



10 Things You Must KNOW Before You Even Think About Selling Your Courses Online

by James Maduk

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START SELLING YOUR COURSES ONLINE!



Hi, I'm James Maduk and since 1996 I've been earning a living by selling my Courses Online.

The step by step process that I created to to create package and promote my courses has given me a unique personal freedom and lifestyle that I'd like to share with you.

Do you want to learn the same process, strategies and tactics I use to sell courses online? Keep reading because you're about to learn...

- How To Set Up Your WordPress Powered eLearning Business The Right Way – When You Start
- How To Create a Campus that automatically Organizes, Distributes, Protects, Tracks and Managed Your Courses and Students
- How To Research, Capture, Organize and Publish Real eLearning Courses
- The step by step Course Launch Blueprint that makes Promoting and Selling Your Courses Drop Dead Simple
- Plus Links To All The Tools and Resources You Need To Succeed

FREE ACCESS TO OUR LEARNING CAMPUS!

Our FullContactCampus.com service and training – is packed with the information, resources, services and tools that any Coach, Consultant, Speaker, Trainer or Subject Matter Expert needs to sell their courses online.

Learn today from over 1000 training Videos, Live Webinars and Personal Support.

Please Register A Free Username Now For Instant Access!

Free Instant Access

IT'S YOUR VISION

Have you got a proven business model to follow? Existing content and real idea of how you want to serve?

Most If you don't know where to start, this is it! The beginning. Let's be really clear. If you have been online for awhile or even have a blog already set up, but you're not making any sales...this is where you start.

We're all about making sales and achieving YOUR goals. If you want an online business, you have to make sales.

SHARE YOUR STORY

Let's get your mind right! Before you even start working on any part of your business you better have a pretty good idea WHY you've even started. Success always comes from the WHY Not the HOW.

Every launch is a story, and it's a story that your ideal prospect wants to hear. This goes back to understanding your market and its learning needs. The story must amplify the desire for the benefits of knowledge.

Tie your story to the concerns of the market. Your market research should reveal concerns and objections that prospects have. Best news is that you'll be able to confirm and clarify these issues through the process and make the adjustments that are necessary on the fly.

YOU'LL BE USING WORDPRESS

You are in control. How many times have you been given something for free that is fully functional and ready to use? Better yet if you want to upscale your site a little with premium themes and plugins, you're still going to save tons of money over what you would pay for a custom designed site.

If you can send an email, use Microsoft Word, or set up a Facebook account, then you can use WordPress. In other words, if you've already used a computer, chances are you are already skilled enough for the WordPress basics.

YOU'LL NEED A CAMPUS FOR YOUR STUDENTS

You've thought about the purpose of your course, identified benefits for your sales page, and started a draft outline.

You're committed to launching the course soon.

Now, how do you actually create, host, and sell an online course? What tools do you need? How do I engage my students and keep them accountable during the learning process?

This isn't a traditional membership site with information hidden behind a paywall. You'll need a real LMS (Learning Management System) that keeps you and your student accountable

CERTIFICATION, TRACKING AND TESTING

Pretty obvious, right? There's got to be some way for students to sign up and pay for the course.

Plus... you're going to want to be able to test and track the effectiveness of the learning. This is a way different than selling, say, a workbook or access to a screencapture video on your website. You need to take payment, and then give students ongoing access to their online course environment.

You can't very well put premium course content on your public website... so students need to be able to log into a secured space to access the course materials. And you may want to deliver your content on a schedule: say, a new module released each week for six weeks.

COMPELLING COURSE TOPICS

When it comes to adult education, you can't force people to learn what you think they should learn. You've got to teach them what they want to learn.

This means you've got to position your offer in a unique way that positions you and your course in their mind.

Have you thought through the purpose of your course? Do you know specifically what the benefits of completing are and how you are going to put together a sales page to explain what students will get by completing the course?

Course topics are tied to the offer you make. Consider this as you tweak things such as bonuses and guarantees based on market feedback during pre-launch. You may even decide to name the courses based on the offers and solutions you're providing.

CAPTURE YOUR EXISTING EXPERTISE

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Your participants need an easy, organized way to access and navigate through all these course materials. Most online programs consist of multiple modules, often delivered over time (some people call this "drip content").

The most many course trainers do is put together a draft outline that they've taken from someone else's course!

That's a big mistake – capture the work you're already doing and explain the process you use to get the results you're getting.

If you're not sure how to describe your process use the ADDIE which stands for Analyze-Design-Develop-Implement-Evaluate. That way you'll have a consistent learning path to explain exactly what it is you do.

PACKAGING COMPLETE SOLUTIONS

You know what people are actually trying to achieve and become, you know what you need to teach. Many people get this entire process backwards and start with topics they assume people need to be taught.

Now, take your topics and weave them into an overall curriculum: Not only should your curriculum have a dominant theme, it should be telling a story that leads to understanding and action.

Select media formats for initial content: In most cases a blend of media formats works best.

Some course content, such as PDFs, can simply be downloaded. But most students expect to stream audio and video files so they can start listening or watching immediately, just as they do on popular sites like SoundCloud or YouTube. You'll need courses and a campus that can stream audio and video.

Develop introductory content: Introductory training should also be sales material. Training that attracts and holds attention while engaging learners at both an emotional and logical level in order to remain memorable.

SEQUENTIAL CONTINUOUS PROMOTIONS

Promoting your course isn't a one time event. It's a continuous process that allows you to abandon "pushing for the sale" and develops an education process for your potential students that you feel good about and helps your participants make a decision about joining your program.

Figure out what offer is best for attracting paid members to a new program. No matter how many students you attract at first, you'll be actually getting paid to teach the course. Your courses will get better each week, as a result you can constantly "relaunch" the site and attract more members.

Make use you understand and apply key sales principles: scarcity, deadlines, and social proof

Understand "perceived value" and avoid under-pricing your program. Think long term to find your marketing voice so you can promote in a way consistent with your values and intentions.

LEVERAGED AUTOMATE TRAFFIC

Get smart about marketing. Build your list during the education phase with live/recorded online events.

Brainstorm with complimentary course owners and focus on adding value to participants of the launch phase of you course promotion. What personal attention and unexpected touches can you bring to the table?

You'll need to develop an educational content marketing strategy that attracts new students and builds a relationship with them over time. This can be created once and automated with an email autoresponder.

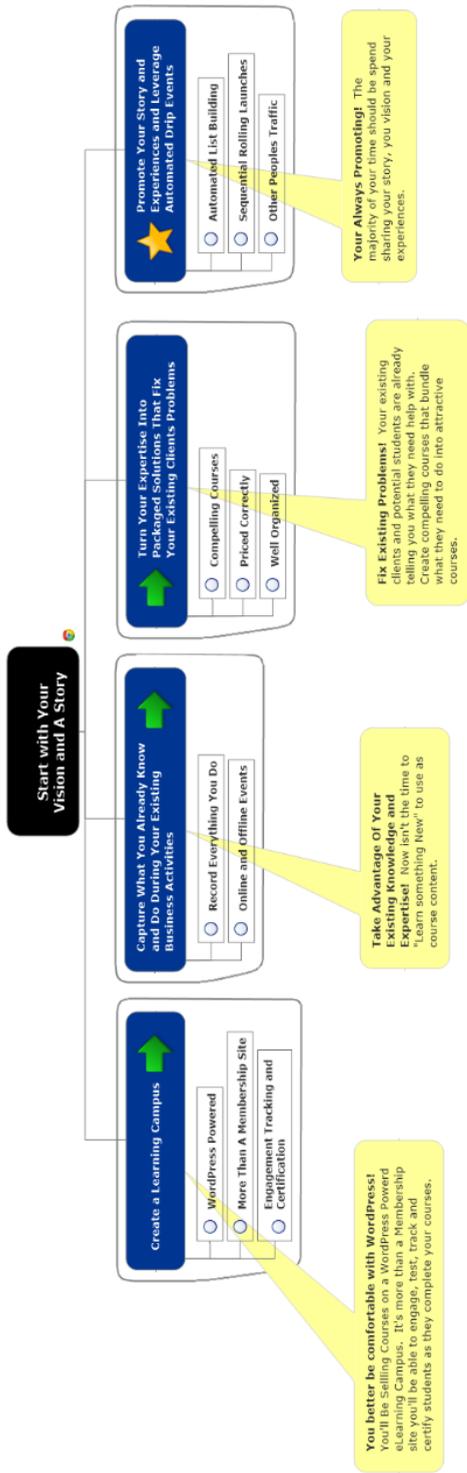
When you're just starting out and don't have an existing audience let your courses do the selling. Invite other course marketers to do the pre-selling for you with an endorsement. This gives much better results than traditional advertising and only cost you when a sale is made.

Prospective joint venture partners are everywhere and you should have a list of them collected during your initial market research.

Make sure to create a series of at least 4 emails and 10 social media posts that promote your program using the hooks and messages that relay your unique position.

Setup an appointment calendar with 15- or 30-minute free slots of people who are interested in your program, but want to speak with you before registering? Use live preview events to engage potential students in sequenced auto responder series.

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NEXT STEPS

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WARNING: You want to start selling your courses online right... but still aren't sure where to start?

FullContact makes it easy. In fact you can be up and running with your own Campus in about 15 minutes. All you need to do is add your course content!

It's been my experience that doing things right the first time will pay big dividends in the both the short and long term.

****START SELLING YOUR COURSES ONLINE****

[Just Add Your Content – Ready To Sell In 15 Minutes](#)

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