

Breakthrough Course Building System

6 WEEKS TO SELLING YOUR EXPERT
KNOWLEDGE PROFITABLY ONLINE

Week 2 - What Is My Better Offer?

Reminders

- This course is NOT for people set in their ways closed to new concepts that stretch them way past their comfort zone.
- This program is NOT for content experts with knowledge that is unproven in the market.
- This program will be valuable for those that are unproven, but they will likely need more refinement after this course is done.

Agenda

- Marketing
- Selling
- Technology

Market Research

Two parts

- Running market research calls (8 questions via phone / Skype)
- Getting market research volunteers

Your subject / Your topic

- Speakers and coaches / selling information online
- Business executives / blockchain technologies
- Men under 40 / buying an engagement ring

- Keep it really, really, really simple
- Stick to only one (Your subject). Do not mix subjects.
 - BAD: Business executives and lawyers and service providers / blockchain technologies

LET'S GO
OVER SOME OF
YOURS

VOLUNTEERS?

Running your market research calls

- Do NOT interact with them other than to ask them the questions.
- Manually enter their answers EXACTLY as they say them. Do not overcomplicate this. If the volunteer goes too fast, just ask them to wait for you to catch up.
- Add the volunteer's name to the top of each form.
- Use one form per volunteer.
- Copy all answers to one sheet. Label each answer with the person's initials so you can track it back to the volunteer.

Using Facebook to get volunteers




Help needed!


I'm planning to create an online course about selling information online for the speakers and coaches.


I'm looking for 20 people to do a quick 15-20 min market research with on the phone/Skype.


If you are willing to get on the phone with me to do this quick market research please comment below and PM me






Much appreciated in advance

 Like  Comment  Share

 Pati Maez, Lechon Kirb and Susan Binnie

 **Lechon Kirb** Good idea 💡
Like · Reply · November 3 at 10:52am

 **Pati Maez** Sure
Like · Reply · November 3 at 11:08am

 Write a comment...    

More Facebook examples

Help needed!

I'm planning to create an online course about buying engagement rings for men under 40.

I'm looking for 20 people to do a quick 15-20 min market research with on the phone/Skype.

If you are willing to get on the phone with me to do this quick market research please comment below and PM me

Much appreciated in advance

Help needed!

I'm planning to create an online course about blockchain technologies for business executives.

I'm looking for 20 people to do a quick 15-20 min market research with on the phone/Skype.

If you are willing to get on the phone with me to do this quick market research please comment below and PM me

Much appreciated in advance

My journey with this course

- My primary business is membership site and e-learning consulting.
- My team and I build membership sites for Infusionsoft customers.
- We use Wordpress, Memberium, LearnDash and several other tools.
- We have a proven model delivering custom projects.

We are know as membership / e-learning site builders.

My Resources and Assets

Online

- Facebook - 2,364 friends
- LinkedIn – 4,447 connections
- Email List – 1,875 / 19% to 24% open rate in last 30 days

Offline

- Local chamber
- Long time Miami resident / business person
- A lot of church involvement
- Long technology career
- Involvement in speaker communities
- Infusionsoft community

How I sell it?

- I use this course offering a reason to call.
- Target the people you survey as your beta customer.
- Sell to the people in your list of resources and your tribe who already know you and see this as an additional service to your current practice.
- Use these conversations to sell more of your current services.
- Consider joint ventures (JV) with people that do not compete, but service the same audience.
- 1Q2018 plan is to sell via webinar and Facebook ads.

Let's talk technology

- Let's not get carried away. We need this information so my team can prepare to support this part of the course.
- The preliminary questionnaire is just that. It's preliminary. Later we'll be asking you other questions so we have all we need to configure this for you.

Homework

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

**Next week: What Are My
Program Details?**