

Breakthrough Course Building System

6 WEEKS TO SELLING YOUR EXPERT
KNOWLEDGE PROFITABLY ONLINE

Week3 - What Are My Program Details?

Agenda

- What is your model?
- How do we sell the course?

We have several things in motion

- Market research
- Selling the course directly
- Selling the course through others
- The course messaging
- The actual course materials
 - You likely came in focused on this
 - This can easily become a distraction
- The technology platform
 - This becomes our focus Week 4

Let's stay focused.



Model 1 – Do-It-Yourself

Pro

- Highly leverages your time.
- Can be used as a tripwire or lead offer to build credibility.

Con

- Typically is the lowest price model.
- Can be difficult to differentiate in a competitive market.

Model 2 – Done With You

Pro

- Has a high perceived value since it provides access to the expert.
- Can be combined with do-it-yourself course materials to command a higher price.

Con

- Requires more time to run. (Still leverages your time.)

Model 2 – Done With You

- Time with the expert can be coaching or training based
 - Requires preparation the first time with some tweaking of the content in subsequent passes.
 - There are set start and end times. Students can only start the program at certain times. Not completely evergreen.
- Time with the expert can be a Q&A session
 - Requires no preparation.
 - Gives members access to the expert a specified times.
 - Can lead to empty room issues

Adding a Tribe or Community Feature

- Provides a highly leveraged way to access to expert.
- Connects the members with each other creating a community of like minded individuals.
- The connectivity with other members is perceived by members as a benefit especially as the ties between the members strengthens.
- Can be implemented using a private Facebook group.
- Can be implemented as a Wordpress BBPress forum.
 - Can be simple providing only forum features
 - Can be more elaborate using BuddyBoss Social Learner, for LearnDash

Is it a course or a membership?

- Courses
 - They have a beginning and end.
 - They are limited in scope. They address one thing.
- Memberships
 - Can combine course materials as part of a membership
 - Can be the upsell for an initial course offering.
 - Considered an ongoing resource.

Your overall business model

- You are the expert in your niche space
- You provide expert services delivered different ways
 - A stand-alone course
 - A recurring revenue membership providing support and resource access
 - Done-for-you consulting services
 - Mastermind formatted offerings

Your Offer

- The Simplified Offer Page Template
- Sales page
- Examples
- Using this to promote to beta customers
- Using this to recruit joint venture (JV) partners

Homework

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

**Next week: What's My
Technology Platform?**