



effortless marketing

Seven Steps To Effective & Profitable Courses

Will be starting shortly



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Seven Steps To Effective & Profitable Courses

Online Learning

\$1.7 billion - 2015

growing to

\$325 billion by 2025

Forbes Magazine

WHO IS THIS FOR?

Anyone who makes a living from their expertise, knowledge, or wisdom. If you use your knowledge to inspire others or enable life-changing experiences for your clients, this is for you.

Coaches
Consultants
Advisors
Therapists
Practitioners
Teachers
Writers
Thought Leaders

OVER THE NEXT 40 MINUTES:

Why courses WORK!

How to STRUCTURE your expertise into effective
courses that your clients will LOVE

PLAN, DESIGN & MANAGE courses
as EFFORTLESSLY as possible

PROFITABLE and SCALABLE

- 20 years experience.
- Helping experts create authority, personal branding and products that generate 'passive' income.
- Organised and supported over 100 events in the spiritual field.
- Helped my clients generate more than £800k (\$1.03 Million) in revenue.

WHO AM I?



WHY COURSES?

Convenience.

Low Cost of Delivery.

Autopilot Income.

Builds Credibility & Authority.

THE BIG MISTAKES

Not addressing REAL & URGENT PROBLEMS.

Trying to teach TOO MUCH.

Getting bogged down in creating CONTENT and in TECHNOLOGY.

Not using laser-focused marketing.

Not building COMMUNITIES for the long term.

Seven Steps to Success



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Step One - Your Personal Story

YOU ARE
UNIQUE



Education & Qualifications
Skills
Knowledge
Passions
Life Experience
Achievements

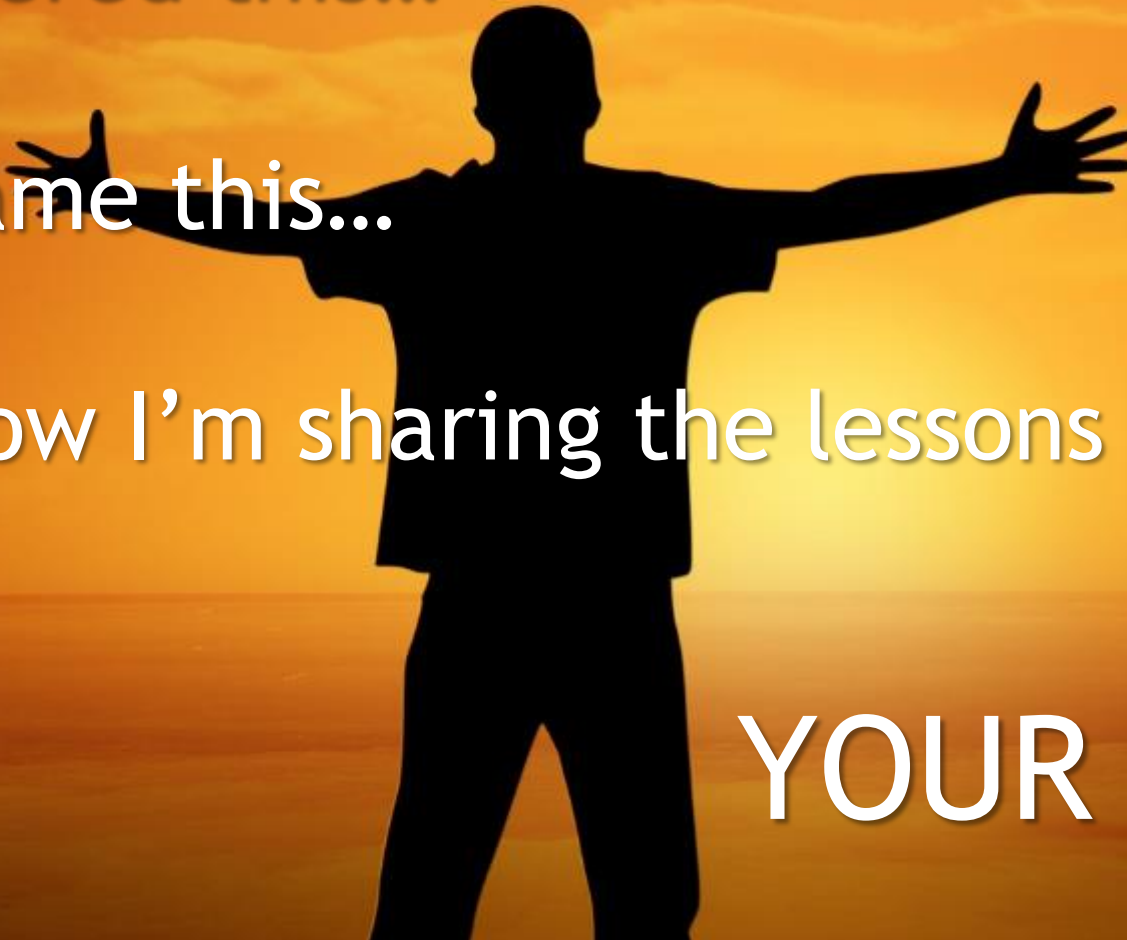
I started here...

I discovered this...

I overcame this...

...and now I'm sharing the lessons & wisdom I gained

YOUR HERO STORY





| Month | Percentage |
|-------|------------|
| March | 27% |
| April | 35% |
| May | 45% |

COMPELLING MESSAGE

When we learn (almost anything)
It is to SOLVE A PROBLEM



COMPELLING MESSAGE

A blue and white megaphone is positioned diagonally across the frame, pointing towards the top right. The background is a bright blue sky filled with fluffy white clouds. The megaphone has a blue handle and a white body with a blue rim around the speaker.

- Desire for Health / Wealth / Success
- Get Qualified / Learn a 'trade'
- Become 'happier' - life / work / relationships
- Gain confidence - through knowledge & skill
- Because we're 'stuck' or feel there is more



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Step Three - A Visual Framework

FRAMEWORK

A

SIMPLE

STEP-BY-STEP

PATHWAY

From PROBLEM to OUTCOME

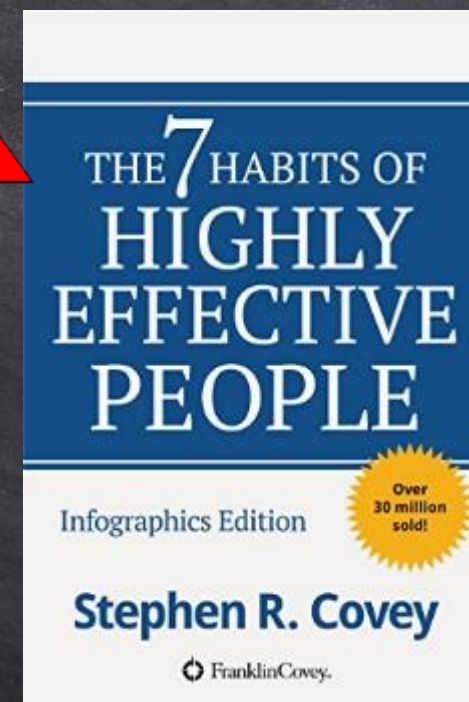
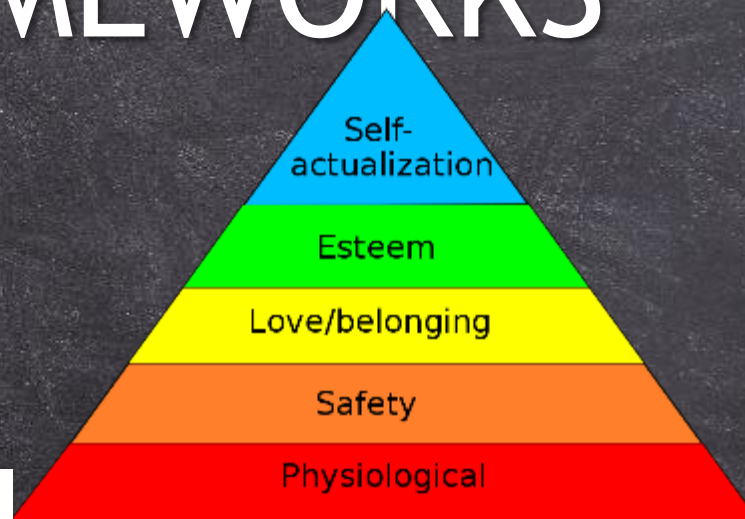
FRAMEWORKS



Before you...

THINK!

- T** - Is it true?
- H** - Is it hurtful?
- I** - Is it illegal?
- N** - Is it necessary?
- K** - Is it kind?



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Step Four - Effective Content

TEACHING THAT WORKS

Achieves (or exceeds) student's EXPECTATIONS

Easy to understand the PROCESS

Easy to ABSORB & LEARN

Students eager to PROGRESS

ADDED BONUS: recommendations

TEACHING 'BLOCK'

ATTENTION – this is important!

RELEVANCE – learn this...because

PRACTICE – apply this knowledge...

COMPREHENSION – ...until you fully
understand

TEACHING THAT WORKS

Break The Ice

Set Expectations

Use a 'Framework'

Teach in 'Blocks'

Check Comprehension

Confirm Outcomes Have Been Achieved

= Students HAPPY & READY TO PROGRESS

TYPES OF CONTENT

Written

Exercises & Activities

Audio

Video

Checklists


Assessments



THE POWER OF VIDEO

A hand is holding a black smartphone. The screen of the phone is white and displays a list of five benefits of video in a bold, dark blue, sans-serif font. The background of the entire image is a blurred outdoor scene with green foliage and a white car.

FAST
MORE EFFECTIVE
ACCESSIBLE
SPONTANEOUS
EASY?



Canon

VIDEO TOOLS

Don't overcomplicate

Zoom

Your Phone

SLR camera

Good quality microphone

Editing is over-rated!



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Step Five - Automated Delivery

DELIVERING YOUR COURSES

Payment
Logins & Passwords
Training Pages
Downloads
Progress Reporting
Assessments

DELIVERING YOUR COURSES

Recommended: Kajabi

Established and reliable

As simple as needed

Low cost (from \$119 / £95/mo)

WAIT!



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Step Six - Marketing



Marketing

Strategy

PROMOTING YOUR COURSE

LOCAL – Leaflets

REGIONAL – Organisations

NATIONAL – Social Media

SINGLE-STEP MARKETING

Traditional Model:

1. Place ads
2. Take orders
3. Repeat

MULTI-STEP MARKETING



Two-Step Model:

1. Place ads
2. People 'Raise Their Hands'
3. Send more information to that group
4. Take bookings
5. Repeat steps 3-4



A top-down view of a desk with a laptop, a cup of coffee, a teapot, a notebook, and some flowers.

COMMUNITY BUILDING

Mailing List

Facebook Groups
(special interests)

Sample Teaching – video/webinar

Affiliates – promotional partners
(for a commission or benefit-in-kind)



PROMOTING YOUR COURSE

Keep it Simple (your compelling message)

Ask Questions

Features & Benefits

Testimonials & Case Studies

It's about THEM – not YOU!

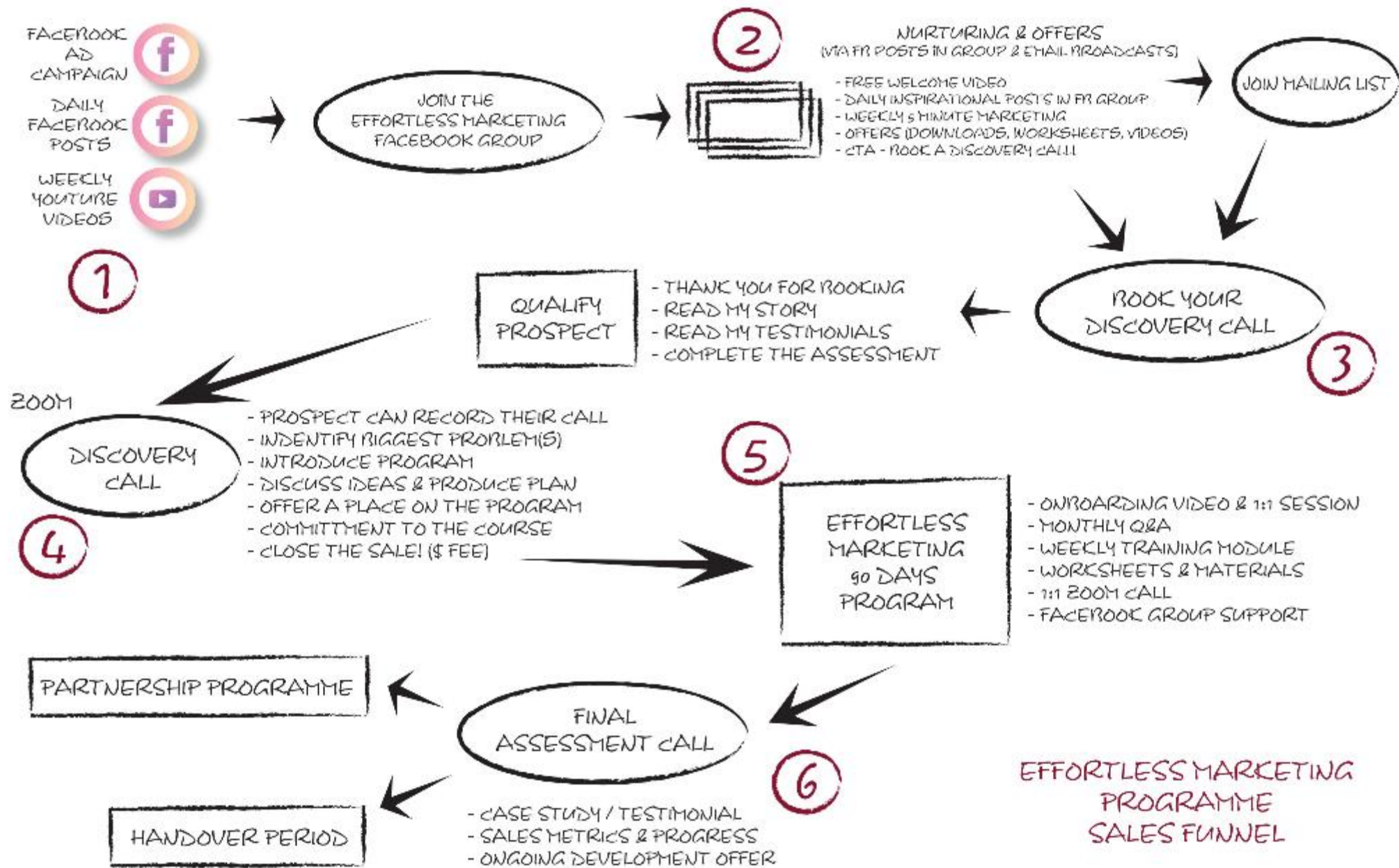
MAKING OFFERS

Early-bird Price (deadline or number)

Extra Benefits & Bonuses

Private 'Discovery' Calls

Last Chance To Enrol!





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Step Seven - Nurture Your Community

COMMUNITY BUILDING

- Shared Interests – Common Issues, Problems and Goals
- A Forum for CHANGE
- Ongoing Contact and Communication
- Your Personal Market Research Group
- Facebook Groups
(or Instagram, Twitter, WhatsApp etc)
- Mailing List
- Conference Calls (Zoom)
- Mastermind Groups
- Conferences/Bootcamps

FOLLOWERS = 50% future income

POTENTIAL

1 Community - 1 Solution

Foundation Course \$97 (1 sale per day) \$35,405

Advanced Course \$397 (1 sale per week) \$20,644

Personal Coaching \$3997 (1 sale per month) \$47,964

TOTAL SALES \$104,013

BUSINESS & LEGAL ISSUES

Copyright

Public Liability

Professional Indemnity

Accounting & Tax

Working with Others (contracts)

Seven Steps to Success





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Step Eight - Be Accountable

INVEST IN MENTORING

EVERYONE should have a mentor.
NEW IDEAS, and ACCOUNTABILITY.

There are new ideas in your head
right now that would not have been
there if you didn't make time for
this class.

INVEST IN MENTORING

A GOOD mentor will give you great ideas AND make sure you act on them.

A GREAT mentor will also put together a powerful group of people all working toward similar goals...this multiplies everyone's effectiveness exponentially.

THREE QUESTIONS

Do you have knowledge, expertise and REAL VALUE to deliver to your clients?

Are you absolutely passionate & committed to developing courses with total integrity and a true concern for your clients' well-being?

Are you ready to create a lucrative and life-changing income?

EFFORTLESS COURSE KICKSTARTER



www.effortlessmarketing.co.uk/kickstart



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