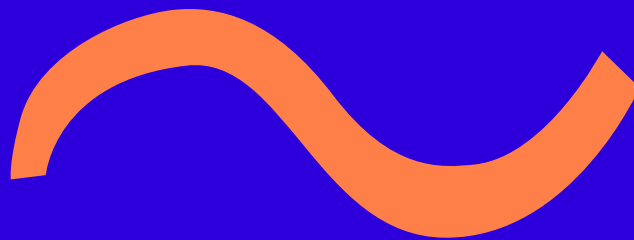




WORKBOOK



WELCOME TO THE WORKBOOK

This workbook is for those who like to make notes, doodle and plan - with an actual pen.

It corresponds with the modules of How to launch a successful online course (online programme).

So have a read/listen, and then fill this in, using different coloured pens.

Or whatever brings you a little joy while you learn all about building your online course EMPIRE.

Enjoy!

Annie and Rich x

BEFORE WE BEGIN ...

The best place to start is at **the end**, as in: where you want to get to after completing this programme.

And that will definitely involve MONEY. The financial stuff. As well as other goals, dreams, ambitions.

So below are some questions for you.

It will be exciting to come back to these once you've completed the programme to see how far you've come...

1. In one sentence (10 words max), describe your business...

2. What are your top three business goals?

3. How much do you NEED to be earning each month? (At the very least)

A FEW MORE QUESTIONS ...

4. How much would you LIKE to be earning each month?
(No limits here)

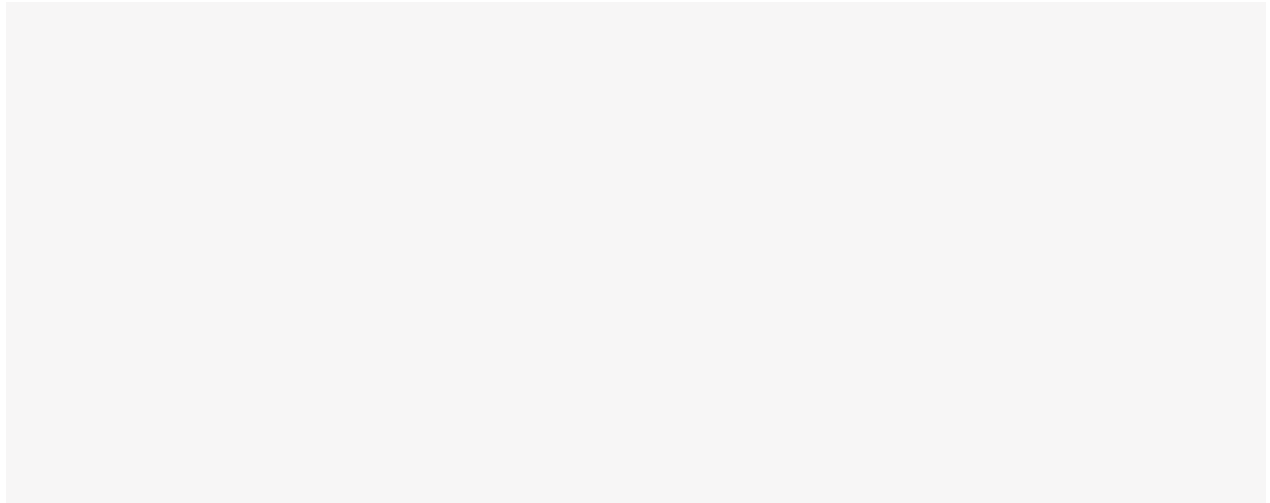
5. Your online course: how much passive income would you like it to be earning you each month?

6. Client work: how many clients would you like each month, and what are they paying you per hour/day?

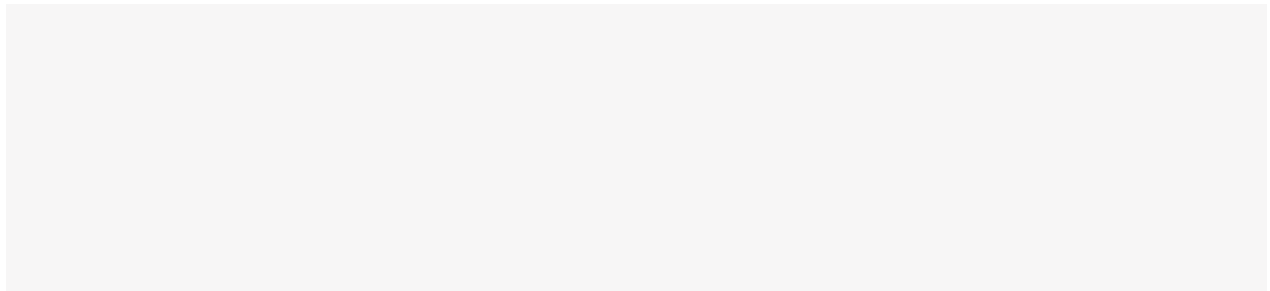
7. What strategies have you tried for selling/finding new clients? (Eg. PR, social media, Facebook ads...)

AND A COUPLE MORE...

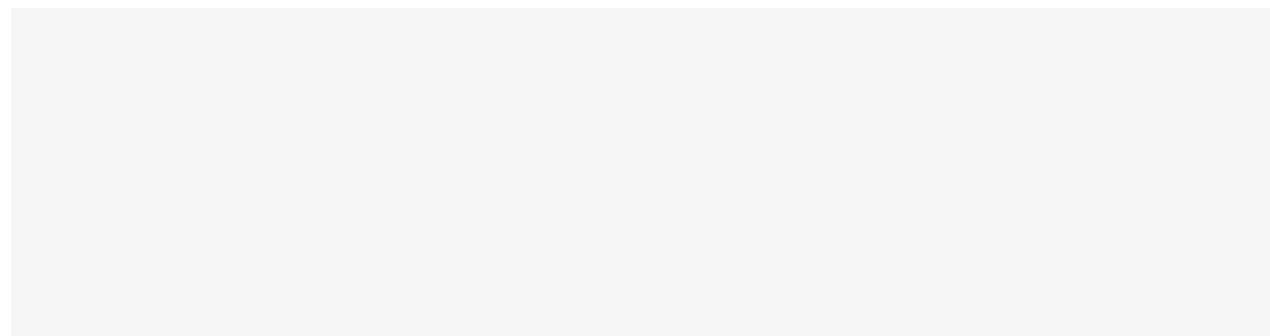
8. Where would you love to see your business featured? (which magazines, newspapers, podcasts, blogs etc)



9. When do you work on your business; do you have other commitments (job/kids), and how many hours are usually available each week?



10. You have a magic wand. Where is your business, one year from now?



MODULE 1

In this module, we cover:

- Who are you, and what do you offer?
- Who do people see you as?

So, who are you?

You are presumably trained in your field. Or very experienced...

Have you carved out a niche?

Do people know exactly what it is you offer when they visit your website, and come across you on social media?

Are you a specialist in one area?

MODULE 1

Head to the 'about' page of your website. Is it clear to anyone who visits, who doesn't already know you, who you are and what you're offering? If not, return to the:

Who

What

Why

Where

How

When

Then go to your social media bios. Again, is it clear what you can offer potential clients when they visit your profile?

MODULE 2

Now, let's talk about your dream customer/client.

Who is your ideal client?

Why don't you give her/him a name:

Definitely an age:

Where do they live?

What do they do for work?

How much do they earn?

What is their relationship like with money and investing in services like yours?

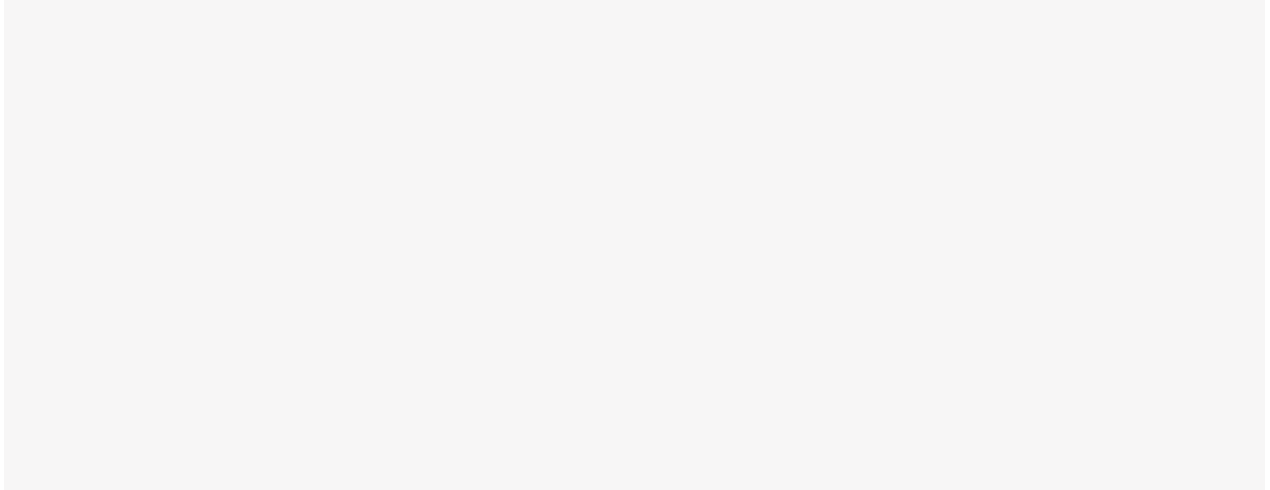
What are their interests?

What are their values?

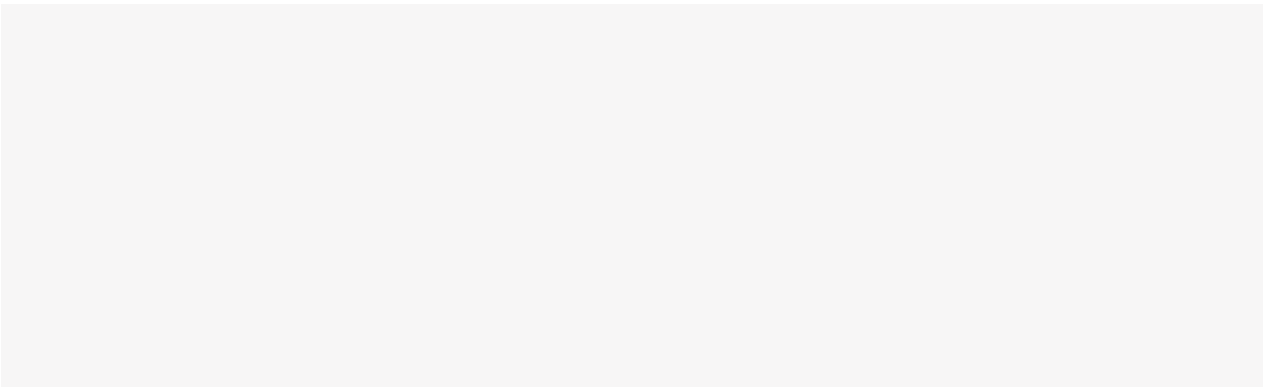
What are they looking for help with?

MODULE 2

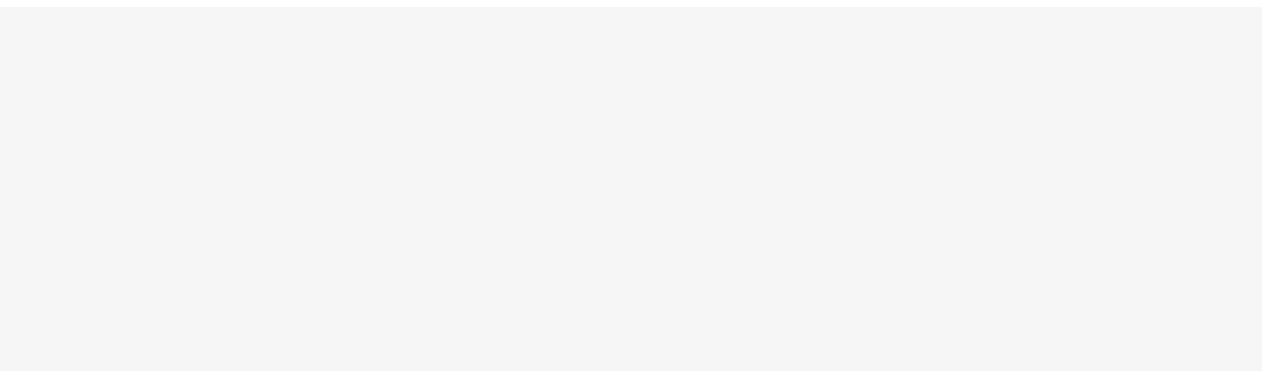
What are your client's pain points? List them...



Gains: what do your clients want to gain from working with you?



Objections: what might hold them back from working with you?



MODULE 2

How can you incorporate these pains and gains in your messaging?

Could you update your social media bios again, to include some of the ideas you've come up with?

(As I mentioned: I'm constantly updating mine, as I learn more about what my customers and clients want/need from me).

Or you could use the pains and gains as inspiration to draft...

- One Instagram post
- An IGTV video
- A blog post
- An image and caption for Pinterest
- A Facebook post

Remember, you want them to read your words and think: THIS IS FOR ME.

MODULE 3

This module is about your online course.

In the first topic, we cover:

- What's the subject of your online course?
- What should your course be called?
- Naming your course, mindset and confidence-building

You may have a very clear idea about what your course will be on, or it might be vague. Here are some questions to get you started...

What would excite you to write a course on?

Is your course idea very specific and niche?

MODULE 3

Do you have enough experience to offer this course?

Why will people want and need to join your course?

What are you good at?

What could slow you down or stop you from completing this course?

MODULE 3

Let's get specific...

What is your course going to be about?

What is it going to be called?

Final name:

MODULE 3

In case at any point you feel worried that your idea isn't good enough, or that you're not the right person to run your course, or that no one will be interested - there are three sentences that I'd like you to complete.

Write out your answers, in full, and put them up in your office or bedroom. Keep returning to them in moments of doubt.

I am running a course about

I'm able to do this because I am an expert in

People will want to join my course because they know I'm good at

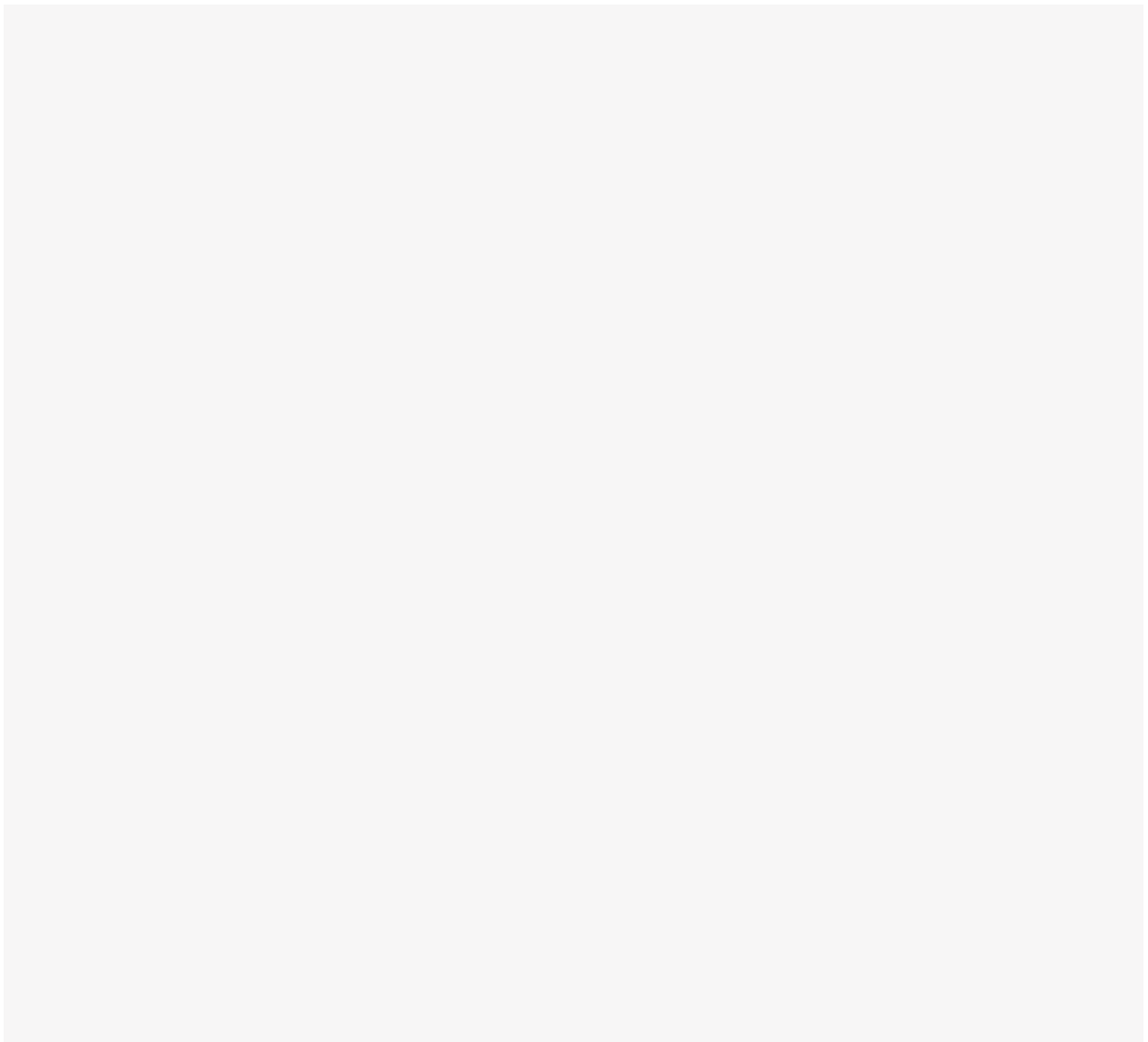
(By the way, until I launched my online PR course, I'd never have called myself a PR 'expert'. But I've decided to now claim this and include it in the course blurb. If I can do it and I can teach it - I am an expert. Claim your subject too.)

MODULE 3

Now let's discuss:

- Structuring your course
- The written word
- Video, photography and audio
- Feedback or self-paced?
- Structuring your content

Make a note of some modules and the sub-categories that would work for your course:

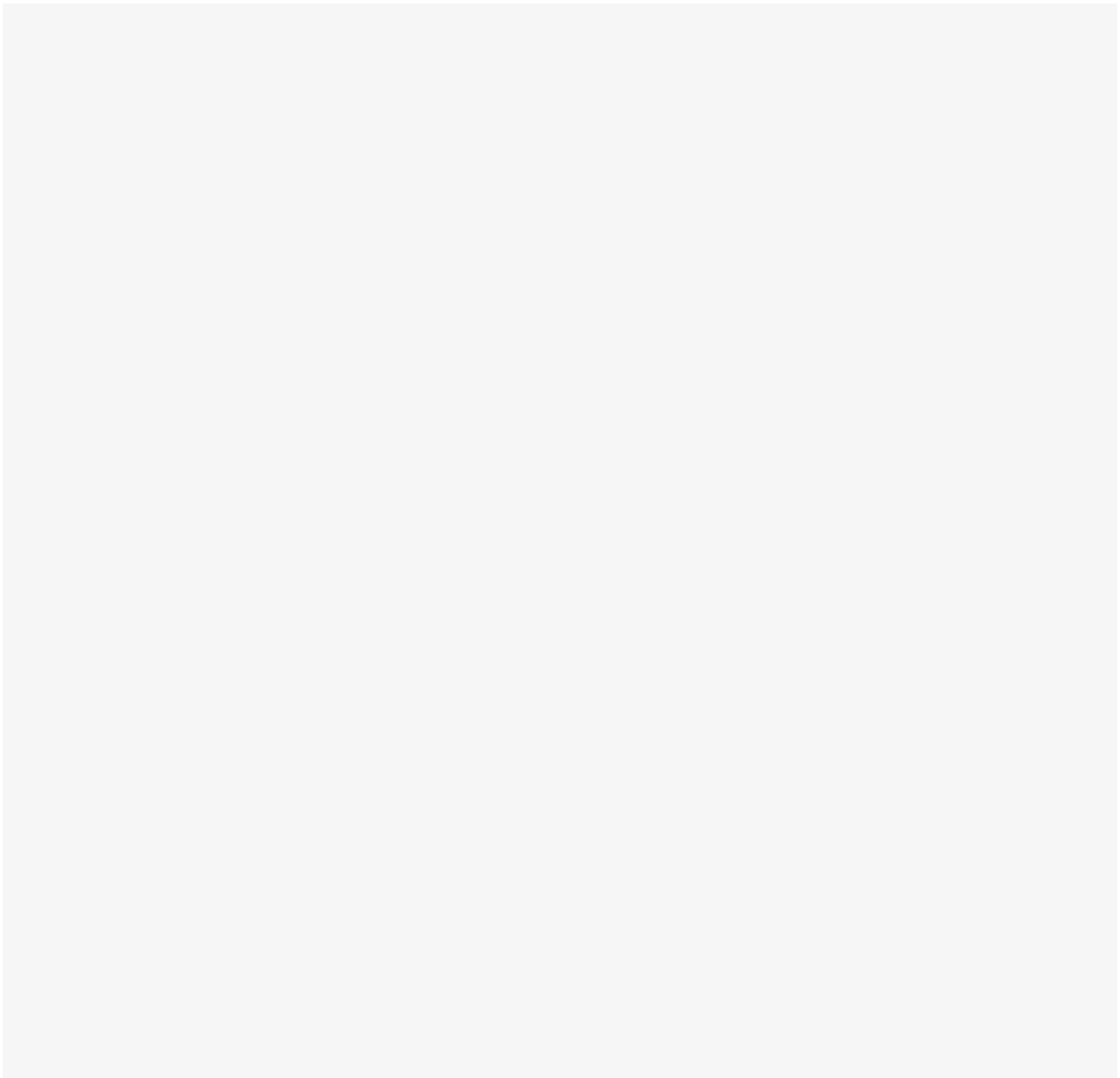


MODULE 3

Will you incorporate video, audio, the written word?

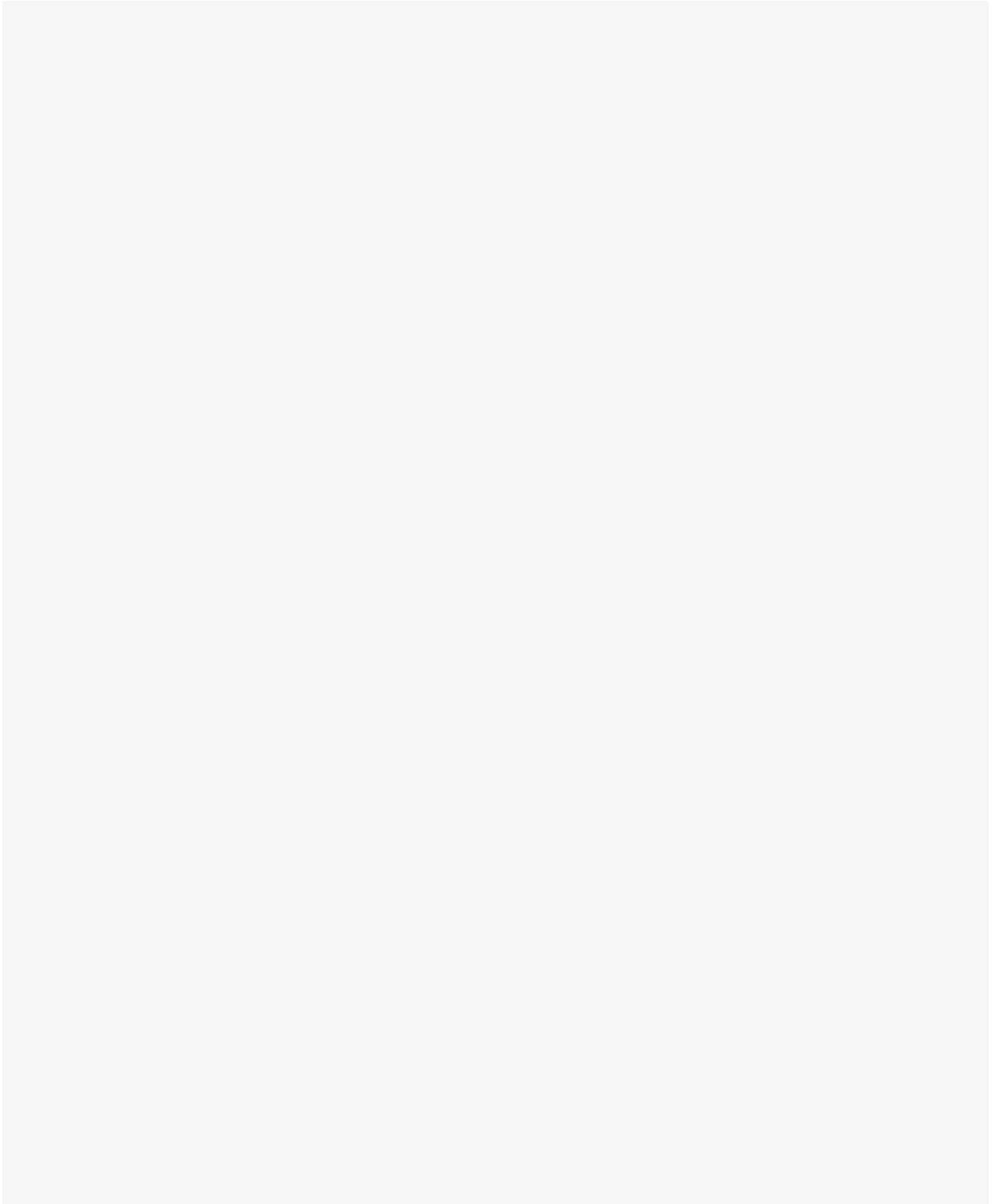
How will you make it happen - where will you host the audio/video?

Will you write out the text in full, or have bullet points accompanying the video/audio?



MODULE 3

Will you give feedback, or will it be self-paced?

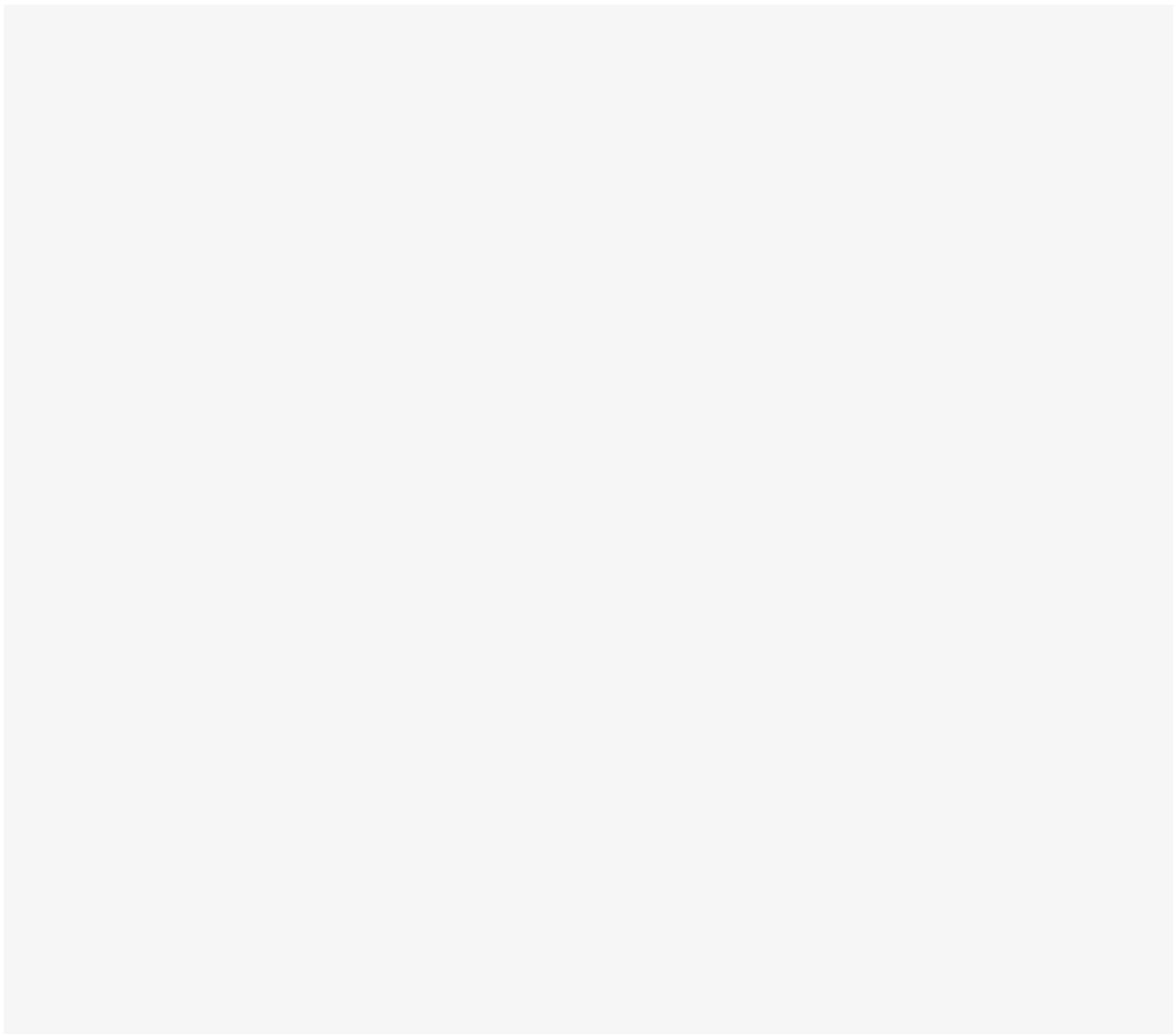


MODULE 3

It's time to think about:

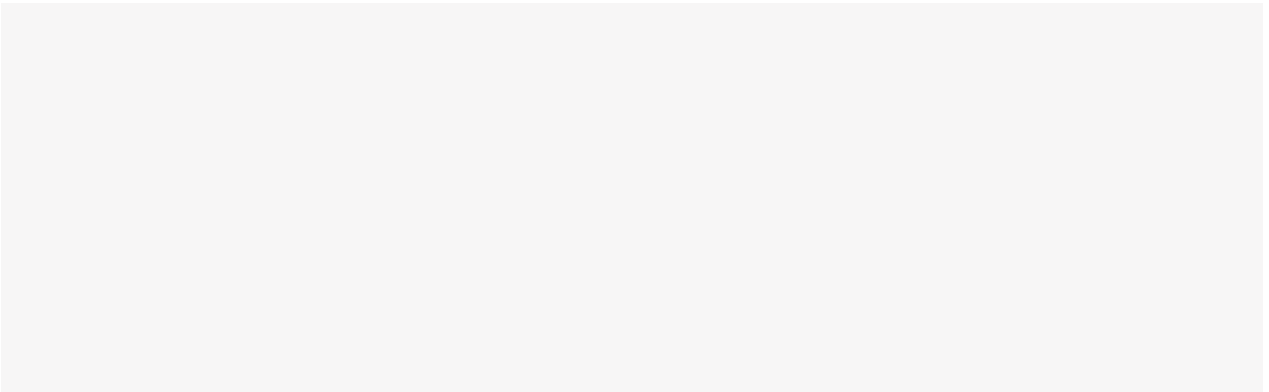
- The cheapest way to host your first course
- Pricing
- How will you collect the course fees
- The legal stuff
- Hosting and pricing up your course

Where will your course be hosted?



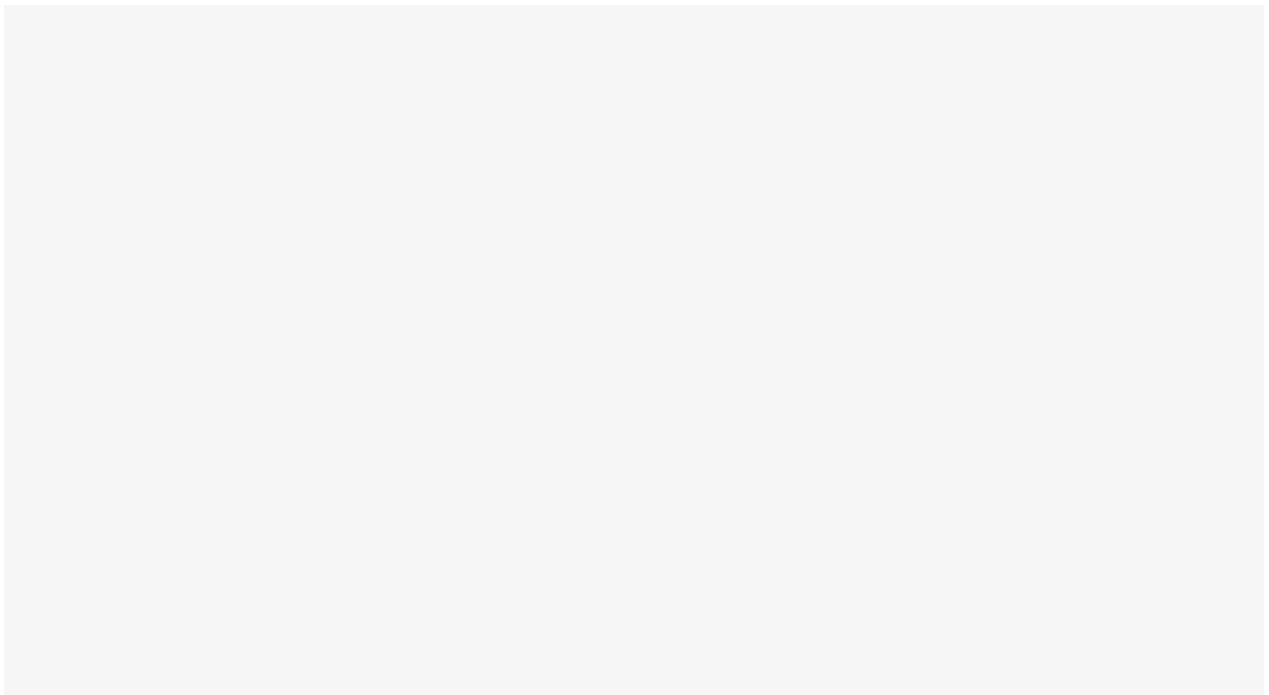
MODULE 3

In terms of pricing: Are you a specialist? Do you have niche experience – that not many others have?



Are you accessible or elite?

What do you want to charge? What is your intuition telling you? What numbers feel right to you?



IMPORTANT: Don't undervalue your course.

MODULE 3

Where do you sit in the market? Where do you want to sit?

How will you collect payments?

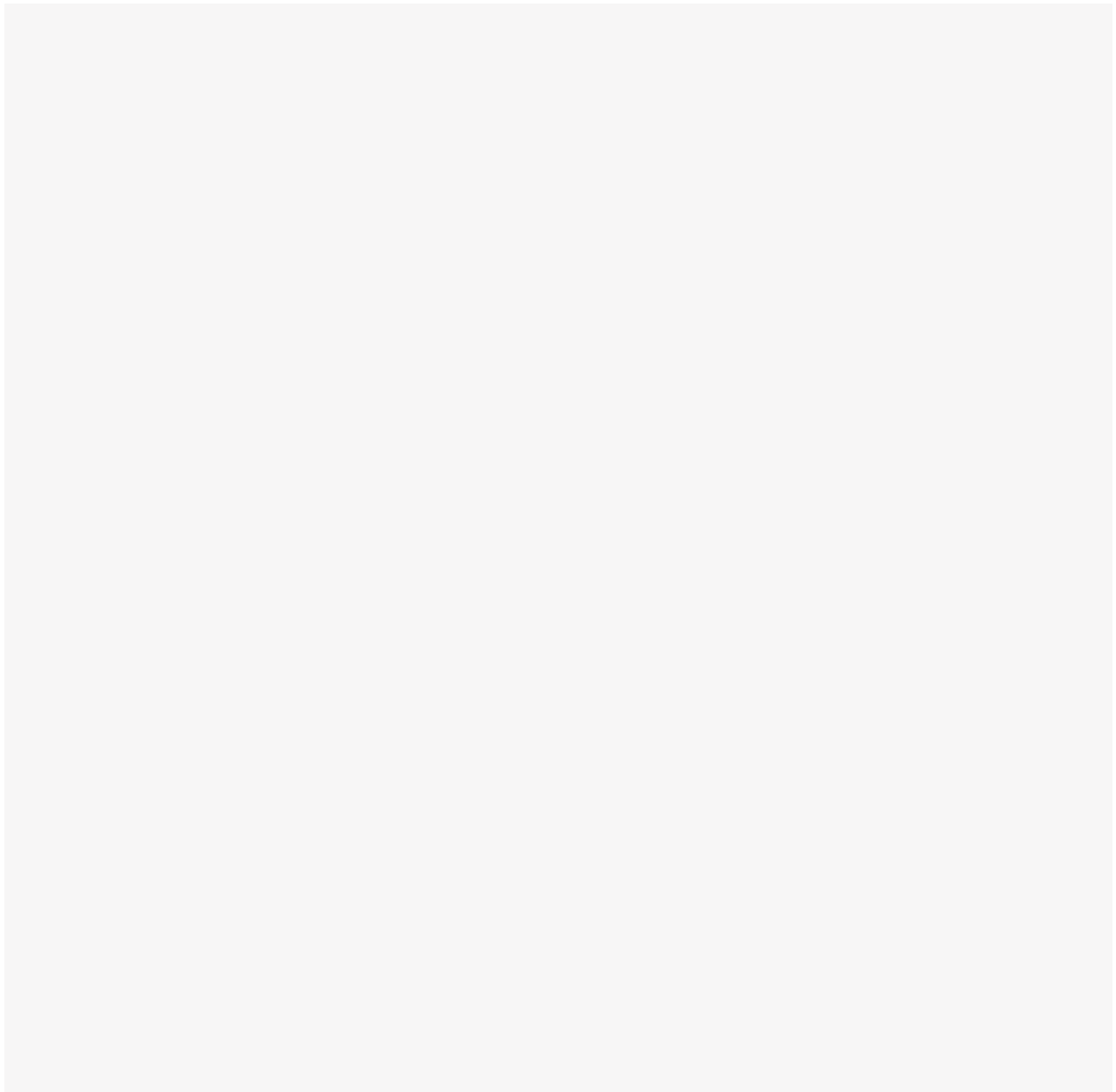
How many do you need to sell to make a profit?

MODULE 3

Think about your terms and conditions, privacy policy and FAQs.

Will you offer refunds?

Will you hire a lawyer to put together your T&Cs?



MODULE 3

In this topic we cover:

- Timing
- Your sales landing page

Further on in the programme, we'll talk about funnels - and continuous sales. But for now, you might like to plan a big one-off launch, to trial it...

When will you launch your course?

MODULE 3

Let's set out your landing page (we'll revisit this in module 6, but you can start planning here):

Course title:

Brief description / summary of the course:

Bullet point the benefits / results:

More information on this course, what do they need to know, what's important?

MODULE 3

About you - or any other info:

Price:

Will you have a video?

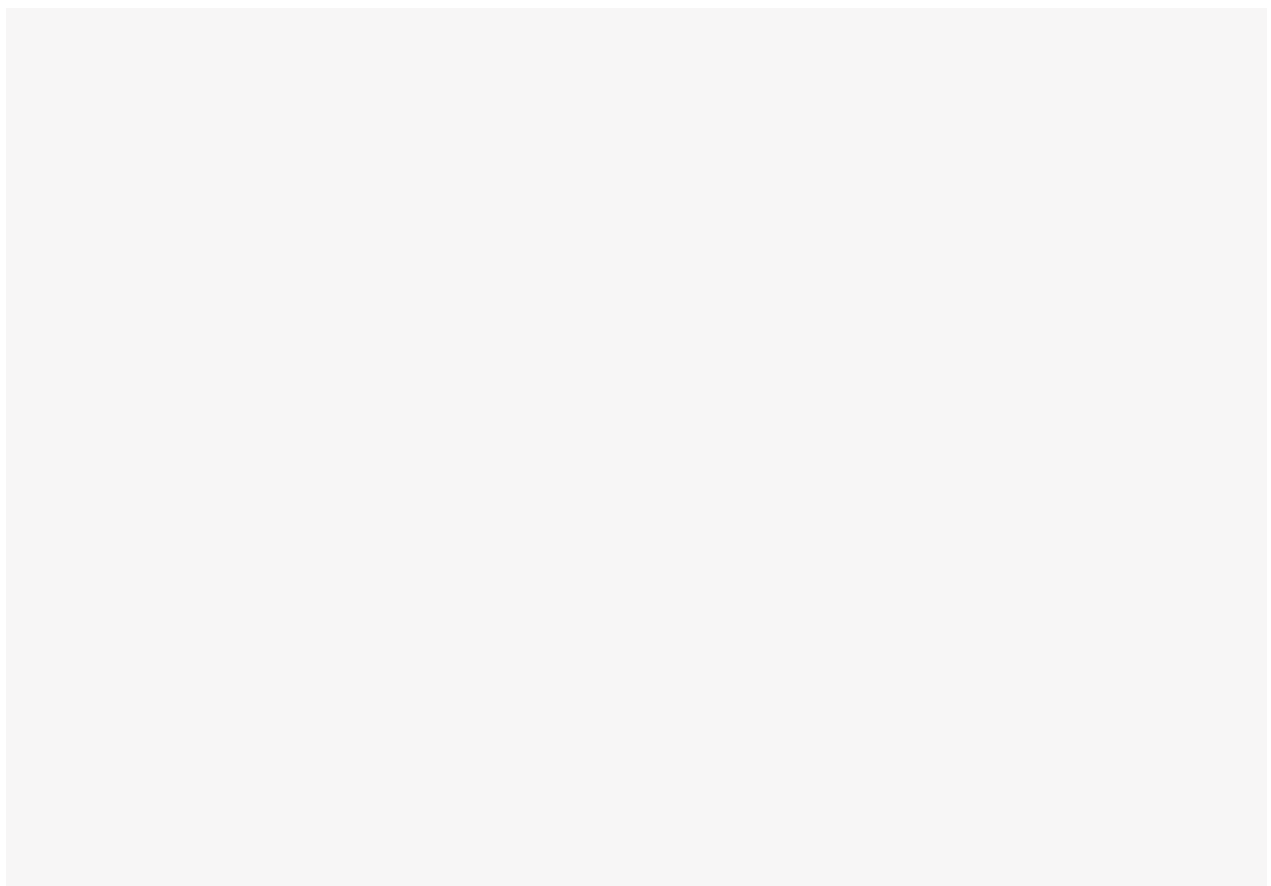
MINDSET

Overcoming limiting beliefs and re-framing negative thoughts is so important when it comes to creating and launching a course. It's new, you might feel like you're out of your comfort zone, and have thoughts like...

"There's no way I'll sell any spaces on these courses."

So, if you are, what evidence do you have that you won't sell any spaces?

Why will you sell spaces? Because...

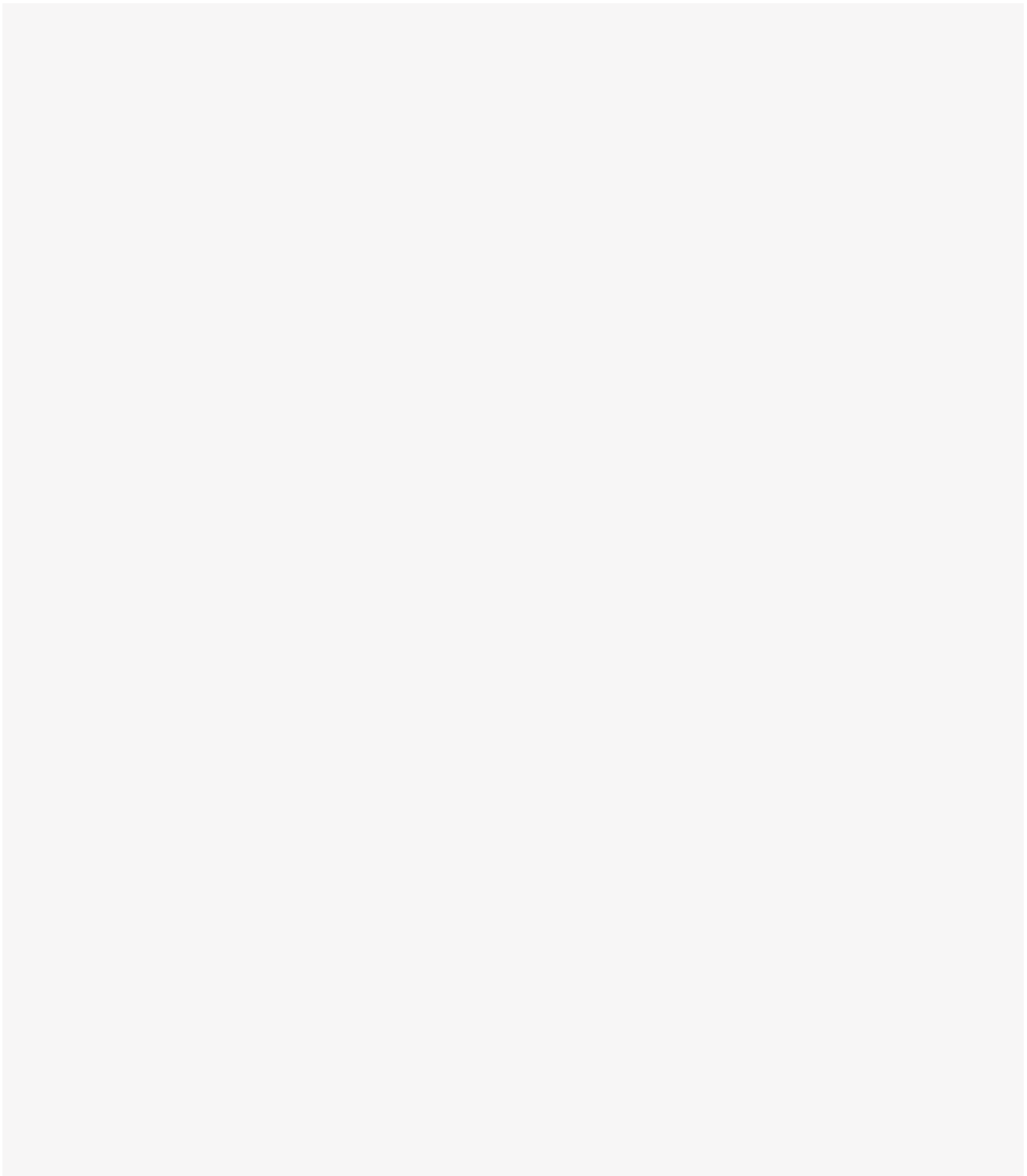


MINDSET

I'm not good enough	→	I am good enough
I can't do it, it's too hard	→	I'm finding it hard but I can do it
I always fail	→	I will learn
I'm not good at writing	→	I will do my best
I don't know where to start	→	I will do one thing at a time
I don't know enough	→	What can I do? What do I know?
I should be doing more	→	If I can do more, I will - and this is what I'll do
I don't have enough time	→	I will make time, a little bit each week
It won't be successful	→	I will define what success means to me
I'm not very good with technology	→	What can I do? Who can I ask for help?

MINDSET

What are your strengths?
What are you proud of?
What are you grateful for?



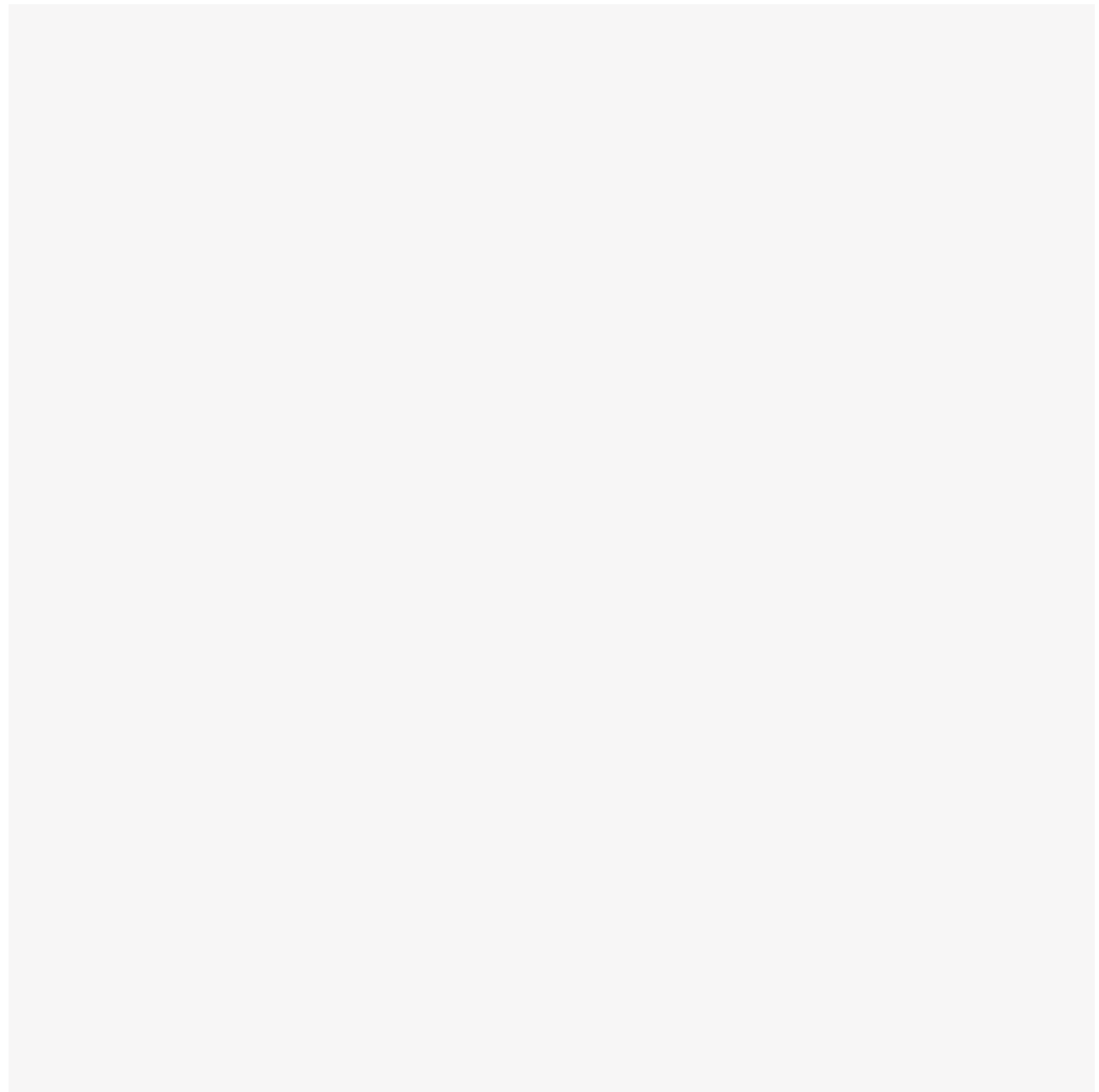
MODULE 4

This module is on:

Creating content around your online course

What content could you create?

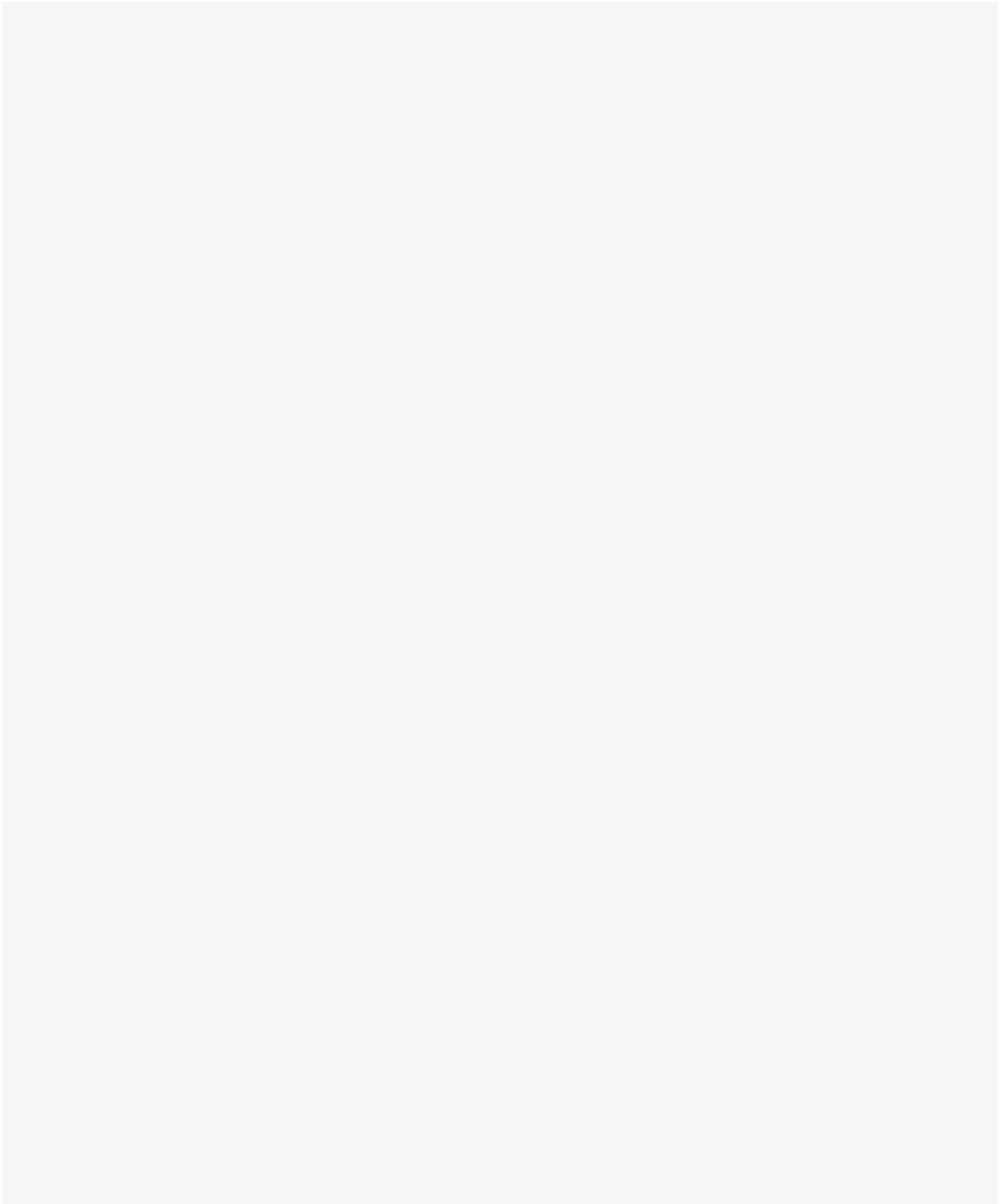
List ideas for a blog post, Instagram post, tweet, IGTV video, podcast episode... (whichever you'd find exciting to work on)



MODULE 4

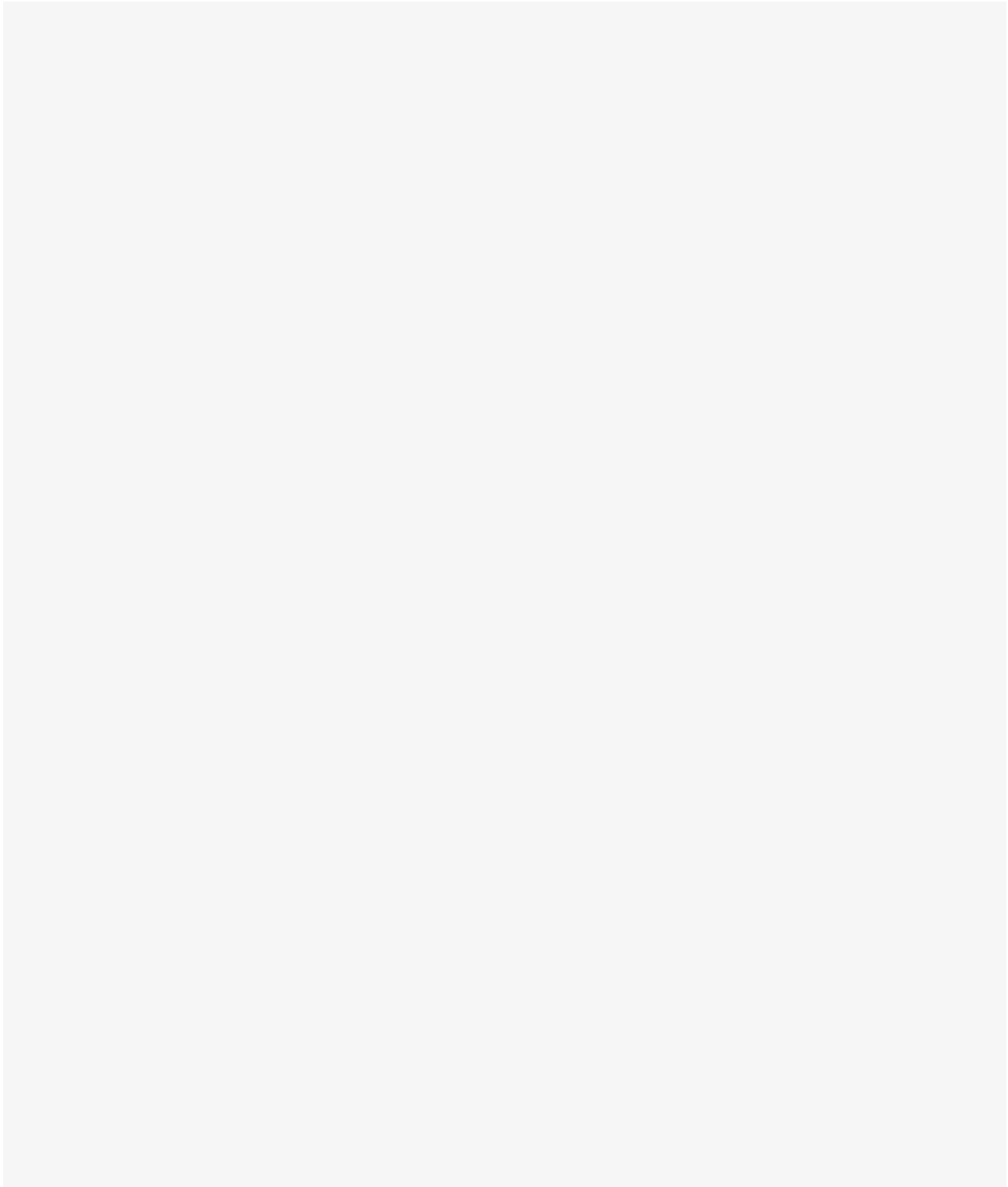
Do some research.

Whose posts do you love? Why? Is it the tone, the fact that they're informative, the energy, the design?



MODULE 4

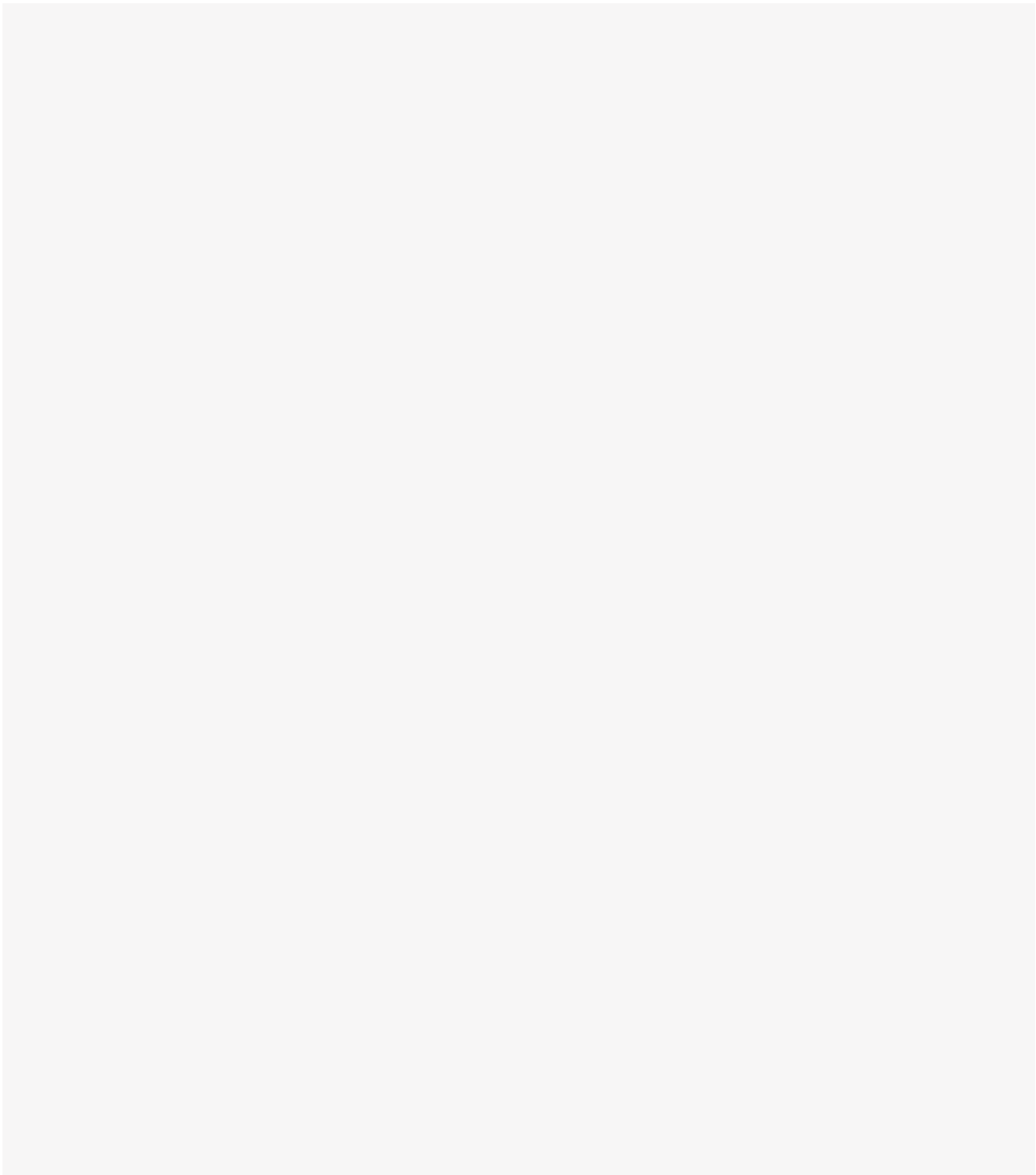
Can you create some 'selling' posts for Instagram (or LinkedIn, Facebook - whichever is 'your' platform)? You could build excitement, pre-launch. Tell a story...



MODULE 5

FUNNELS. Ready to start working on your free video workshop?

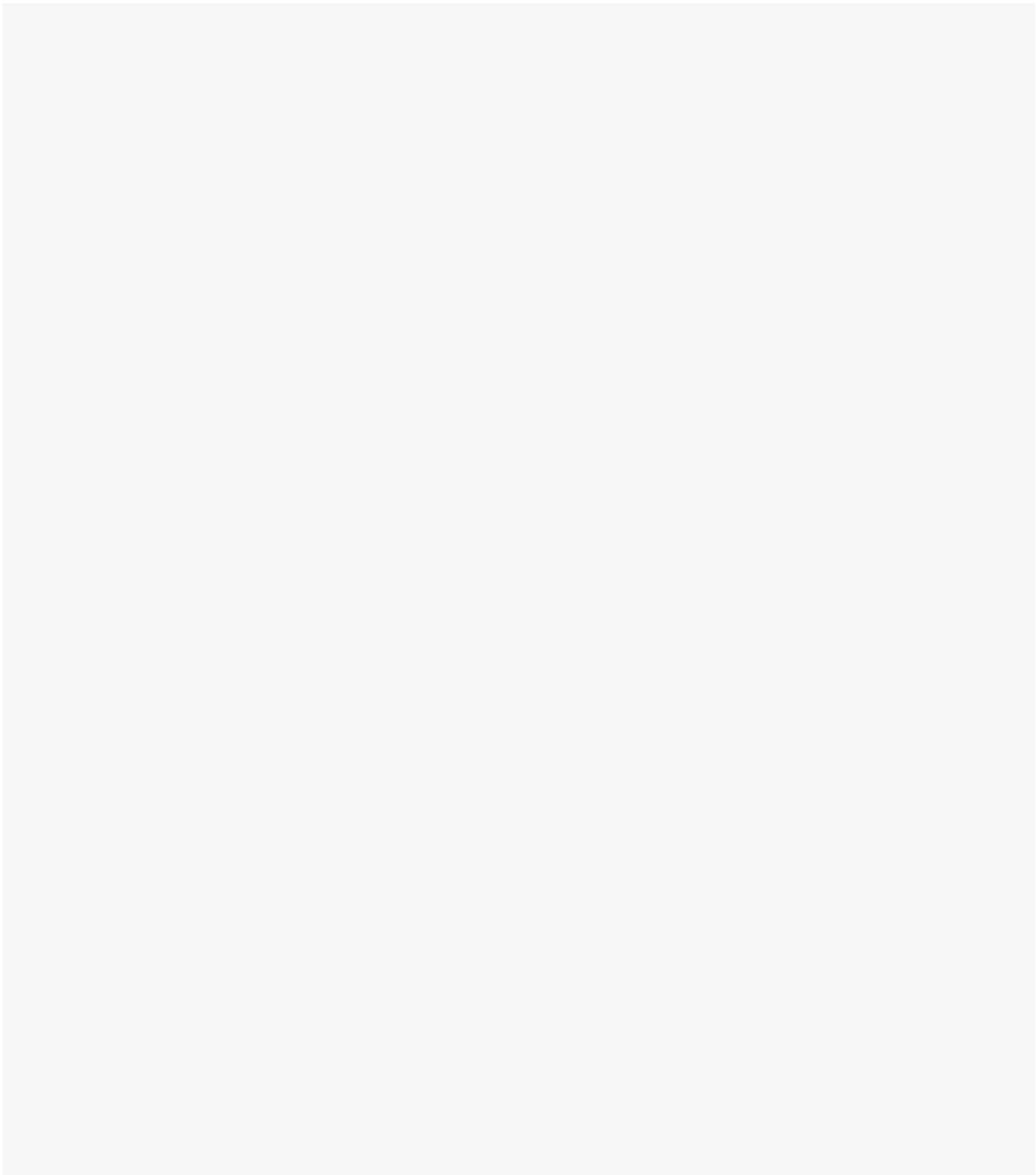
What could your video be on? Three tips, a story, a secret or trick?



MODULE 5

Where will you host your funnel - on your website, or clickfunnels?

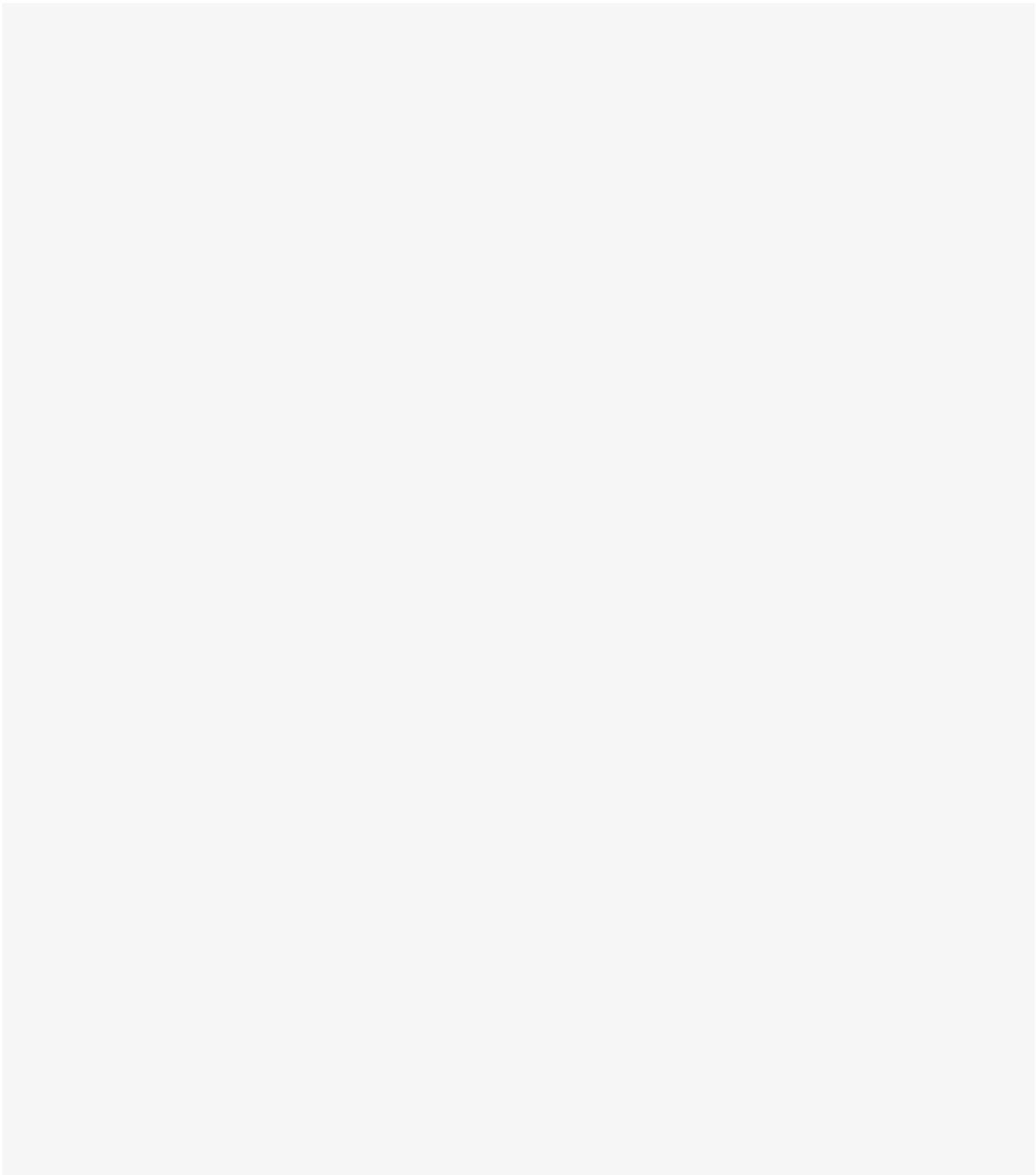
Where will you store the email addresses from the opt-in page - Mailchimp, or another email service?



MODULE 5

Creating your funnel...

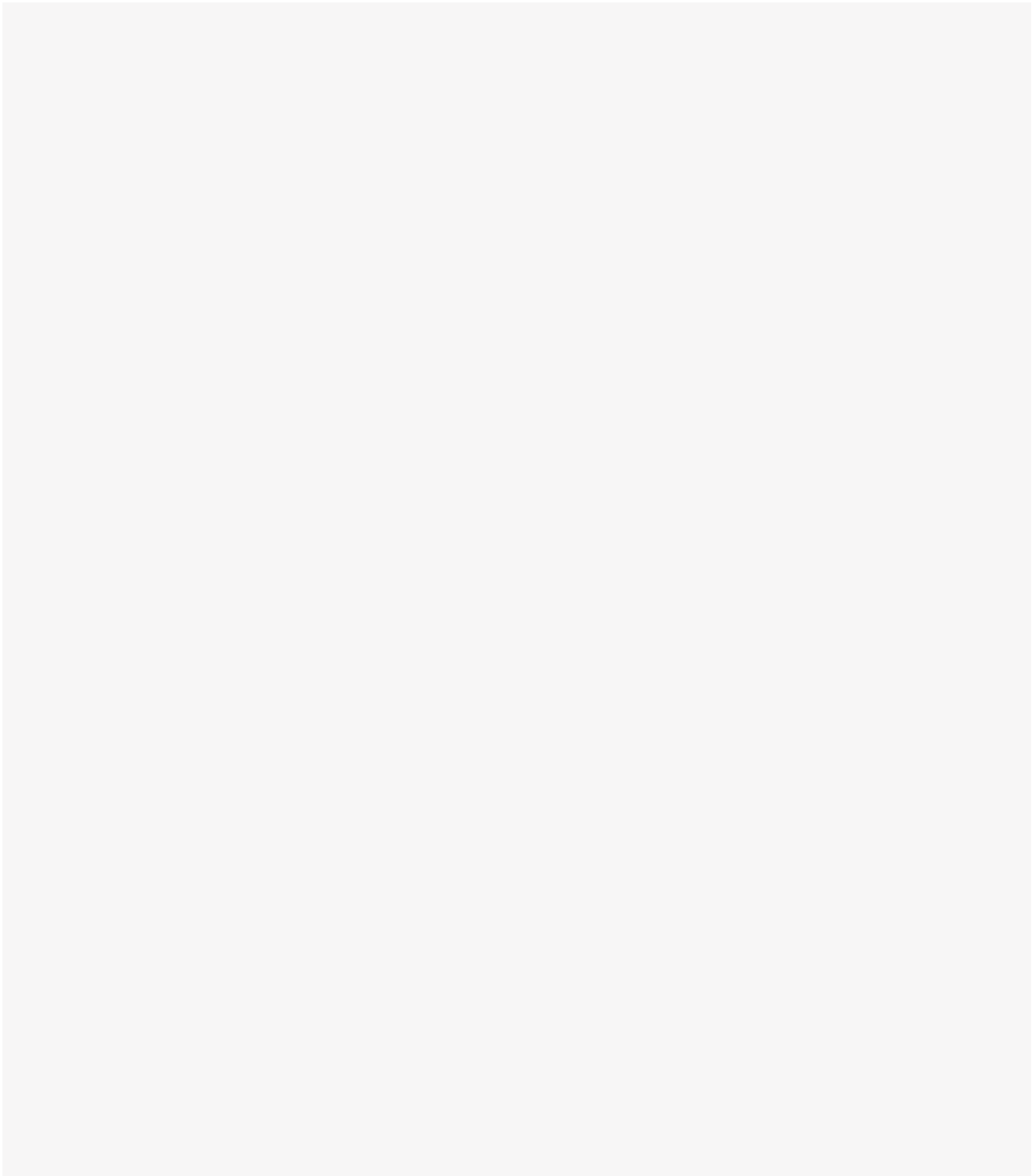
Write the copy for your landing pages -
Page 1: opt in, Page 2: video workshop, page 3: sales page.



MODULE 6

It's time for ... Facebook/Instagram ads

How's your landing page looking from earlier, need any tweaking? What needs changing?



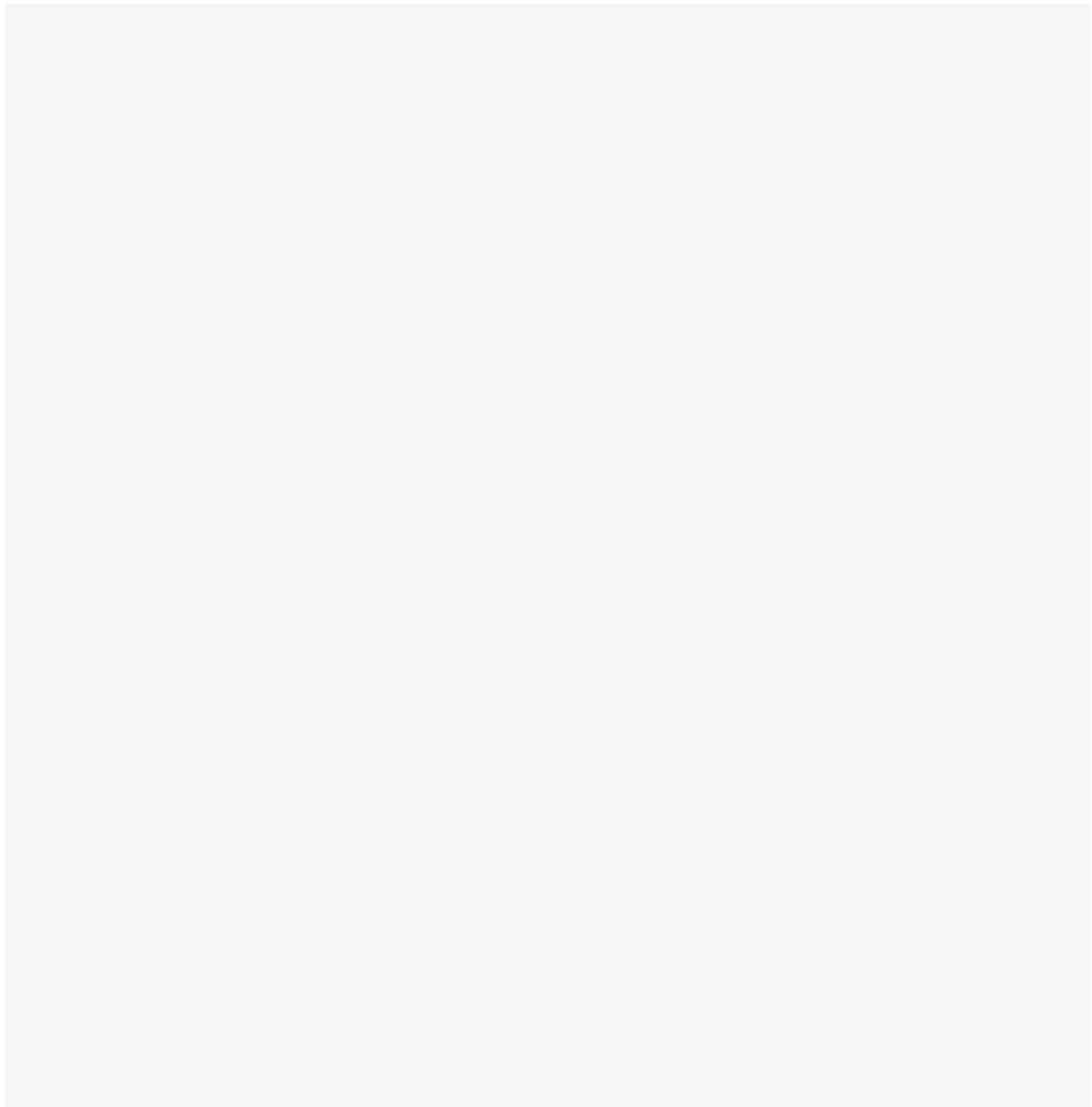
MODULE 6

Images and captions for your ads.

Which images will you use?

What will your captions say?

Remember: there are words you need to avoid or use sparingly so as not to 'annoy' Facebook.



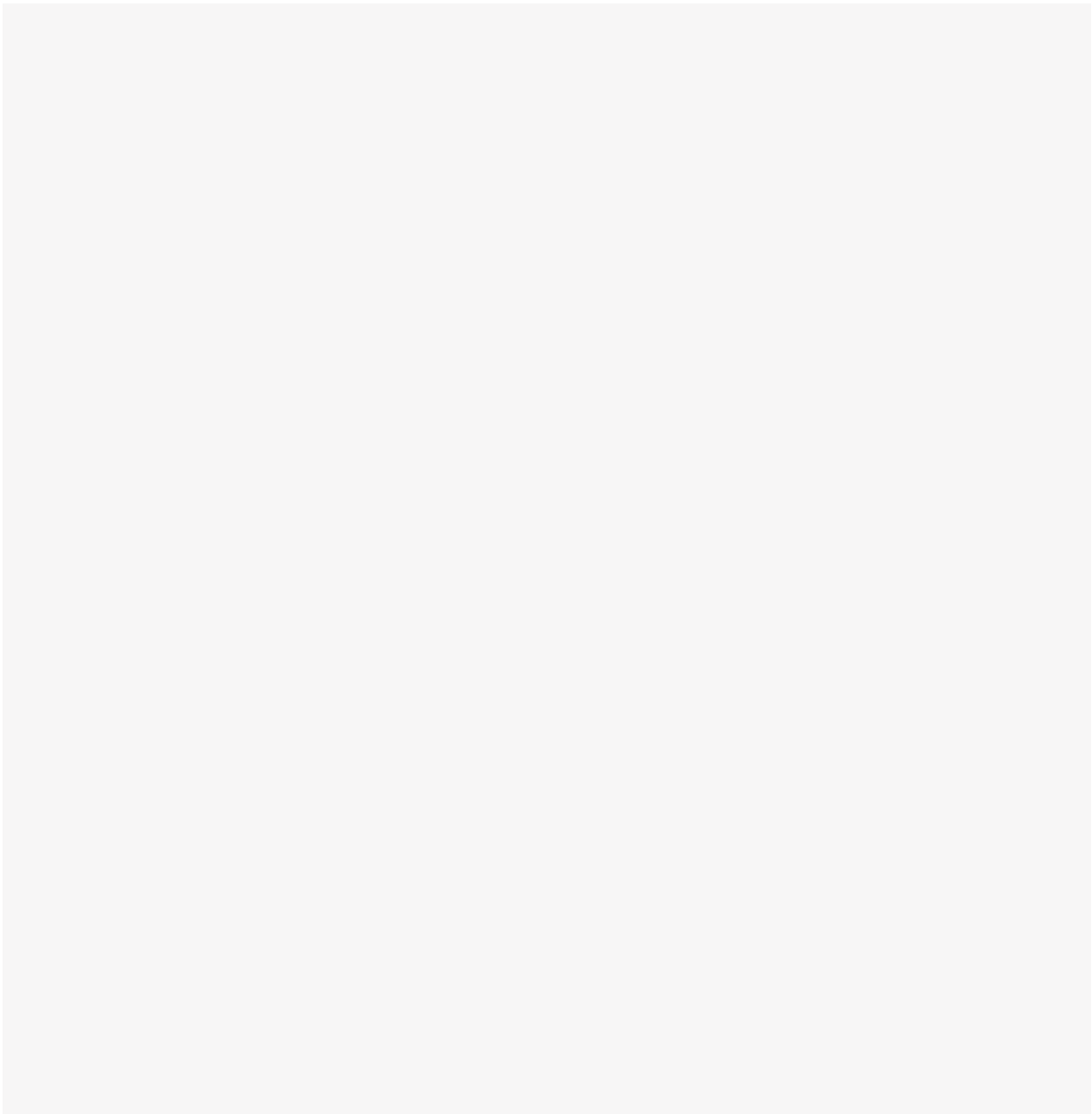
MODULE 7

Email marketing. Let's go...

Do you have a static box for people to sign up to your mailing list?

Do you have a welcome email set up, for when people join your list?

Do you offer anything when they subscribe?



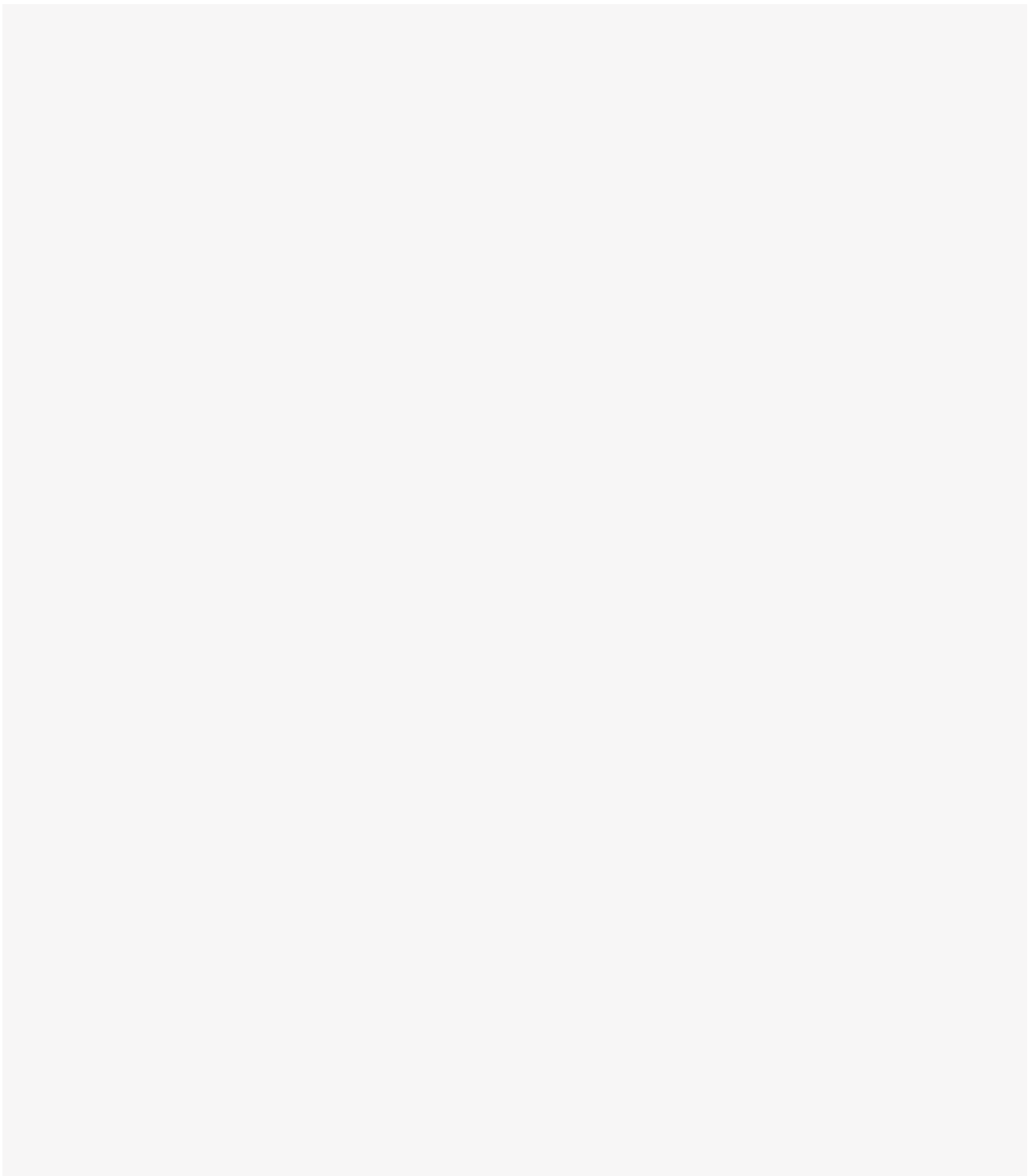
MODULE 7

How will you encourage people to join your list?

Competition/giveaway?

Free downloadable?

A digital gift?



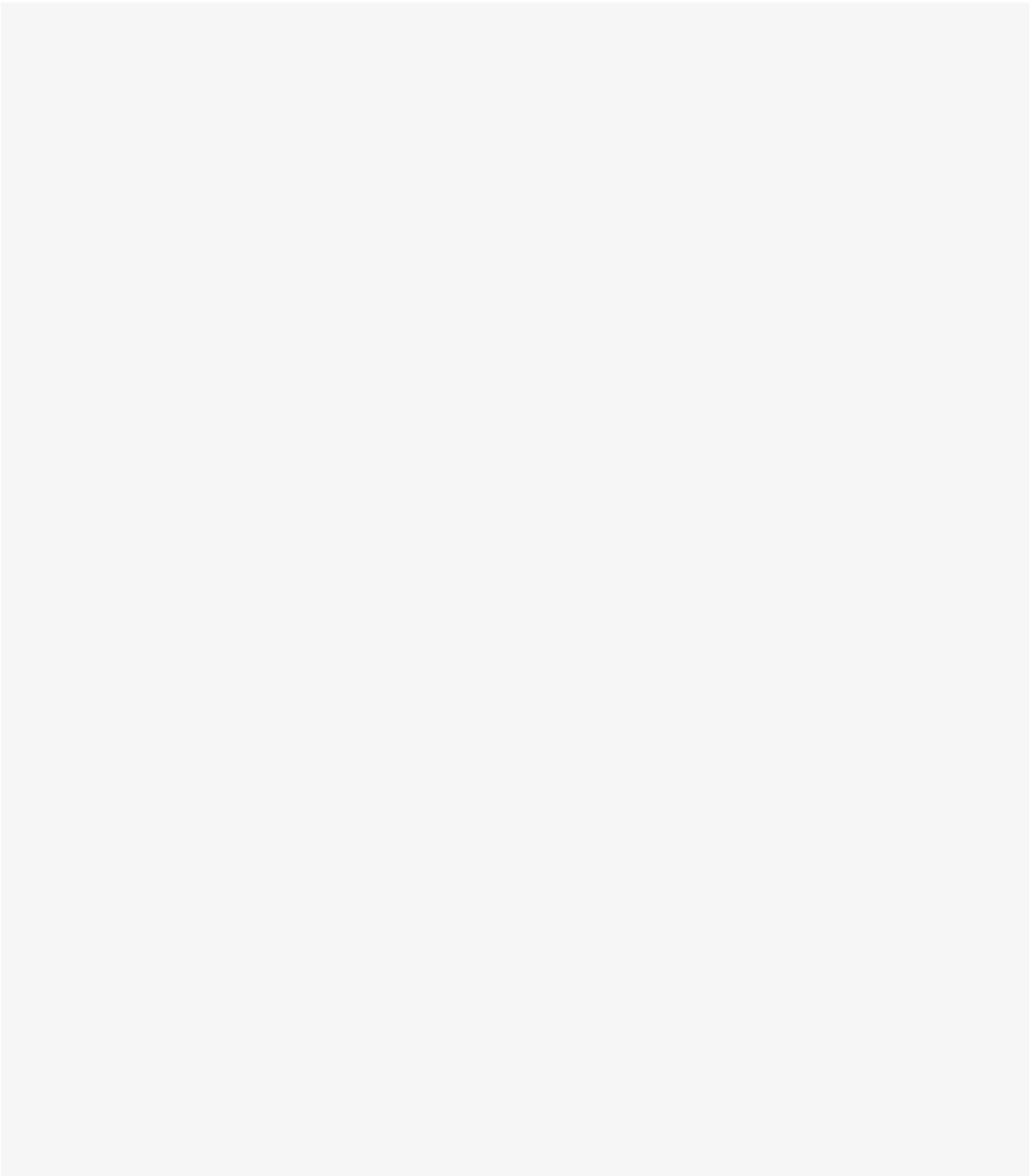
MODULE 7

Newsletter:

How often will you send it?

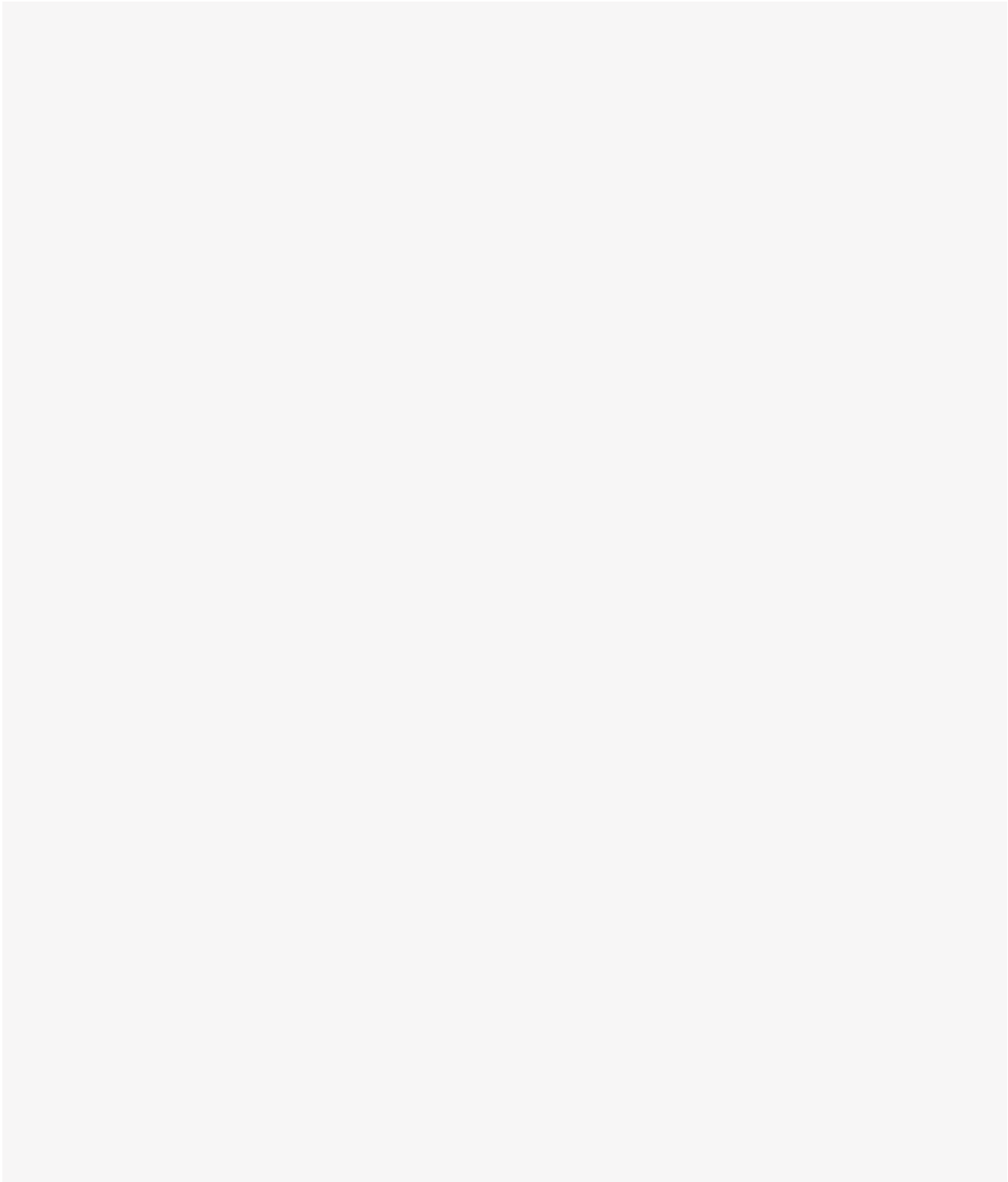
Will it be themed?

Will there be specific sections each week/month?



MODULE 7

Sales email, to start selling your course.
How will you write it? Will it be wrapped up in an exciting/funny story? Is there an amazing offer?



MINDSET

You need to be in the selling mindset.

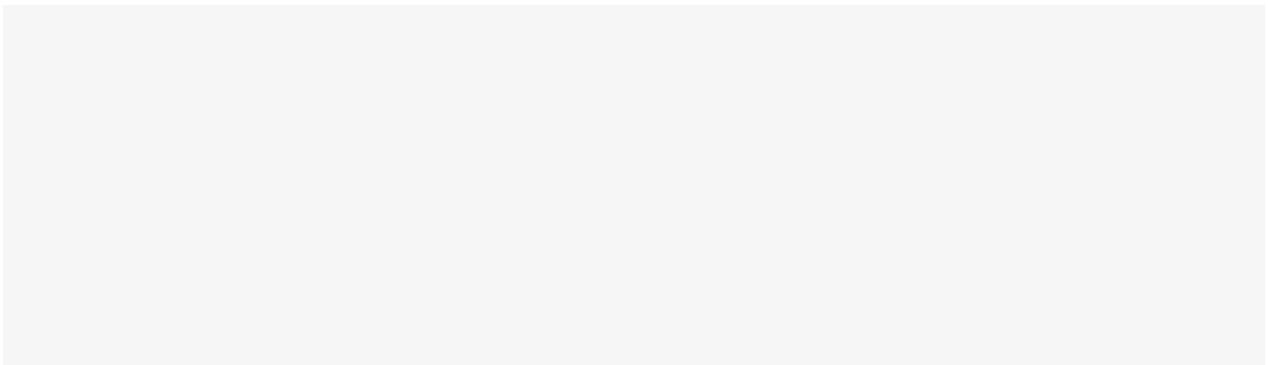
Create a mantra around selling courses. It could be:

The sales are flowing.

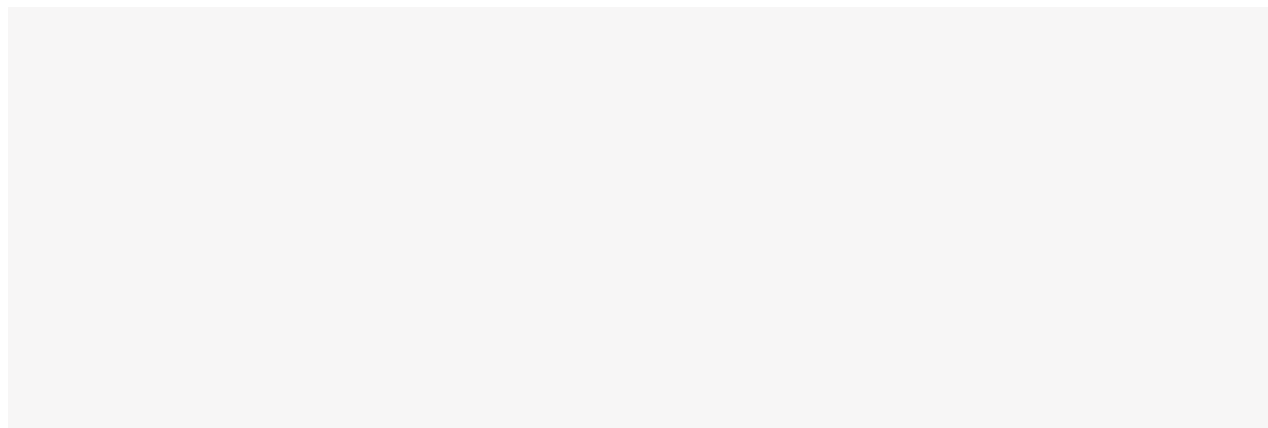
My course will selling amazingly.

I am READY for the course sales.

Write it below, and set it as a reminder on your phone. To go off three times a day, or 10. Whatever feels right for you.



Now, imagine your ideal customers and clients. Write a list of reasons they will sign up to your course; what they'll get out of it...



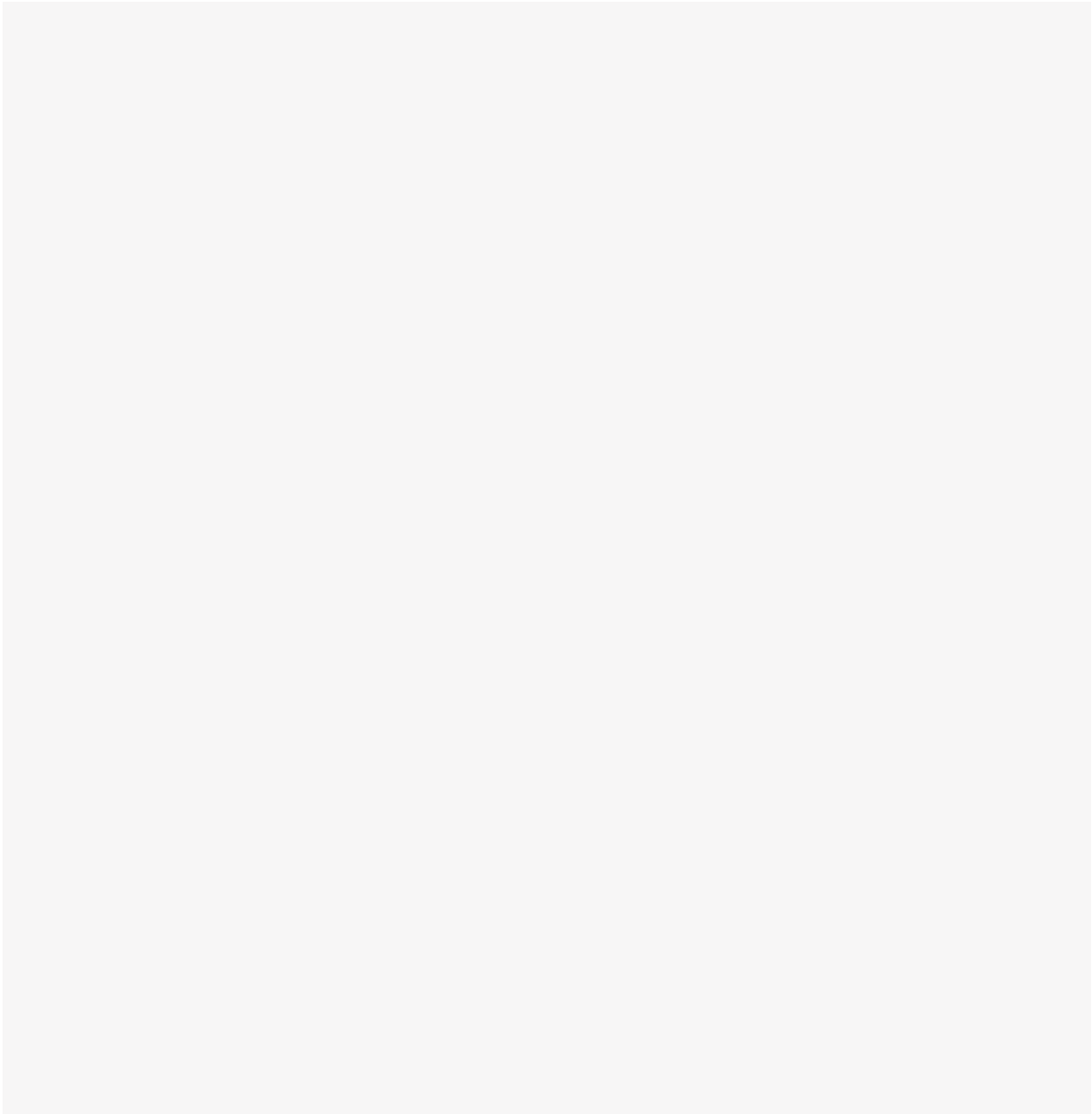
MODULE 8

Closing the sale and repeat custom.

How can you keep existing customers happy and engaged?

Will they be added to your mailing list?

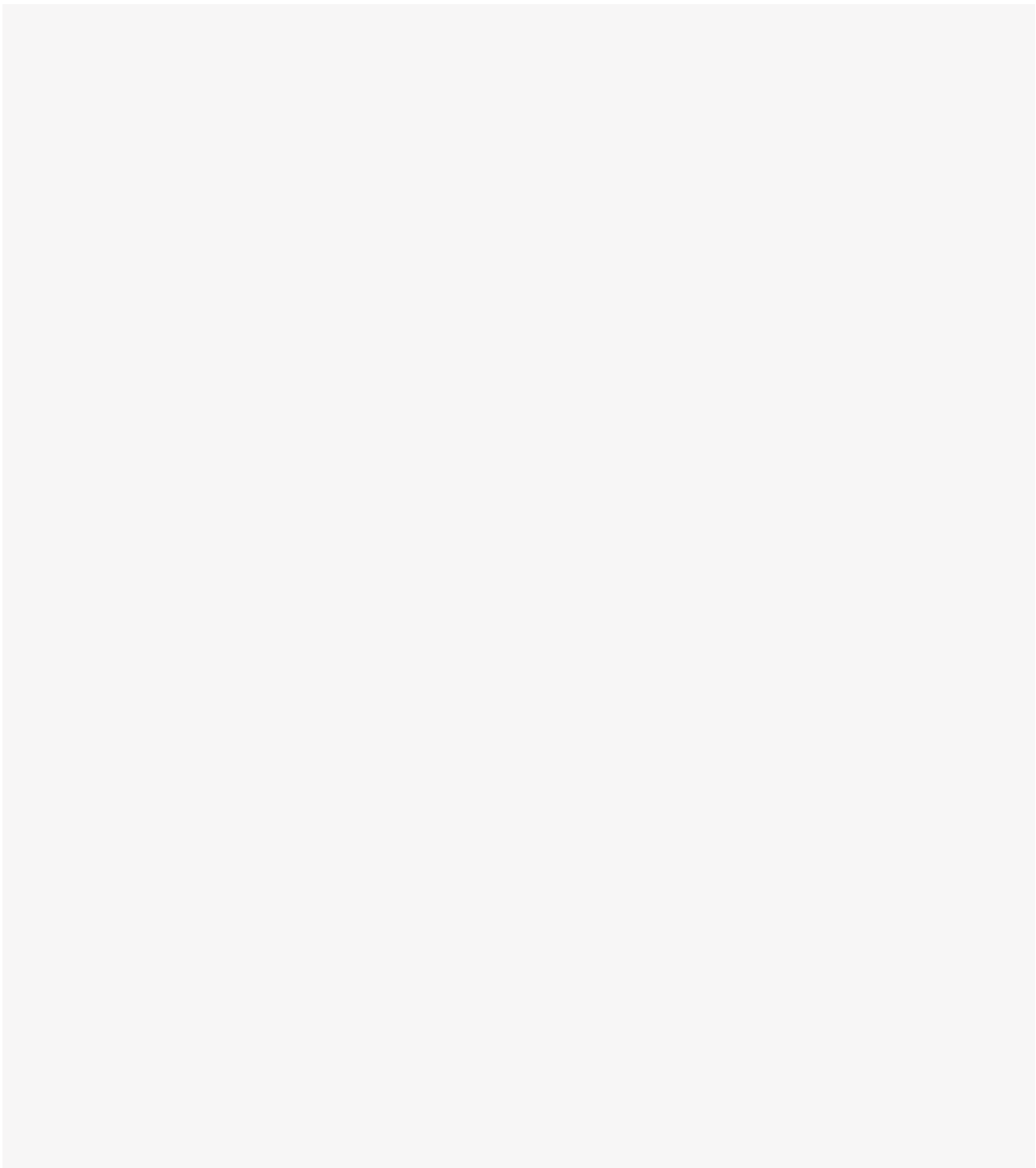
Will you start a Facebook group?



MODULE 9

Your one-to-one client packages. And/or corporate and project packages.

What package(s) are you offering?

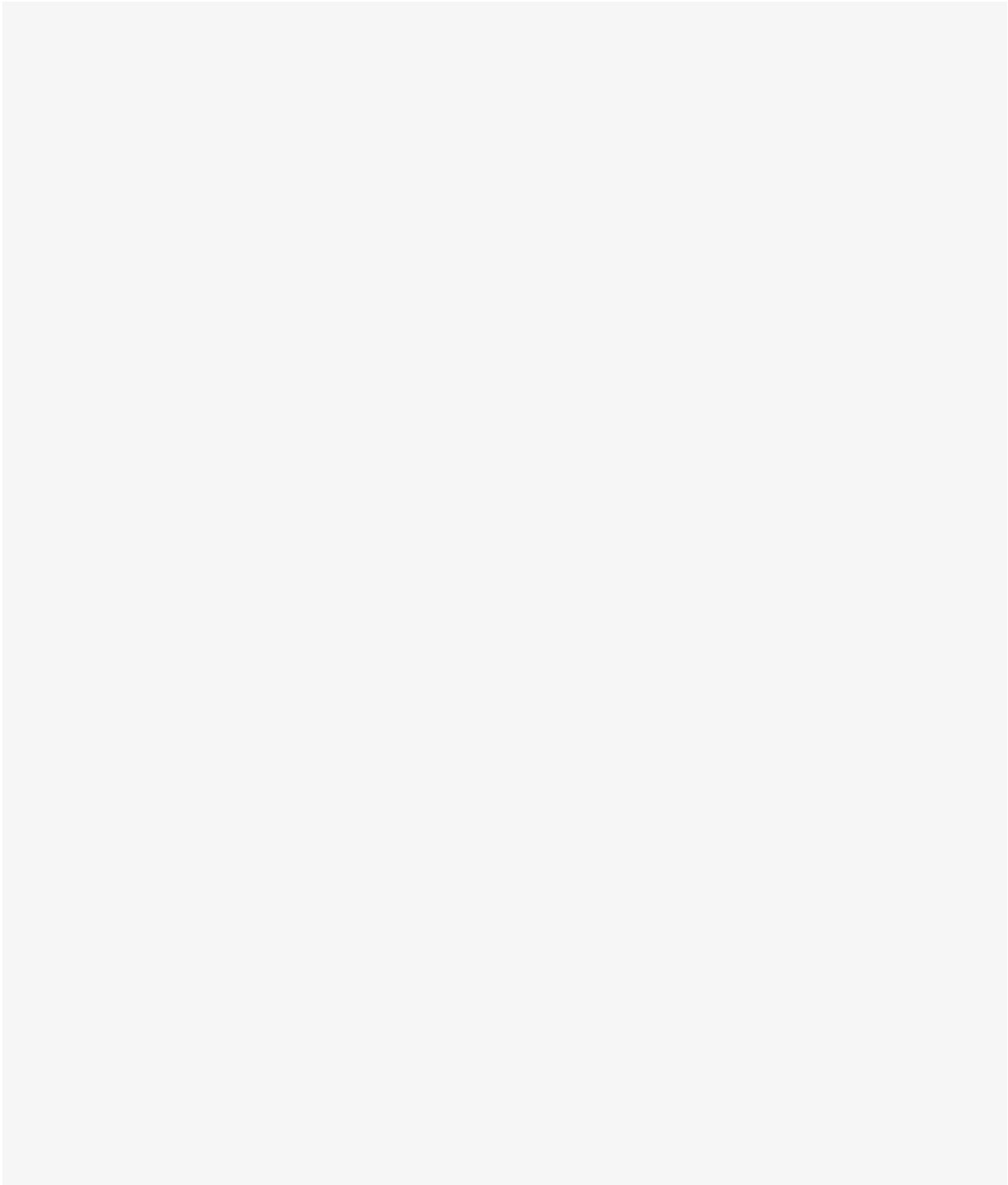


MODULE 9

What will you charge?

How will you book clients in?

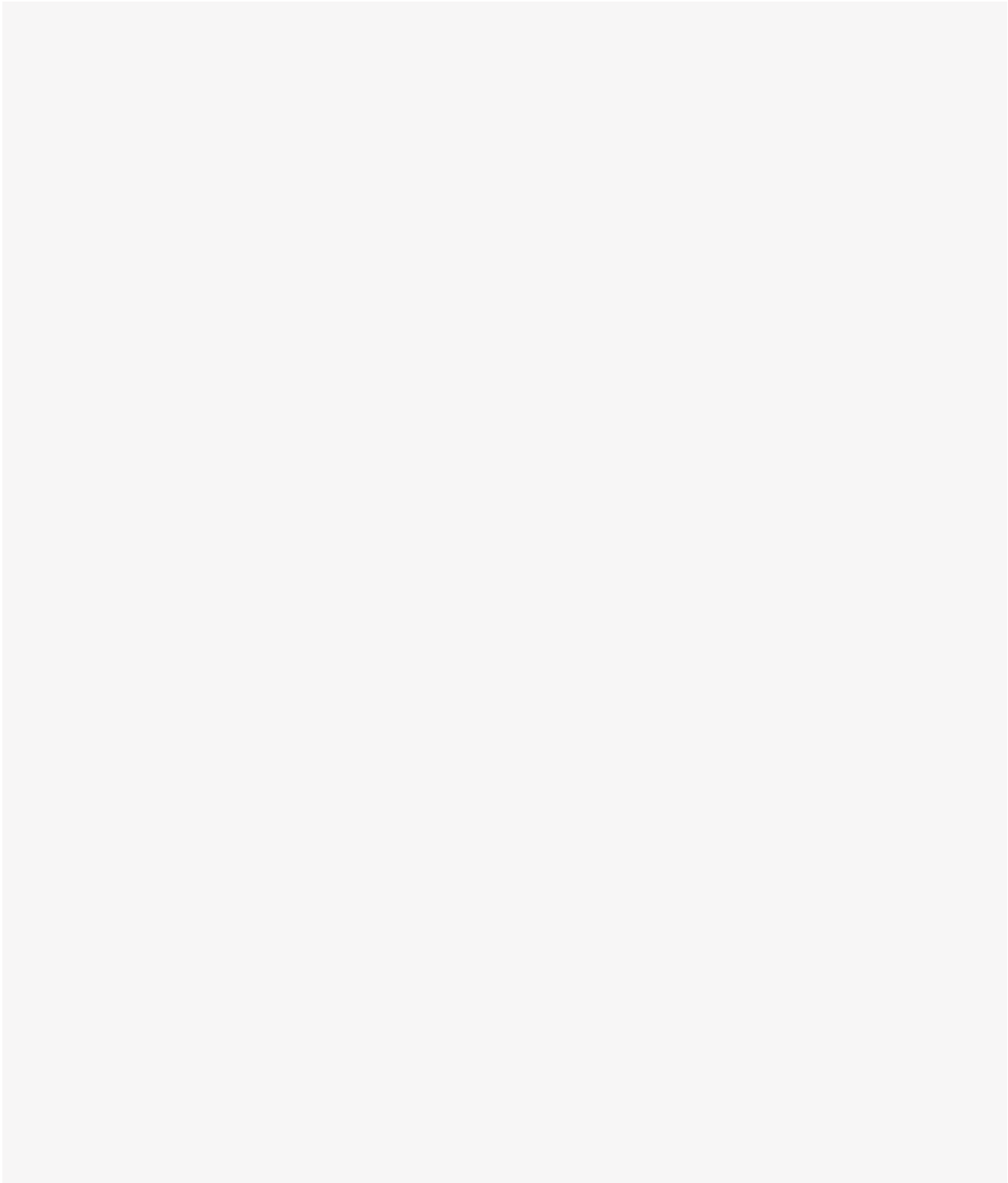
How will you collect the fees?



MODULE 10

Time to get you some press coverage.

Can you create a story around your business?



MODULE 10

And how about your course: what makes your course exciting/needed/time sensitive?

MODULE 10

When will you pitch, and where to?

Will you pitch to write the article or to be featured?

Research the correct journalists and editors and find their email addresses...

MINDSET

Looking back at your answers to the first exercise - about your hopes and dreams - how are you feeling now?

Please complete the sentences below...

On completing this programme, I hoped to...

I've managed to...

I feel really good about...

Now, my focus will be on...

I'm proud of how I...

WELL DONE

THE ROBORA