

Business & Marketing

How to Build & Market Your Own CES Course

Greg
Hendrickson



Researching & Finalizing Your Course Idea

Creating the Course Content

Systems for Hosting Your Course

Creating the Marketing Content

Promotion and Advertising

>> *Connect for a 1-on-1 Session* <<

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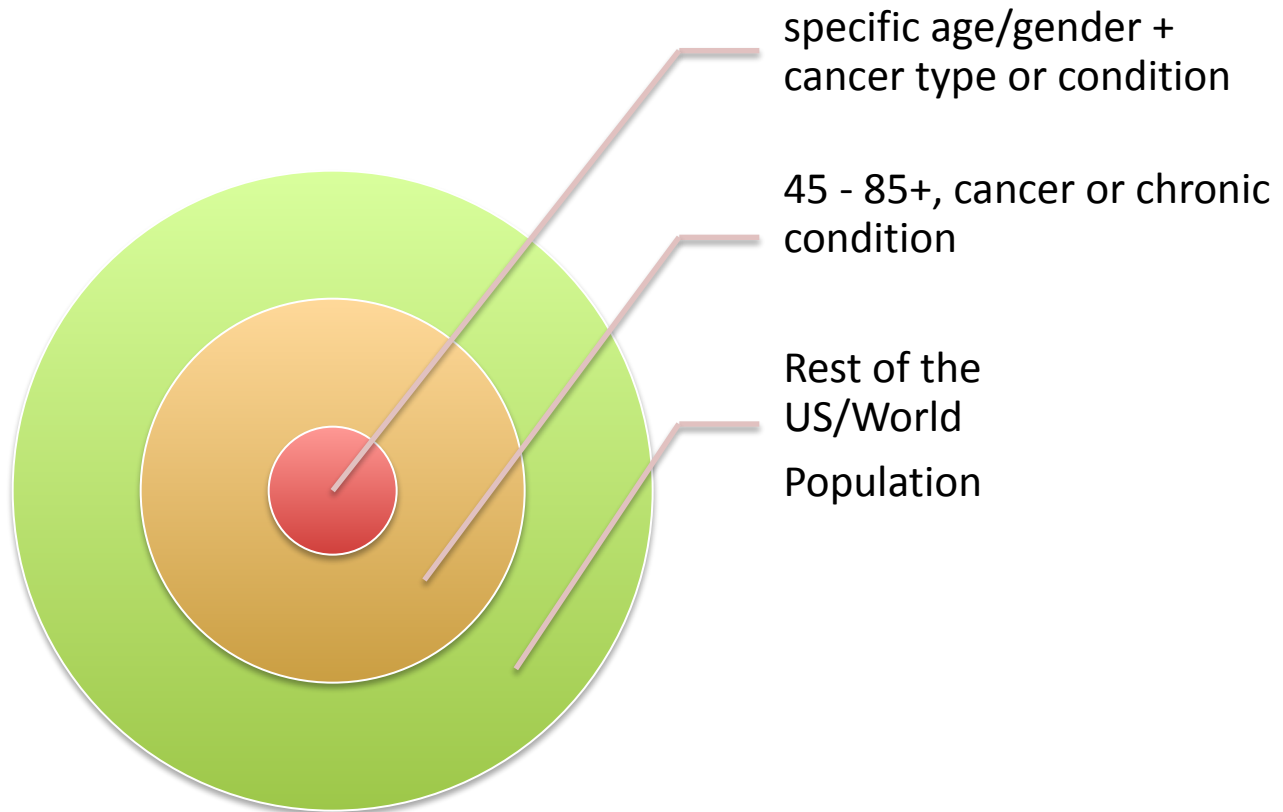


The Approach:


**Assume we are planning for a
Cancer Exercise Specialist
offering an exercise-based
course for cancer survivors**



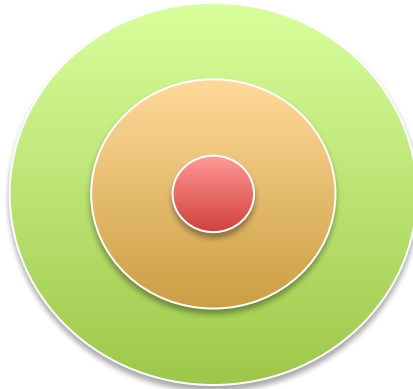
YOUR COURSE BULLSEYE



COURSE IDEAS: Exercise for specific conditions, Exercise & nutrition, Holistic approaches with exercise, nutrition, sleep and more, Lymphedema, Yoga, Pilates, Walking, Music & Exercise

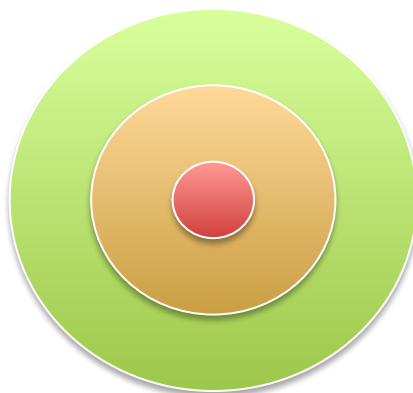
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PROBLEM & # OF CUSTOMERS



Your Ideas	How Many People Can The Course Help
What do you help people with now?	
A consistent need/problem you've seen where you have a solution	
Something you had great results with in your own experience	

REFINE YOUR CLIENT FOCUS



Your Ideas	How Many People Can The Course Help
Which group in your bullseye has the most motivation?	EX: Breast cancer survivors done with treatment and cleared for exercise
Which group has the best finances?	EX: Survivors 50-65, married, top income
Which group can you reach most easily and cost-effectively	EX: Cancer group referrals, current clients

RESEARCH POTENTIAL SALES



Your Ideas	How Many People Can The Course Help
What will people search for?	EX: exercises for nutrition for....
Look for paid ads, courses, & offerings	Google, Udemy, Youtube, Trainingpeaks
What are the courses that people are paying for?	Find 3-5 to profile

PROFILE OTHER COURSES



- Key Content, benefits, features and promised results
- Prices, payment terms, terms and conditions
- Reasons to believe: testimonials, credentials, story, case studies
- **GAPS where YOU CAN DO BETTER**

DEFINE YOUR USP (UNIQUE SELLING PROPOSITION)



Key USP element	The most scientific approach... the world's best... the only.... the brand new...
Key Customer Benefit	Recover completely safely.... recover in the comfort of your own home...
Overcome a Key Negative	Without leaving home... in private... when you are ready
Your Unique approach / method	my holistic 3 step approach

CREATE YOUR OFFER



What are you selling?	The 90 Day Pilates Program for Breast Cancer Recovery...
What are the results?	Recovered stamina, upper body mobility and lymphedema prevention/management
Why should they believe?	Cancer Exercise Specialist +
What is the urgency?	There is no time to waste...

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COURSE = TRANSFORMATION

What is the transformation your course will provide over what period of time? 30, 60, 90 days?

What elements go into that transformation?

The full course is the 100% transformation

A Trial/Starter course may include a 25% transformation

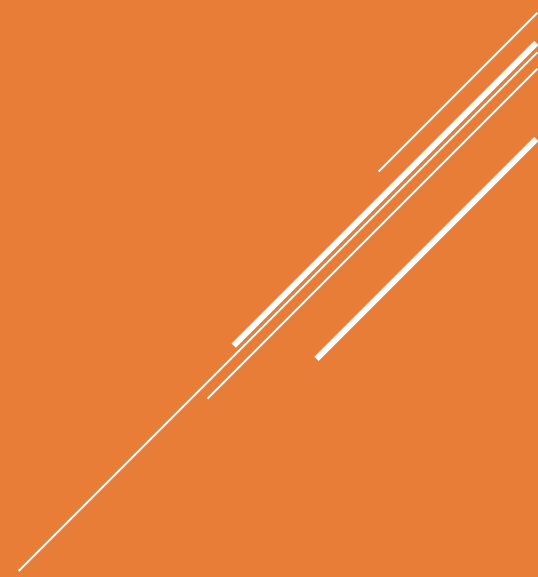
Think about your free introduction (PDF, Video, Webinar)

CREATE 3-5 MODULES

Modules by Time (Week 1, Week 2, Week 3)

Modules by Type of Education (Exercise, Nutrition, Sleep, Self Assessment)

Do you want to include quizzes? An Exam? A benefit for taking the exam



COURSE CONTENTS

COURSE IMAGE/LOGO

COURSE DESCRIPTION

COURSE BENEFITS AND FEATURES

AUTHOR HEADSHOT

AUTHOR BIO

MODULES 1-3 (5) (Module Images)

QUIZZES / EXAMS

BONUS INFORMATION

CERTIFICATE

PRICE (one time or payment plan)

COUPON Structure

TERMS OF USE / WAIVER

PRIVACY POLICY

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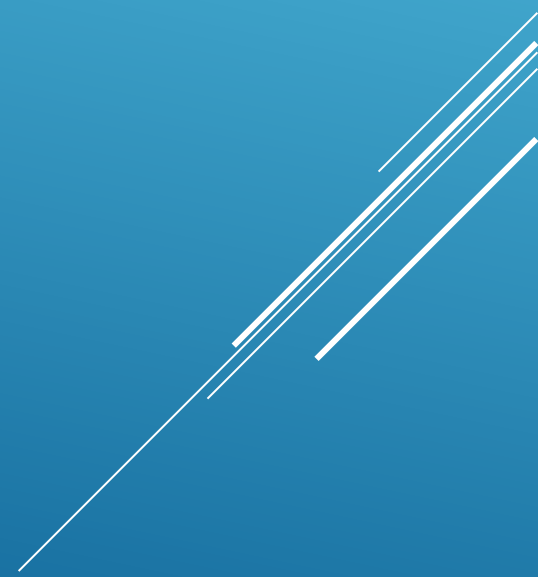
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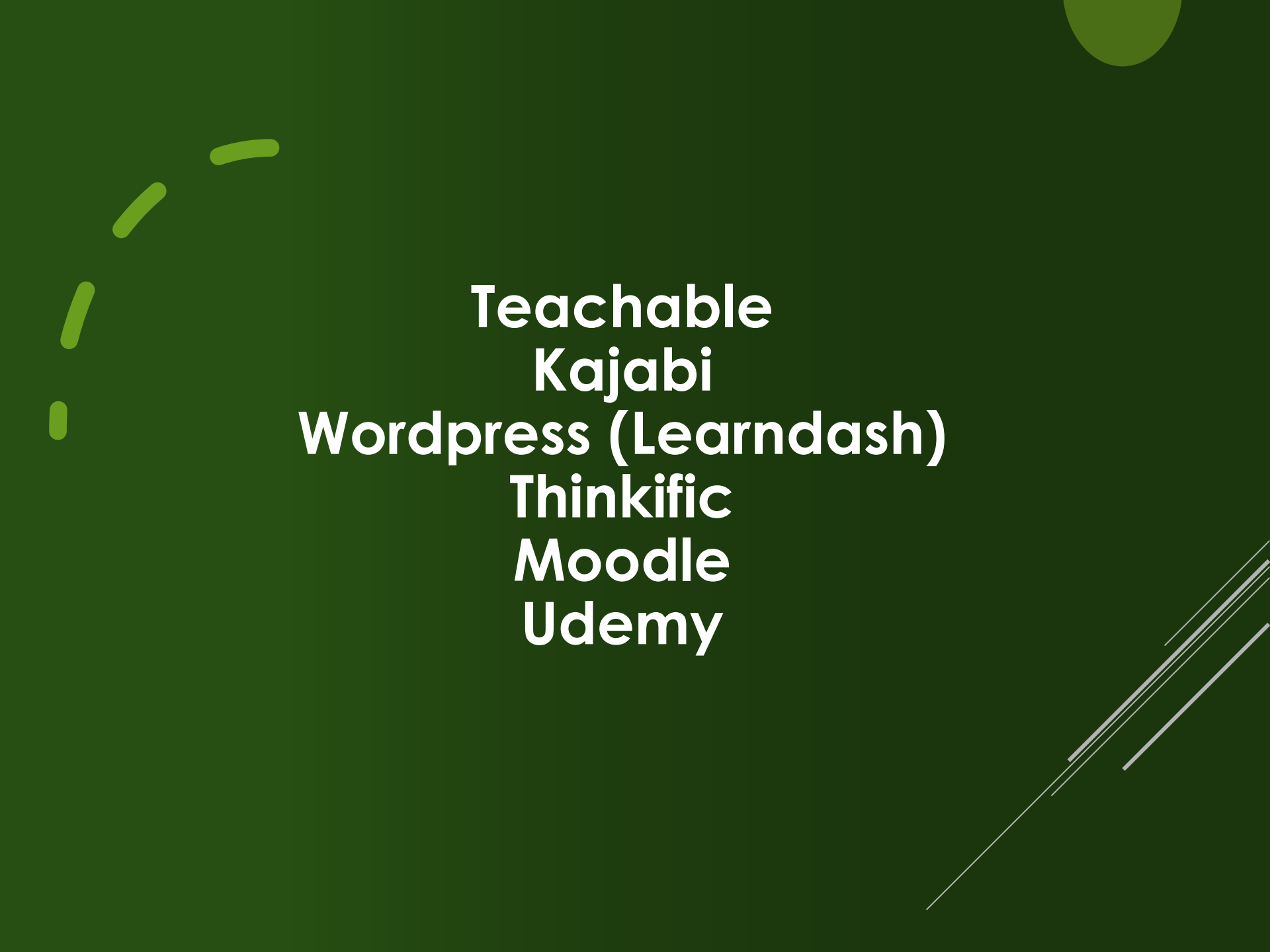
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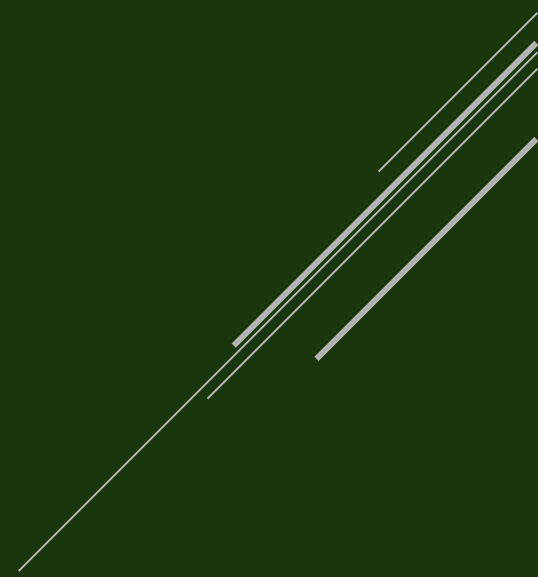
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**Teachable
Kajabi
Wordpress (Learndash)
Thinkific
Moodle
Udemy**



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Marketing Content

- Course Logo
- Images for Sales Page & Posting/Advertising (adobe.com images)
- Sales Page
- Testimonials
- Introduction Video
- Email Lead Content (article page, PDF, free webinar, video)
- Post tool for creating images to post on social media: Adobe Spark, Canva, etc
- Pricing & Coupon structure (custom coupons as needed for interested customers, intro offers, etc)

The Sales Page

- Course Logo
- Unique Selling Proposition (USP)
- Course Description
- Course Transformation Benefits
- Your Story & Qualifications
- Testimonials
- Pricing & Link to Purchase
- Optional Introduction Video

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Life-changing results with Noom's psychology-based approach.



Continue

PROMOTION TOOLS (GET EMAILS & #s)

Doctors and Other Professionals

- Who will refer clients to your course?
- Do any of your professional contacts have courses they want developed?
- ***Email/Contact List***

Cancer Survivors and People with Chronic Conditions

- Free Weekly/Monthly Zoom Exercise Class
- Weekly workout/nutrition tips for survivors & chronic condition sufferers
- ***Email contact list***

Getting Sales

Ad · <https://www.noom.com/> ▼

Noom: Best Weight Loss Program - 16-Week Personalized Course




Beat Emotional Eating, Cravings, at Mid-Day, Sweet Tooth, & So Much More. **Get...**

Promotion Structure & Systems You Need

Email system (Mailchimp free to 2,000)
Facebook Business Manager (to run ads on
Instagram and Facebook)
Instagram Account
Facebook Ad Account
Google Analytics (to track your website)
Google Ad Account
Youtube Account (Google)
Canva or Adobe Spark
Stock Images or Your own Photos



The Power of Ads

<input type="checkbox"/>		116 People reached	2 Post engagements	April 12, 2021 at 6:51 PM
<input type="checkbox"/>	 APR 16 - MAY 1: Join our free Webinar seri...	9257 People reached	1339 Post engagements	April 12, 2021 at 4:56 PM
<input type="checkbox"/>		144 People reached	3 Post engagements	April 11, 2021 at 9:19 AM

Be Sure to Comply with Health & Cancer Requirements in Advertising.

**Read the Requirements from Facebook & Google
No Before/After**

No ad copy that infers the person has cancer or a chronic condition



NEXT UP: Individual Sessions

Every one of you will have a unique approach

>> Connect for your 1-on-1 Session <<

Email greg@lynqe.com

THANK YOU!

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