

Breakthrough Course Building System

6 WEEKS TO SELLING YOUR EXPERT
KNOWLEDGE PROFITABLY ONLINE

Week 4 - What's My Technology Platform?



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Agenda

- Your website
- Your offer

Site Components

- Login, logout and forgot password
- Dashboard – Course selection
- Menu – Course selection
- Courses – Your content

Let's review two examples



Giving People Access

- Process for a Memberium / Infusionsoft site
- Step 1 – Create the user record
- Step 2 – Assign tag that gives them membership access
- Step 3 – Assign them a password

Let's review an example.



Purchasing Your Course

- Using an Infusionsoft order forms
- Infusionsoft control campaigns
 - Give and Remove Access
 - Purchase Products
- Another option is to use the LearnDash Stripe or PayPal Add-Ons

You Can Get Fancier

- Add ghosted images or images with a lock for un-purchased courses
 - Can be used to upsell existing members.
 - Can be used to offer a lead magnet leading to a purchase.
- You can create a course without LearnDash
- Using LearnDash to create quizzes
- Using LearnDash progress indicators

LET'S TALK
ABOUT YOUR
OFFER

Homework

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

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