is SO important so make sure you write this down—**you have to have a deadline.**

Promise me you wrote that down. I'll be checking. Muhahaha.

You have to have a deadline where people can enroll in your course. You can't just have it open forever, and ever, and ever, and ever. A deadline is simple. We have one to help people make the decision

- am I in or am I out? A deadline forces this decision. One of the biggest mistakes that I see is not using deadlines.

How do you use deadlines like a champ?

Introducing the VIP launch. This is something I came up with and we have tested and tweaked it until the cows came home.

It is a five or ten-day launch with a deadline to get your online course out of the gates and bring in your first customers.

So your course will be open for enrollment for five or ten days after your video series, and then it will close.

And the goal of the launch, quite simply, is to bring in your very first customers.

Now, a big mistake that I hear all the time is people thinking the launch is the end-all be-all. They think if they didn't make seven-zillion dollars on their launch that it is failure and that is 100% false.

The launch is the beginning not the end. There are so many things that we can do after your launch. The launch gets the ball rolling down the hill. It is building your confidence. It is bringing those first few customers (or maybe several dozen or more).

One of my favorite crazy stories is from my customer Renae Christine. She teaches stay-at-home-moms how to create a successful handmade business. Her first launch did \$3,000 in sales and she literally sent me a video crying because she was so excited.

Now some people might look at that and say \$3,000... that's amazing! Others might say, \$3,000... that's it? But for Renae it was life changing. And she kept at it. She kept going. Fast forward and last

year, Renae was at nearly 2 million dollars in sales in the previous 12 months.

The point is don't get stuck into that internet hype of launches needing to be six-figures or whatever it might be to be successful. It is only the beginning, my friend.

Doing a launch will build your email list and increase your credibility. It is like putting a flag in the sand declaring, "Okay, this is my topic," and create different opportunities. It is also proof of concept if you want to bring in partners later. If you want to bring in partners to promote your course or things like that, you start with your own private launch because you're getting your own results (proof of concept).

And by the way (I don't want to go too crazy on this in here and confuse you but just a fun fact) in the future you can have automated launches so that you're bringing in people to launches of your online course 24/7 on their own deadlines. But it starts with a VIP launch to get your course out there with a bang. Make a splash.

My first VIP launch for my Create Awesome Interviews course had 400 people on the opt-in list, 40 sales over five days, and \$19,800 in revenue. I was over the moon. We were off to the races.

My student's VIP launches have been awesome, everywhere from a few thousand dollars, which is absolutely life changing and something that you build on to get to six figures, to everything in between.

The key once again (for the 10,000th time): DEADLINE, DEADLINE, DEADLINE.

And let me add one more thing...DEADLINE.

Step 7: Over Delivering & Ongoing Sales

You've done your VIP launch. Now what?

There are so many different things that you can do because now you have an asset and that is one of the coolest things.

Again, we discussed this early on, but once your course is done, it is done. Now, there are so many different things you can do with it.

You can continue to find new customers, joint venture webinars (where partners promote your course for you), webinars, ads, interviews, and the list goes on to whatever you can imagine.

One of the big mistakes I see people do is they forget this step. They do their course, they get it out there, and then they move on to another project.

A great analogy I heard was sort of like a Broadway show. You wouldn't write a show, find the actors, rehearse, launch on Broadway, and then shut down, would you?

No, of course not!

You would take it to LA, Chicago, and Las Vegas for new places and new customers.

That's the opportunity with online courses.

Also, it goes without saying...take GREAT (nay...AMAZINGGGGGGG) care of your customers.

You are invested in their results. Remember that. One thing I love to do is surprise folks in our customers-only Facebook groups with speed coaching and Q&A sessions.

A few more quick tips...

You don't have to be hype-y, sketchy, or pushy to sell online courses. You're giving away free stuff and then you're inviting people to enroll.

Personal touch matters. For example, my dad who heads up customer service sends a personal email to everyone that enrolls in my course.

Document everything. So when I create a course, I always like to have a document open on my computer and I write down, "This worked. This didn't work." We have really bad memories and this is a great way to remember for the next time. You can always have that document sitting there and saying, "Hey, remember do this, don't do this, dum-dum."

Courses freaking rock and they can transform your business, heck they can transform your life completely. And I'm a massively strong believer that if you're here today, you have at least one successful course in you. And this is something you can get working on right now.

And please, please remember nothing that I've shared with you is theory or might work. This is exactly what I've done in my business to generate seven figures and create the freedom to do whatever the heck I want.

It doesn't matter where you are coming from or starting from. I've now helped thousands of people all over the world to create and sell their own courses in every niche imaginable with my Create Awesome Online Courses program. It is all about baby steps and taking action.

Here is a reminder of some of the big benefits of creating an online course:

- Upfront work then get paid for years
- High value comes with high prices
- Teaching what you already know
- Helping people
- Ultimate way to reach more people and have a big impact
- Scales one-on-one work so you can build a freedom-based business

I'm not sure what prompted you to read this book. It could be you're making money but you're sick of trading dollars for hours and want some more leverage. It could be you want to add five, six or even seven figures to your existing business income. It could be that you're starting from complete scratch. It could be you are super frustrated that your blog or podcast isn't making money. It could be you have created an online course and maybe it didn't go that well or maybe you want it to do better. It could be because you are bored and you needed something to read on the toilet.

But if there is one thing to take away, I've cracked the code on creating, promoting, and profiting from online courses. And it has literally changed my world and the world of my students. It is very

much a replicable system that you can apply as proven by my over 3,500 successful students (actually now just about to cross over 4,000!) You can make a lot of money doing this and create the freedom you want in a relatively short time.

So, What do You do Next & Where do We go From Here?

I hope you enjoyed this book as an introduction to the 7-steps to creating, promoting & profiting from online courses. I'm sure your juices and ideas are flowin' and you probably have questions/ thoughts/ideas and more and want keep up the momentum.

We can of course part ways now and you have plenty of great stuff to start you down your journey towards a successful course (or many courses).

OR you can join me for the next step and enroll in my Create Awesome Online Courses program

What is Create Awesome Online Courses?

My complete step-by-step system



It's a 12-module online course designed to help you, step-by-step, create, promote & profit from your own online course. No ambiguity or confusion.

We have a community of customers (over 5,000 successful students) going along with you to help support you, network, etc. as well as myself and our entire support team. You'll never be left hangin' if you have questions/need feedback, etc.

Here's a special invitation just for readers of this book.

To "unlock it," plus delicious bonuses I put together just for readers like you, sign up below.

SIGN UP HERE