

Breakthrough Course Building System

6 WEEKS TO SELLING YOUR EXPERT
KNOWLEDGE PROFITABLY ONLINE

Week 1 - What Is My Offer?

Introduction

- Jorge Lazaro Diaz
- Cuban background, Miami born and raised
- Married 33 years, 3 daughters
- Name of the business??



- Geek - Masters in Computer Science / Corporate IT background
- 7 years - Entrepreneur / website builder / Infusionsoft consultant
- 7 years working online marketing projects
- 5 years online marketer / e-learning & membership site

Your Course Logistics

- We have our course site at <http://members.larryjacob.com>.
- We meet via Zoom coaching / training call once a week for six weeks.
- If you miss a call or want to review a call, they will be uploaded to the site.
- We have our Breakthrough Course Building System Facebook group.
 - The best way to reach me and others in the group to get your questions answered.
 - A group of business owners all going through the same thing. Connect with each other.
- There is additional material on the site that I will reference.



What are we doing here?

- Do you want 100% automated sales that are efficient on your time and effort and move people from seeing your product to buying the product quickly?
- Do you fear overwhelming your audience with so much information that they get a wedding cake when all they need is a chocolate chip cookie?
- Do you want a technology platform that is easy for you and easy for your learning customers to use?

The Course Logistics

- At week 3 and 4, we'll be scheduling a 45-minute one-on-one call to review the course technology platform approach meeting your specific needs.
- A pre-built Wordpress website so you can publish a professional looking online course along with easy to follow instructions for managing it. (It will require pay for your website hosting.)
- A proven step-by-step system for setting up the course content into the Wordpress site with additional instructions for publishing course content in less than 2 hours, even if I am NOT tech savvy.

Please don't focus on this. There will be time.



Who is this program for?

- This program is for speakers, coaches other niche specialists with expert knowledge they successfully offer paying clients today.
- This is information has already made a difference in customers lives and businesses.
- You now want a step-by-step program for making that knowledge available as an online course or coaching program.

Who is this program is NOT for?

- This program is NOT for content experts with knowledge that is unproven in the market.
- **It is NOT for people set in their ways closed to new concepts that stretch them way past their comfort zone.**
- It is NOT for people who think this is easy work and are expecting get rich quick results.

By the end of this course, you will:

- Have your first course 100% ready for sale.
- Organize your expert knowledge (AND NOT ALL OF IT) into an online course or coaching program you can make available to your students/members.
- Learn how to use your online course to increase the value of your entire practice.
- Understand how to complement your course with an online community (i.e., Facebook groups, online forums) to increase member engagement, perceived course value and command a higher selling price.

LET'S INTRODUCE OURSELVES

ANY VOLUNTEERS

Let's be careful about what it is we sell

- You need to first focus on what you sell today.
- You have success and there are key success factors that lead to that success today. We need to tap that.
- In light of where you are today, let me go over two examples:
 - Improving my golf game
 - Buying a diamond engagement ring
 - Having heart surgery

Course building is no different

- You have your topic you know well.
 - I have to get the copywriting done and scripts for videos if I use videos.
 - How do you best organize your content?
- You have to market the program.
 - Will I use Facebook Ads, Google Adwords, organic search, webinars, content marketing, joint venture arrangements,
- You have to select a course building technology
 - Infusionsoft, Active Campaign, Ontraport, no CRM at all (this is an option)
 - Wordpress, Wix, Weebly, Squarespace, WebsiteBuilder, custom HTML sites.
 - LearnDash, LifterLMS, LearnPress, WP Courseware, Sensei
- You have video creating questions.
 - Will you use video? Which platform? How long should my lessons be?
 - Do I use my Webcam, phone camera, DSL camera, hire professionals to do my video.
 - What video editing software should I use?
 - What video hosting platform do I use? Vimeo, Wistia, YouTube, Amazon S3...
- How do I release the course? Do I give them all the content at once? Do give them a lesson at a time?

And many, many, many more...



Your biggest selling challenge

Your prospect and even later your client as he starts working with you doesn't believe he can do it.

They see all it is they want to learn and they get anxious. Overwhelmed. They doubt themselves.

I'm better off NOT doing this. I'll hold off.



What does your buyer want?

- My situation today (i.e., I have pain. I need pain relief.)
- I'm not looking for medicine, physical therapy, time in counseling.
- I'm looking for pain free living
 - Bragging rights at the 19th hole vs. improved putting or short game.
 - A mesmerized fiancé that says, “YES” vs. 1.25 carats, yellow gold, affordable price
 - A chance to know my grandkids vs. a splint or a triple arterial bypass
 - Clients that see me as a leader vs. Wordpress site with 4 video lessons on Vimeo

I am NOT looking for a feature set



What is your buyer's dream?

The dream for someone wanting to lose weight:

- I want a bikini ready body that has every guy and girl on the beach looking my way.
- I want blood sugar levels under 100mg/dl and blood pressure below 120 / 80.
- Stay below the max weight for my football weight class so I can play in Saturday's game

What is the first thing you must do?

- You must give them a quick win.
- You must show them they can get very real results in 30 to 60 days.
- You have to prove to them that they can reach their dream.

Top Priority: Get them past their mental block quickly.

WHAT IS YOUR
IDEAL CUSTOMER'S
DREAM?

ANY VOLUNTEERS

Classic cold traffic sales funnel

- You offer a lead magnet.
- You sell them on a tripwire (low priced offer)
- You build credibility and establish yourself as the thought leader.
- You sell the core offer (high priced / profitable offer)

This is a tough approach for starters.

A better option: Heating up your existing warm contacts

- You are known as an expert in a specific niche.
- You have knowledge and credibility in a tight audience.
- There are potential joint venture partners available in every niche.
- Communicating this message to this audience builds your overall credibility apart from your course selling needs. It increases your practice's value.
- Your best initial leads and learning come from this initial audience.

WHAT CONNECTIONS
OR ASSETS DO YOU
HAVE TO CONNECT?

ANY VOLUNTEERS

Homework

- Share your thought, impressions about the course in the private Facebook group.
- Work the questions in the What's My Offer? section of the membership site.
- Share your results in the private Facebook group.

**Don't Get Frustrated.
Next Week We'll Cover,
"What's My Better Offer?"**