

# SUCCESS WITH SEEMA

## Masterclass 1



Hey guys, welcome to masterclass one with the Success with Seema series, which is a 10 day series of masterclasses, every single day at 12:00 PM EST and 9:00 AM PST. And I'm really excited to welcome you to this masterclass. Now, as some of you know, I actually forgot to hit record as we did this masterclass live last night. And so I'm going ahead and rerecording this for all of you who attended and wanted the replay or those of you that couldn't make it and I had promised the replay too. So just for a little bit of context, these masterclasses are a collection of a hundred of my best hacks for creating, launching, and promoting your online courses and programs. This is a completely free up event. There's no big promotion at the end of this. They are surprise bonuses throughout the entire series. They might be free stuff, they might be discounts, but you only get those if you show up live.

And there's a different one every day. So I strongly encourage you to show up live and to take advantage of that. Last night, I gave away a free 30 minute call with me to everybody that was on the call live and that's \$150 value that people were totally blown away by that gift. And so I want to honor your time and I'm just going to get started and go through this masterclass and I really hope you enjoy it. Please feel free to hit reply, tell me what you think, tell me if you had any questions on anything that I'd covered and I will get back to you. So a little bit about me as those of you who know me know that I am Seema and I'm the Chief Learning Officer here at [contentbyseema.com](http://contentbyseema.com). I have honestly been creating and selling online courses and courses in general since 2005 which is much before online courses became cool.

And it was the next big industry that was blowing up. I've worked with a ton of fortune 100 and 500 companies like IBM, Nestle, Google, United health group, and Dun Bradstreet, just to name a few of them. And I've also had my own training and development consultancy and flown all over the world helping people with their training and developing needs. Plus, when it comes to the online space, I've been online as a ghost writer for peoples' courses since 2009. Some people that I've worked with that you may have heard of are some folks like Lisa Nichols, Todd Herman, Katya Verbanova, Bushra Azhar, Gemma Went, Matthew Kimberley, and tons of other people. And I truly, absolutely enjoy what I do. I love making the complex really simple. I think teaching is definitely in my zone of genius and I love to teach in a way that's fun, engaging and above all actionable.

So I really encourage you to go ahead and make sure that you take notes as we go through this entire process and that you bite down anything that is of interest to you. Now the way that I've structured this masterclass series is like a buffet. So you don't need to eat everything, but I want you to be able to pick and choose the tips and the hacks that suit you and that work for your business. And every time you come across something that does align with your strategy and your business and the programs that you are creating and your personality, please go ahead and write that down. Write down how you're going to apply it, by when you're going to implement it and let me know what was useful for you. So without further ado, let's jump in to course hack number one, which is how to personalize your course experience in order to make an impression and stand out.

And now I truly believe there is when it comes to courses, there is nothing new under the sun when it comes to information. It's only a question of how it's presented that makes it unique and interesting to your students. And let's be honest here, the online course is only getting more crowded as more and more people are realizing that this is a lifestyle opportunity and a way to make a full time income. So in my experience, no matter what it is that you choose to teach, there is always someone out there teaching exactly the same thing, often to exactly the same people that you want to teach. And the key here is to differentiate and stand out. So a lot of people will tell you that you can compete on price or you can compete on value. So this hack is all about how you can compete on value when it comes to your student experience.

My friend Bushra always says, capture the minds, hearts and wallets of your buyers. And I 100% agree with her, but I think a lot of us ignore capturing the hearts of our buyers. So many of us focus on capturing their wallets that we ignore the fact that the heart is a big part of this student experience. So in this pack I'm going to share with you eight fun, cheap and free ways that you can improve your student experience really easily. So the first way to do this is to send a personal welcome email to each participant. Now, honestly, this is such an easy hack, but so few people do this. I remember buying a ticket to world domination summit, which is an event held by Chris Gilbert and his team and as soon as I signed up, I went through the welcome process. There was a community manager and all of that great stuff was happening.

But a couple of days after I bought this ticket, I got a personal email from press saying, hey, I'm so glad that you bought this ticket. I'm looking forward to meeting you and I noticed you're coming all the way from India, so really hope we connect during conference. And I was blown away by the fact that this incredibly busy, incredibly prolific person took time out of his day to send me a personal email and truth to be said, I'm always going to be a fan of his. I listen to his podcast, I buy every single book that he publishes and I refer people to him all of the time. So if you want to use a strategy, my tip to you is to create a template that you can customize a little

bit and maybe have that template be the 80% of the email and then you just customize it with the person's name and a little bit about what you know of them.

And then you can sit down once a week if you have an evergreen course or once after your launch is over and just bulk write these emails to your student. And so I have a little heart capturing hack here when it comes to this technique, which is - include a personalization question when people sign up for your program or when they get that welcome email. So you can include a question like, Hey, what made you sign up for this program? Or where are you from? Or tell me a little bit about your family. And then when you're writing that email, you can write that personalization question as the customized part of it. So you can be like, hey, thanks for joining us all the way from Toronto. I'm so excited. I've been there once and I absolutely loved it. Something like that. So people really know that you're paying attention to them as individuals and not just as another number that signed up and bought your program.

So to continue on with the email kind of theme, another hack is to send a handwritten note postcard or package in the mail. And I know that Todd Herman actually has a daily letter writing ritual where he sends out a letter every single day to somebody that he admires. I think that's such a great idea. You could do the same by sending a handwritten note or postcard to your students every single day or you could batch that and do it once a week or at the end of your launch. You can also use something like postable, which is an online website that allows you to digitally type up a postcard and then they will print and send that physical postcard out for you. And this is such an easy thing that you can actually outsource to a virtual assistant to do for you. People love packages.

I have said this so many times that people will buy your program just because it has a physical package that comes in the mail. I have been guilty of doing that too. I bought an \$800 program just because it had \$150 gift box and I was just excited about that, not so much about the program, but I just wanted that box in the mail. So people will buy your program for the package, but you can also choose to surprise your students and send them a package. I know that James Wedmore did this recently with his business by design program and he sent everyone this great package with tons of goodies in it. And what I really loved about the way that he put this together, and I will say that you should absolutely steal this idea if you do send a package in the email, is that on the box itself, he had instructions on how to unbox and share the package on social media.

So what he was doing was he was creating this incredible buzz for his program, his students were having such a good time sharing with people that, oh, I got something in the mail that you didn't get. And what he was doing was he was not only creating this amazing experience for his existing students, but he was also creating fomo and buzz for people that he was going to start enrolling the next time he launched his course. So I think it's such a great way to increase that experience and to give

people a surprise in the email. Now if you are like me and you have a lower price product, or maybe you didn't capture people's addresses or you live in a country where it's just difficult to send mail, I live in India and it's really expensive to send people packages from India to the US. There's so much stuff in India that I would love to send people, but it costs probably three times more to ship it to people than it does to actually buy the product.

And so if you're at somewhere like this, what you can do is steal my little hack. So a couple of years ago I released my template kit for the first time. It was during my birthday week and I had about 120 people buy that exclusively by word of mouth. And what I ended up doing was I ended up handwriting a post it note to each person who bought. It was a personalized post it note and then I scanned each of these notes and I emailed it to them. And the amount of love that it got back for this, the amount of shares I got on social media was amazing. And I know that it just built my trust with my tribe of buyers and it also just showed them that I really care about them as individuals. It was not an expensive product to be honest, it was just a \$35 special at that time. But the fact that I went over and above to make them feel special said something about me and said something about the value of our relationship. So I strongly encourage you to think of getting creative at using the resources that you have to create this stellar student experience for your people.

Now the fourth way that you can create an amazing student experience is to record a 30 second welcome video. So last night on the Webinar, I did share that there are two services that I recommend. One was <https://www.bonjoro.com> and BombBomb, which was like automation for welcome videos. However, everybody jumped in and said the service when it came to BombBomb was not great and they all preferred Bonjoro. So I will stick to recommending Bonjoro as a welcome email service. And what you basically do is take your phone, record a 15 to 30 second welcome video and you send it out to your students.

I think it's such a great way to build a connection. Video is definitely stronger than email and it just helps build that relationship so quickly. You can also go ahead and use this as part of your sales process. If you listen to Amy Porterfield's online marketing made easy podcast, there is a great episode with Tarzan Kay, where she talks about how she used these impromptu videos to reach out to people who showed up on her sales webinars and reach out to them and say, hey, thanks for showing up, thanks for being active in the chat, if you've got any questions, please feel free to reach out. And she says, that's one of the reasons that she closed so many sales from such a tiny list. So one piece of advice that I'm going to have when it comes to creating these 30 second videos is that you don't want to outsource this to a virtual assistant.

Now, I personally have had somebody welcomed me to their community through their community manager and the impact just wasn't there. I was like, wow, I spent so much money with you, it would have taken 30 seconds for you to send this

welcome email. So there are certain things that you can outsource to people, but honestly, there's certain things that you should not. And when it comes to courses, people buy you first, they buy your content second and they buy your team third. So please make sure that you are definitely the face of your business as much as possible and outsource anything that people cannot see. But the things that people can see where you are visible, make sure you do those things yourself.

So my next hack is tagging and welcoming people into your Facebook group. Now I know that you have heard this one before. People tell you that when you have a student community, make sure you welcome people, tag them. But here's a couple of things that you also want to be mindful of when you're doing this. First of all, make sure that you have a dedicated welcome thread in your Facebook community where people can drop in their responses. Secondly, give people a format to introduce themselves. So don't leave it up to chance that they're going to know what to say. Let them know, hey, hop over to the Facebook community, here's the thread that I want you to post in, and here are the three questions I would love for you to answer. And last, and this is the step that I think 99% of course creators miss, is that once people come in and they post the introductions, they assume that the community is going to pick up the slack.

But I want you to go back and circle back and close the loop with each person that posted. So if someone comes in and introduces themselves, make sure you go back and you say, thanks for joining, so excited to have you and share a couple of sentences of encouragement or motivation to help get them excited about the program. Okay, just gonna grab a sip of coffee here. It is about 9.30 in the morning for me here in Delhi and I just wanted to get this recording done before I get on with the rest of my day. So the second, well, no, not second, but the fifth easy way to build and cement your student experience is to schedule an onboarding call. A long time ago, I signed up for Melanie Dunkin's business class membership site and it's actually a fantastic membership site.

Strongly recommend anybody who's interested in signing up for a membership site to check it out. And one of the things that she had was each 20 minute welcome call. And so as soon as you signed up, you got an email encouraging you to book this welcome call. It had a few questions that you had to answer. And the great part of this is that this welcome call was conducted by her community manager. And so she didn't actually do these welcome calls, which was absolutely fine because I understand taking 20 minutes out of someone's day is definitely a big ask. And so having that call with the community manager, being able to share what I was hoping to get out of the program was amazing. And it also allowed her to point me in the direction of the content that was going to be most useful for me and to tell me the features of the membership site that would be most useful.

So I definitely think that if you have a high end, expensive signature program or a membership site, having an onboarding call is extremely valuable and this is

definitely something that you can outsource to a virtual assistant or to community managers. So consider going ahead and doing this in your program.

All right, now we've got personalizing your student emails. A couple of hacks down. I'm actually going to talk about how you can create a custom learning experience for your students. And right now all I want to say is think about creating custom tracks for your students. I think about students that are beginners, intermediate and advanced learners when it comes to your content and maybe consider creating different emails for them as they progress through the course emails that highlight the different parts of the program that you think would be most valuable to them. You can also have emails that go out with little pieces of you in them. So usually when it comes to our sales process, we don't show it as much of our personality. We try to keep it really professional and in that place of authority and credibility. But you can show a little bit of the messy to your students. So when you're writing your student emails, think about being more casual, being more fun, including pictures from your real life, being a little bit messy. So have those pictures without the makeup, with your hair undone or in a messy bun and send those pictures and let them know that you are a human too and you're not completely perfect and it all goes towards personalizing your emails and building that relationship with them.

Now this is the last kind of secret when it comes to this hack, which is sending a mid-course check-in email. A lot of people I see send an email when people sign up for the program, but very few people continue emailing their students. There's that going through the program. So I think it's so valuable to send a check-in email and say, hey, how are you getting along? Do you have any questions or any feedback for me? Is this course meeting your expectations if you're struggling, why is that? And honestly this is such a great way to get feedback about the program and also to help kind of nudge them towards the finish line or get them over hurdle if that's where they are stuck. Like with everything else in this hack, you can create templates for this, you can schedule time to bulk batch this. And most importantly you can do this in different formats. So you can send a traditional email from your inbox. You can also send a video and use <https://www.bonjoro.com> to send a video instead as a mid course check-in. Or you can reach out on Facebook and message someone and either send them a video, a text message, or even an audio and say, hey, I was just thinking about you. I noticed that you haven't been showing up in the group. I just wanted to check in and make sure that everything was okay. And if there's anything I can help you with, please let me know. Just think about this. Think about if you sign up for a program and the course creator reached out to you and sent you an individual message just to check on you, how would you feel? Chances are you would feel amazing. You would feel motivated to get back to that program if you slipped off. And lastly, you'd be a raving fan because you would feel that this person absolutely cares about my success and the minute someone cares about your success, you are a hundred percent theirs.

You are a total fan. And that's why we all need to become not just teachers, not just great salespeople, but we have to play that role of being amazing coaches and take a stand for our students' success. Okay, I'm getting great. Get off my soapbox now because this really was not something that I talked about yesterday, but I do want to wrap this up by saying, go the extra mile. Do not be afraid to show your personality, to show that you care to go the extra mile and to let people know that they are special to you and that you value your connection and that you value them as students. Okay. Time for another sip of coffee before I go into hack number two.

Okay. Hack number two is knowing the difference between being bored as a course creator and your course needing an upgrade. So know the difference between the fact that it's you that's boring or it's the course that is boring or rather it's you that's bored or the course that is boring. And I have to raise my hand and confess over here that this is absolutely me. So when I was in corporate training and I had my own business, I would get a lot of requests for similar programs. So I would get time management, team management, leadership skills, managerial skills. These are pretty much constant requests. But every single time I would get a request for one of these programs, I wouldn't go back and use standardized material that I had. I would go ahead and reinvent the program from scratch. I would create the slides, the workbooks, the scripts, and it would be this really big juggling, hustle and nightmare the day before the program.

Now I have enough to recognize that this is part of my process and this is actually how we learn. When I create things, I'm someone who, the minute I create something, it kind of sticks in my brain. And so even for example, for these masterclasses, I have scripts written out even though these masterclasses are things that I'm not going to be repeating in the future, but I have scripts written out because writing the script out is my process of remembering information. So I know for me this was a fun process, but to be honest, it was a lot of work and it was a lot of unnecessary stress and I'm sure I compromise something in terms of the quality of the content just by reinventing the wheel each time. Now in contrast to that, I had three programs that I had standardized and created materials around and I had then gone ahead and trained a bunch of people into my process.

And believe it or not, till today, I left IBM in 2009 but till today, some of those programs are still in circulation in some form or the other. And some people who actually used to work with me and my team and they have left IBM, they reach out to me and they ask for those materials because now they've become trainers themselves and they want to facilitate those programs in their own businesses and for their clients. So going ahead and creating a course that is standardized is super valuable. So I want you to kind of be honest with yourself and ask yourself, does my course really need changing or am I just bored of launching it the same way, teaching it the same way and am I the one that needs things to change? Or is it truly my students who need upgrades and who need things to change?

Now I've personally seen people change their course format every single time they launch. And I can honestly tell you that it gets really confusing for their followers and for these students because they don't know which version they're getting and they don't know where everything is. And it just makes the buying decision a lot harder as compared to when you're keeping things consistent. And so my best advice to you is to evaluate your course before you tweak it. I personally have a course audit that spends over 120 parameters that I use to evaluate a course before deciding whether it makes sense to upgrade it or not for client. And so my biggest advice here is do not fix what's not broken.

So in summary, change only what your learners need you to change. So a great way to figure out what needs changing is to ask them what they need more clarity around or what they would like to change or tweak about your course and to tweak only that. A couple of hacks down, I'm going to tell you how you can ask your learners for their opinion. Make sure that you write that down because it's super valuable when it comes to upgrading your course and please remember that the only opinion that really matters when it comes to upgrading and program is your students. And so for those of you that are doing a Beta version of a launch, here is kind of the schedule that I recommend that you follow when it comes to upgrading your course and making things better. So for those of you who don't know, a Beta version is usually the messiest version of a program that you can conduct. It's usually recorded calls, it's not slides, they are workbooks. Sometimes they aren't even workbooks. And a lot of times it's taught live and on the fly and it's very interactive and your participants really feel like they're co-creating with you.

So it is a great way to get that course off the ground, but it is definitely messy for somebody who hasn't been part of the core co-creation process. So the second time that you launch your Beta and you do the second version of it, which is the actual original program that you want to put out there, you definitely have to upgrade it from the Beta. So if you're doing a Beta from a Beta to the actual first launch, I would recommend doing a first version of that. And then once you've done that first version, you can go in and schedule a minor upgrade once a year and a major overhaul of your program once every two to three years. If you are a follower of B school and Marie Folio, you will notice that this is pretty much the schedule that she follows. So once a year when she's launching B school, it only launches once a year, but before launching, I think that she and her team go through all the content and if there's anything that's changed and needs upgrading, they'll tweak just that.

They won't rerecord anything, but they might add like a couple of questions, they'll add an extra pdf and maybe they'll put in a new bonus, but they're not really going to overhaul the program, so to speak each year. But every two to three years she will go in and refresh everything, so she'll refresh the look of the program, she'll make sure the videos are new and up-to-date and everything will be redone. So you can follow that schedule if you are going ahead and thinking about upgrading your

course and remember we create courses for life. They're not just a one and done thing. We want to make sure that we're creating programs that we're selling over and over again.

Now if you are like me and you do get bored and you're like, okay, can't do this, I can't just do one thing, I have to keep creating, that is what I love. Then my advice is instead of launching the first course and four different versions, consider creating four new offerings. Don't create a new version of an old offering. Just create something new completely and play around with it. You don't have to have four signature courses. You can think of creating templates. You can create smaller courses to go along with it. You can even experiment with apps and software. So put your creative energy towards upgrading your marketing or launching something new instead of reinventing the wheel or fixing something that isn't broken anyways. And the reason that I advocate this so strongly is because consistency when it comes to learning, consistency builds trust. And when you trust your teacher, then you can relax enough as a student to feel comfortable. And that's when you can truly learn and get results.

Now if you go back to school and university and high school, they, you might have had a teacher that just didn't make you feel comfortable, that just did not create a healthy environment in the classroom. And if you've ever experienced a teacher like that, then you will know that you didn't have a lot of trust for that teacher. You very rarely felt comfortable in class and chances are you didn't unless you were super brilliant and you could ignore all of these factors. Chances are you weren't going to excel in that program regardless of how interested you were in the topics. So when it comes to learning process, anxiety does not help. So anything that you can do to minimize your student's anxiety when it comes to your program is something that is going to pay off for you longterm as a course creator.

And lastly, don't mess with a format that works for you. Again, don't play around with formats just because you're seeing people do courses with different formats. You know, for a long time it was an accepted format in online courses to do the voice over side thing and now people are experimenting and trying to do full courses which are direct to camera. Don't feel compelled to to join the crowd. Just do the thing that works best for you. If you like teaching over slides, like I do, teach over slides, if you love teaching face to face, direct to camera, do that. If you like teaching using a whiteboard or post it notes like Brendon Burchard, do that. Basically, don't mess with a format that works for you. Pick the one that you're most comfortable with and stick to that format. Every time that you create a new program or that you upgrade an existing one, people will start to recognize your unique way of teaching.

You know, whenever I see a big whiteboard and I see these post it notes like Brendan, because that is so, so reflective of his style, every single program that he does, he kind of incorporates that. And every time you see that, you're just like, that's

a very Brendan way to teach. So make sure that you can create that kind of association with your teaching for your students as well.

Of course, the hack number three is the law of presentation gravity. Now, I personally feel that creating amazing impactful presentations is an art form. They are firms that specialize just in creating presentations. So in this hack, I really want to share with you some rules and hacks to help your presentations stand out. A lot of people know this, that you have three types of learning styles. There's visual, auditory, and kinesthetic. But what most people don't know is 70% of learners are visual.

So when you make interesting visuals, it just helps 70% of people that are looking at this to absorb and apply that information much easier. So the best advice that I can give you when it comes to creating presentations is that you're not a newscaster. This is not a teleprompter. Your job is not to read the slides. Your job is to use the slides as cues to help explain your content to your students. And the job of the slides for students is to help anchor what you're talking about either by creating curiosity or by anchoring the information with an image or by making that information easier to understand through a graphic or through an explanation. So that being said, let me jump in and let me share with you the traffic light methodology for structuring slides. Now the reason I call it the traffic light methodology is because it's going to be in green, yellow, and red.

And the text that is in green is stuff that I recommend you do. The stuff in yellow is stuff that I don't strongly advocate or recommend, but it's okay to kind of interest first these things in your presentation. They're not all bad, but it's good to mix it up with the green stuff and the red stuff is stuff that I would definitely say you want to stay away from. So as you all know, a picture is worth a thousand words. You can use your own photos. A couple of good sites for free photos is Pixabay or Unsplash and if you like to use paid stock photos, I use deposit photos. Appsumo always has the deal on that and I pretty much buy like three or four every single year and so I would strongly recommend starting with a picture. Then if you feel like, okay, now that I have this picture, I feel that it needs a little more help to explain this picture.

Maybe you're using a chart or a process or a flow chart and you just need something to explain this. You can add a caption and your caption can be disruptive or it can be curiosity provoking. But this really honestly works best when it comes to charts and other images that are not patently obvious when somebody looks at it. Now you can also in here, we're getting to the yellow stuff, you can add a headline to your slide. Now the headline is usually this area on the top, and again you want to write your headline, just like you would write a headline for each sales page. It needs to be something that grabs people's attention. It doesn't mean to give away the entire context of a slide. So you can add a headline to your slide if you think it needs a little more attention or it just needs a little more explanation.

And if you think it needs even more explanation, you can add a subheading to your headline. Honestly, I don't love this at all. I have seen a few slides and a few creators that do this, but personally I have never created a heading and subheading. But I like to just keep it to having a headline. And maybe a picture or a picture with a caption. And then you can have bullet points. Now I will admit that I use bullet points a lot. I'm using them right now. But I, what I will say about bullet points is, are really the, it's a time saving cheat because anything that you put on a bullet point, is usually something that you can split up over the slides. Now I'm going to take this as an example. I'm kind of lining up all of my do's and don'ts on one slide using bullet points.

But if I was honest, I had a little more time, I could probably split this up over as many slides as they are bullet points. So I really use bullet points when I'm trying to do something really quickly. And I also use bullet points as a summary. So when I do have time to create slides, what I will end up doing is I will show a slide with all of my bullet points just as a way to kind of give people that information that here's the direction in which we're going. Then I will go in and explain each bullet point using individual slides and then I will come back with that bullet point slide as a summary to say here's what we covered. So I just use this more as a way to anchor information than I do to teach information. But yes, if you're in a bind and you don't have a lot of time, then go ahead and add in some slides with bullet points.

Animation is something that I definitely am going to tell you to stay away from unless it's something like what I have been doing here, which is I'm animating the text just because I want to explain things one at a time and I don't want you to be able to see all the texts at once because I want to reveal each point as I'm teaching it. So that is really the only animation that I encourage people to have. But when you have things like images appearing and stuff flying in and stuff dissolving and stuff rotating, and then you add sound to that, it is terrible. So please don't add animations to your slides unless you have a reason for having that animation and it's going to add to the learning experience and not take away from it.

Okay. a couple of couple of more points when it comes to things not to do on your slides is drop the logo. So this isn't corporate training where, you know, corporate communications has sent us a slide deck and there's no deviating from that slide deck. You don't have to have your logo on every single slide, even when you're doing a sales webinar, stick a logo on the first slide of every lesson or every module or on the first slide of your sales Webinar, put it on the first page of your workbook and then call it a day. People know that they bought your program. They don't need this logo to consistently remind them of it. And the same thing goes for headers and footers. People don't need to see things like your copyright information, your website name, the date, the slide number, who it's created by. They don't need to see that on every single slide. If you think this information is important, put it on one slide, either the title slide or have a second slide right after that with your information

or have it as your last slide, but do not clutter up your content slides with all of this information. And so that is all I have to say around presentations. There are a couple of more hacks when it comes to this masterclass on creating presentations. So I'm really looking forward to jumping in and that with you as well.

Okay, so course hack number four is everyone's a critic and how to use that to design a better student experience. Now I know that they are course creators who never asked for feedback and it's almost like they're deadly scared of it. Don't be that way. Feedback is honestly what helps us grow and get better as teachers. And as teachers ourselves, we need to be able to give our students feedback. So don't give out something that you can't take yourself. So my best advice when it comes to feedback, this is something that I used to tell my students as well, is that be open to other people's opinions and learn how to use them to improve your course and to increase your engagement rate. So don't take it personally. The beauty of feedback is that you can take whatever serves you and then you can discard the best. You are not compelled to implement or take to heart everything everyone says. You can listen to it, examine it, see what's true and then leave everything else.

So don't be afraid of feedback. And having said that, let's jump in and see how you can incorporate feedback into your program. So people love giving feedback. Let's talk about some ways that you can use this in your courses. Number one, ask for feedback at the end of every lesson, every module and every course. And I'm going to tell you three different ways to do this. At the end of every lesson, I like to have a one sentence feedback, a question. And so this can be something like on a scale of one to five, rate how applicable or how useful this lesson was for you. If you have a platform that lets you include something like a star rating, that would be awesome. Otherwise you can just create this question as a link on a Google form or a type form or even send it by email.

Just be creative in terms of technology. There's no hard and fast way to incorporate this into your program. And so think about just asking one question at the end of this lesson, how useful was this on a scale of one to five? Or you can even ask an open ended question. Like what was the most useful thing that you learned in this lesson? And so that's all I want you to do is at the end of every lesson, ask one question that helps you get people's opinion on how valuable that lesson was. At the end of each module, which is a collection of lessons, what I will suggest that you do is ask the three, two one format, which is what I use and three, two, one format is I ask people to tell me three things that you learned in this program that you are going to apply in your life or business.

Two questions that you have for me when it comes to this module. And then one thing that you think we can change or improve. And the reason that I love this is because by asking them three things that they learned, you know, what was the most useful and valuable part of a module? And if you keep seeing the same answers, you know, this is the parts that you want to really highlight in your sales

pages. When you ask them the two questions, you understand what the gaps are because you haven't answered that in your content. So if you start seeing the same questions over and over again, you have ideas for things that you need to add to your program when you want to upgrade it. And one thing that you can improve. This is the gold because this is where different perspectives always lead to genius answers and this is where your students are going to give you inputs that you did not think up.

This is where they're going to tell you, hey, there's a template that I think you could include here or here's something that I created for myself because this is what made it easier for me. And if you want, I can send new copy of this and this is where you can really find ways to upgrade and uplevel your program in ways that you didn't think of before. So go ahead and steal that strategy for asking for feedback at the end of each lesson and at the end of each module and when it comes to your course, this is where I suggest have a more detailed questionnaire and rating scale. So this is really where you want to get feedback on all aspects of the program. When it comes to things like you want to ask them, how was your student community experience? What were the community managers and coaches like?

How was I as a facilitator? Did you like the membership site or the members area for the program? What about the emails that you got? Now tell me about the content itself. How did you like the workbooks? Do you think the branding is on point. So you can really dive into every aspect of the program and have them complete this really comprehensive questionnaire and then you can use that data from the questionnaire to help you decide if your program needs a major or minor overhaul before you launch it the next time. A couple of more places where I think it's really useful to ask people their opinions is when they don't buy your program. So if you have a launch list and you have a list of people that have raised their hands and said they're interested in what you're talking about and you see that they didn't end up buying at the end of your entire sales process, you can send them a quick email and say, hey, just out of curiosity, no harm, no foul, just want to know what prompted you not to buy this program this time.

And you can have an open ended email or you can have a multiple choice email and just have them select the option that makes the most sense to their situation. And then you can do the same thing with people that did buy because both of these questions really help you tweak your marketing the next time that you launch, the people that didn't buy are going to tell you what was missing and what what you kind of need to focus on when you're talking about your program the next time. And the people that did buy, we'll tell you what kind of pushed them over the edge. And those are things that you can magnify or amplify or talk more about when you're talking about your program.

Okay, let's jump into course hack number five, which is everyone is a narcissist and how to use this to design a better student experience. Now, let's be honest,

everybody loves themselves, after all for me, I am the most fascinating person in the world. For you, you are the most fascinating person in the world. So how can you use this natural tendency that we have is to be a little bit self-obsessed to create a better course experience. So let's find out. Now people absolutely love to know more about themselves. If you have ever taken a look at your Facebook feed, you will see that in a given week, somebody or the other is posting one of those, you know, what kind of fruit are you quiz or something deeper, like 16 personalities. But there's people always want to know which actress do I look most like? Or how much money am I going to have by the time I'm 60 years old?

So people love these kinds of quizzes and assessments. And so that's why they say that a quiz or assessment is the best lead magnet. But I can also tell you that not only is it great as a lead magnet, but you can leverage this quiz or assessment as something that you can use within your program. So there's always a test that is kind of like the flavor of the month online right now, the MBTI and the enneagram are trending. So you can jump on something like that or you can create your own. So here's a couple of ways that I like to use assessments within the context of a program. I like to use an assessment to help people choose their own adventure. So I like to give people a quiz or a self assessment or a graded assessment, and then I like to recommend to them what's the best learning path for them.

So it's almost like mass customizing people's learning. You have a bunch of people coming in and then you can separate those people into three or four groups and say, here's your unique learning path based on the quiz or the assessment that you answered. And this is amazing because I feel uniquely special when I'm giving my own customized learning path. Whether it choose to follow it or not is another thing, but I definitely feel like somebody went the extra mile to create this custom learning experience for me. And it also keeps people engaged because they are learning exactly what they need to learn. They're focusing on things that they need to focus on and so they really feel like they're getting value out of the program because they're not spending their time and energy on something that's not going to help them and they're not getting frustrated by content that's over their heads or they're not getting bored by content that they already know.

And I think that this choose your own adventure system where you create assessments that help people choose their own adventure within the program works really well with the larger, more expensive signature programs. And it also works really well with membership sites. When it comes to smaller programs, I wouldn't suggest having something like this. I would suggest maybe having your quiz or assessment on the front end as a lead magnet instead of having it within the program. Now of course you can go ahead and create your own assessment so you can create a test or an assessment or even a self reading which people can do themselves and score themselves and then they just read the interpretation. That's pretty simple to create cause you can do that on pen and paper and Google docs or

you can rate something that's more archetype based, which is like the 16 personalities or the disc profile.

You can DIY this on your own and it's pretty simple to set up. I might do a series later on how to actually put together your own quiz or assessment. Might do a little workshop around that. Let me know if that's something you'd be interested in. But honestly, there's really no right or wrong way to go ahead and create this. Take a few assessments yourself. You get an idea of how people are structuring questions and what kind of information is included. And then you can create your own, as long as you're not selling this or you're attaching a dollar value to us. It doesn't matter if you haven't gotten it perfect. However, if you do want to send, sell your assessment as a standalone product, which a lot of people do, then you want to hire a marketing company, a research firm rather to actually go ahead and do the research to evaluate and validate and survey people in order to put together a really solid questionnaire for you.

But if you're not going to sell that and it's just part of your program, then go ahead and create this yourself. Now, if you don't want to get up in the whole business of creating something yourself, you can piggyback off tests that are already existing in the market and you can then slide your interpretation in front of that test and then just interpret it through the lens of your niche and also your audience. Now an example of someone who is doing this so well right now is my client and friend Katya Verbanova. She's been using the 16 personalities test which is the MBTI to basically talk about how to structure your marketing and how to create your content based on your personality type. So that is such an amazing way to do that because people go in and they do this test, which is free, and then she comes in and she tells them how to use the results to structure marketing and social media content, which is not something that that test talks about, but she's putting that extra lens over it.

So you can use free tests, but you can also use paid tests to do this and you can buy the license and include that cost as part of your program. So some of the tests that I have used in the past that I love is the wealth dynamics test by Roger Hamilton. I think it's such a great test if you're working with entrepreneurs, specifically if you're helping people through the process of setting up a business and figuring out what is the right business idea for them. You can use the strengths finder test with Gallup, which is great if you are a coach or somebody who talks about playing to your strengths and sitting in your zone of genius, you can use the fascinate assessment, which is great for selling. You can use the Enneagram, you can use MBTI or 16 personalities. You can use the disc assessment and you can also use the Gallup Q 12 if you deal with corporates.

One thing that I mentioned on the Webinar last night is that if you are certified, we had Katherine who was certified in disc and the only thing with that is you can't do it online. You have to do it face to face. So if you are certified in a test and or you just really like a test, consider tweaking the test so you're not going to go ahead and pick

the questions as they are and you're not going to have the same interpretation or the same results. But you can go ahead and tweak the test and make it more like your own while just keeping about 60 to 70% of that test format intact. So I was telling her about how I had seen when I was in corporate training, a bunch of kind of disc style assessments floating around and instead of them giving you your profile as per how this gives it to you, you get your profile at based on whether you were a mouse or a cat or a lion or a dog or a donkey and it would then tell you your personality based on that and the interpretation based on that. So it was a different Lens, but it was essentially the same test. So if you know enough about a test to be able to customize it to your own audience, into your own business, then go ahead and do that.

Alright. Course. Hack number six is how to tap into your students' aspirations as a key to never ending sales. And a lot of people get this wrong because a lot of people think that their solution is a thing that people really want to buy. But no, it's not. It's not your solution. It's the results that it helps people get longterm and short term. Honestly sometimes when you create a course, it's not about what you think students need. When I was in corporate training, most of the time I never got to chat with students before stepping in to the training room.

I would end up talking to HR or procurement or leadership and they would tell me what they wanted and then I would go and I'll create this amazing program and for two days or four days and step into the room only to realize that this is really not what they needed. And this was not what they were actually struggling with. The issue with something completely different. But because I wasn't able to talk to my students, I wouldn't know what the real issue was. And so it started flipping my courses a little bit. And what I would end up doing is I would understand from HR, procurement and leadership what the problem was and what the long and short term result was that they wanted because they were all stakeholders when it came to my students. And so I'd understand what they wanted. And then we'd go into training room and say, okay, here's what your leaders want.

This is the result that they want. Short term, this is the result that they want longterm. What do you think is holding you back from achieving this result? What did the skills, information, knowledge or attitudes that are keeping you from getting here? Talk me through this. And we would then brainstorm for that half an hour and at the end of that half an hour, we would have an agenda for what we would want to cover over the next two to four days. And this works so much better than when I started with creating an agenda without knowing what my students really wanted and what they really needed. So your job as a course creator really is to get clear on what your students want and then give it to them. And the only way to understand this is by asking questions and communicating. I honestly don't know why people are so shy and hesitant to talk to their students, but it's definitely something that is super valuable when it comes to creating your programs.

One of the things that I have done my entire training life is try and get to know my students before courses. So I would either get on the phone with them and I would chat with them for 15 minutes just to understand what they wanted out of a program. Or I would send them some kind of quiz or assessment to get to know what their short and longterm goals are. So don't be afraid of asking your students what they want, you can send them a pre assessment as part of the onboarding process. You can get them on a call. And do this as part of your onboarding call or you can sneakily ask them this through social media or through an interview or any other way that you feel is a really creative way to get clear on their aspirations.

And then once you have that longterm short term goals, when it comes to your niche and your students ironed out, you then want to understand what's the link between your course and your ideal student's aspirations. And honestly, if you can't find this link, you are not building the right program. So one way that I like to kind of establish this link is by asking people to complete this sentence. My students aspire to \_\_\_\_\_ and \_\_\_\_\_. So my students aspire to insert your short term goal and longterm goal and my course helps them do this by and then insert how your course helps them. So for example, my students aspire to create more income and freedom for themselves and my course helps them achieve this by showing them how to build results oriented programs that practically sell themselves. And so I know that my course, my students aren't buying my course cause they want to know how to build a course that's not the result that they want.

That's a short term result. The longterm result that they want is they want more money, they want more freedom in their business and their lifestyles and they want to have more of an impact and be more famous or be more of an authority in the niche that they're in. And so I need to be able to make sure that my course helps them achieve those longterm aspirations as well as that short term aspiration of knowing how to build an excellent course. So I want you to make sure that you know if you're watching this webinar or this replay, screenshot the screen right now and make sure that you fill this in for your program.

All right, course hack number seven is how to give people a backstage pass. Now people love behind the scenes videos. Now if you go to youtube and you check out behind the scenes videos are day in the life of videos, you will see that the average number of views for those videos is usually higher than any other videos that that person has on their channel. And that's because people love to see what other people are doing behind the scenes. So let's see how you can use this curiosity factor when it comes to selling your course. I've said this before, I'm going to repeat over here that courses are intangible. We cannot physically shipped them out to our students. And so taking our students behind the scenes makes your course seem more tangible to them and allows them to experience what it really feels like to own your program, and to be a student in your program. And if you've ever test driven a car, you know what this feels like. You see this car on TV, you see an ad in a

magazine and you're like, hey, that's a pretty cool looking car, but I don't know if it's the right car for me. And then you go and you take it for a test drive and they, they put the top down.

If it has one of those cars that has a top down or they'll crank the music up and they take you for this drive, and by the end of it you're like, this is the car for me. If I can't have this car, my life is absolutely over it because you can totally see yourself driving this car to work. You can totally see yourself driving this car to pick up your kids and you can envision what ownership looks like. So that is the feeling that we want your students to have when they are looking at your program, that feeling of love and ownership and that they just can't wait to get their hands on it. So one of the ways that you can use this hack is to take people behind the scenes during your sales webinar. So go into your members area and show people what the members area looks like.

Show them how the modules are laid out, show them where the lessons are, open a workbook and show them what the workbook looks like. Take them over to your student community and say, here's the student community, here's what the threads look like. Here's how often I show up. So really show them on the sales webinar what it looks like to own this program and go into it. Now, if you don't have a sales webinar and you're selling your course on email or some other method, then you can also record a behind the scenes video so you can record a 60 second to two minute video and show people exactly the same things. Make sure that you highlight the juiciest lessons and modules or that you call attention to any unique content that's included inside your program and send people this video. Another way that you can do this, and I've seen people do this especially for membership sites, is to give them limited time access, either paid or free.

So you let them know that, hey, if you want to check out my program or my site here is access for you for 72 hours, go in and look at it. And if you like it after 72 hours, I will charge your card. Or here's a month for a dollar or a month for \$7 and if you love this, then the next month it goes up to \$47 or whatever it is. Personally, I don't love this because I feel it does attract a lot of Freebie hunters, but I know that it works really well for a lot of people. So if you have a membership site and you're okay with that churn of people dropping out after the first month, then this is definitely something that you can try. Another way to spend this is to give them limited content access. So instead of giving them access to everything, you give them access to just a taste of it.

It's almost like Amuse Bouche or like a taste test that you're offering them. Amy Porterfield did this recently during her a digital course academy launch where she released module two to people and they could go in and watch the course and get a feel for what it was really like inside the program. Now I have a couple of caveats when it comes to this strategy. Number one, because you want to make sure that

whatever it is that you are giving away is unique and juicy enough to make people want to buy the entire program.

So one of the things that you then want to do is go ahead and walk them through. Okay. Back to this caveat. So as I mentioned, the caveat is you want to give people something that is so juicy that they can go ahead and come back for more. So you want to make sure that it's unique enough that they want to come back for more information and buy the program. But you also don't want to give away so much that they end up not buying the program.

So make sure that you, it's kind of like a fine line where you're giving away just enough to keep them coming back for more, but you're not getting them enough that allows them to kind of DIY the entire program without buying into what you're selling.

All right. Now, the last part of this hack is walking them through the process one to one. So a while ago I had sort of signed up for a one to one presentation with the life coaching game and it was this physical card game that kind of helped you get to know yourself better. And if you were coach you could facilitate this game with your students and instead of having me go to a sales page or watch a sales Webinar, what they did was they had me get on a one-to-one call on Skype with somebody who walked me through the entire process of the game.

And I thought it was fantastic. It was a \$297 program and it was a very easy yes to say yes to that after going ahead and going through that process. So my fear is someone who's a little scared of doing webinars or you feel like it's too much work to set up the entire webinar system. You can go ahead and invite people for a one to one call where you can then understand their aspirations, tell them how your program will actually meet their aspirations. And then walk them behind the scenes through your program. So that's another way for you to kind of leverage this behind the scenes hack. But if you're not there yet where you're doing webinars and you just want to keep it a little more intimate, you can use the one to one process to walk people through this entire system.

All right, we're almost at the finish line at course hack number eight, which is great content needs great design. Now it's no secret that I personally love beautiful things. I love anything that's well designed and well-made and I truly believe that in today's Day and age you need to have great design in order to compliment your amazing content. Because the days of shoddy content, you know, quickly slapped together PDFs are pretty much over. There's so many options out there and there's so many price points for people to help you design your stuff, that there's really no excuse to uplevel your course materials when it comes to putting them in a way that's engaging and visually appealing to your students. So I will say that a great image is interesting. Great content is a must have, but the two of them together is a power

pack combination that grabs your student's attention and then increases their engagement and motivates them to take action.

For those of you who are interested in stats then you would know that Instagram has close to a 1 billion monthly users, whereas podcasts have close to 103 million monthly listeners. And what this kind of information tells us is that people prefer images and visuals over audio. Not to say that podcasts aren't amazing and they don't have a place in the learning ecosystem, but I will say that visuals definitely reach out and grab attention more than any other form of content does. And so when I talk about visuals, I don't just talk about photos. In fact, I would say that photos are kind of like the laziest way to include images in your content. Some of the best things that you can include in your content are things like process maps and systems flow charts, mind maps, charts, matrix, hand drawn images.

You can draw them out either on the computer, on an iPad pro or you can even hand draw them on paper and then scan them in. That works beautifully. Photos do not use clipart. That's why it's in red. And then other things like GIFs and memes and stuff that adds visual interest to your slides. I shared this tip yesterday when I was teaching that my favorite way to create processes and systems and flow charts is to use PowerPoint. Now I don't use PowerPoint for anything in my business other than to create really cool looking systems and processes and I go ahead and I use the smart chart feature on PowerPoint to do that. At some point I will show you how to create amazing frameworks and how to actually think about your representing your framework. And visually that's another workshop for another day.

But that is definitely in the works and it's coming up soon. So stick around and on my list and you will get an alert when I'm teaching that. So here are a few tips to help you DIY without hiring a fancy designer and without out the health hefty price tag of a fancy designer. So one of the things that I would say is have one focal point per slide. Don't have a slide, which is text and images and things popping up and you know, different colors. Just have one place that you want the eye to focus on. Drop the damn logo, I have said this before, I'll say this again. You don't need to have the logo on every single slide. Think about how your slide looks on mobile. Not Everybody is going to watch your course content on their laptop. People will watch it on their cell phones, people will watch it on their iPads.

So make sure that you go ahead and create your slides in a way that if someone is looking at it on a tiny screen, they shouldn't have a hard time reading the texts. So make sure you test that out and look at your font sizes so that people can actually watch your videos on any device that they choose. And another thing that I find super useful for myself personally is to create a style sheet before I start working on my slides. And a style sheet. I've talked about this in my worksheet program that I have and the templates that I have, a style sheet is basically a one sheet where you put in all of the information around the design elements of your slide deck. So in my style sheet I will put in the fonts that I want to use, the size of the fonts, the colors of

the fonts I'll put in any colors and hex codes that I'm using, all my side decks and where I'm using those colors and hex codes.

If there are any icons that I'm using throughout my sites, I will include those icons on my style sheet. I will put in any guidelines around images or animation or anything that I want to make sure that I'm keeping consistent as I move through each of the slides. And I will do the same thing for my workbook. So that way if I'm creating my slides over a few days, or even if I'm outsourcing this to somebody or I am customizing an existing template, then it's really easy for me to open up my style sheet and then do that. And on the subject of templates, I strongly recommend creating templates for yourself or purchasing templates that you can reuse over and over again. Every time you teach a course, you can just tweak the colors and tweak the logo or the font and then use that to go ahead and facilitate your program.

So always remember that blank space is the best kind of space that you can have. So create your slides so there's a lot more white space on them and less is definitely more when it comes to design and creating your slides. So that being said, let me share with you something super juicy in this masterclass, which is the only nine slides that you need to teach any lesson, any module, any program. And these are the exact nine slides that I create for all my customers and for myself. What I would recommend that you do is use this list, create a template for yourself, and then reuse that template over and over again.

So let's jump in and take a look at these nine slides. The first slide that I take is always the title slide. The title slide typically will have the lesson name, the module name, or the lesson name and the course name. It might have your name as the course creator, and it could have your course logo and maybe it has an image. Basically this is that kind of cover slide that you're going to have. It's going to look the same for each of your lessons and modules. Maybe the color is going to change, but it's going to have a consistent look throughout the program. So that's the first slide that you want to create. The second slide is the what will we learn slide, and this is the slide where you're going to let them know, here's what we're gonna cover in this lesson, or here's what we're gonna cover in this module. And this is a really important slide because you need to tell people where they're going so that they don't have anxiety about the journey.

Then you have slide number three, which is an image only slide. So this is a slide that you include where you're just going to have an image and you're not going to have any texts on it, just an image. So you create a slide that you can use with just images. You create a slide that you can use with just text, which is a slide like this which is actually not a slide like this, which is a slide like this one, which is that there's just a big block of text in here and this is perfect for quotes, statistics, questions and any big points that you want to really call out. Then you have a slide which has image and text. So you could have a little call out box or a caption box that describes the image or ask the question or states a point of view about the

image. And then slide number six is the bullet point slide, which is decide that we are currently on, which is going to help you list points on one slide.

And then you have an action to take slide, which is my absolute favorite slide. So many people miss out on this slide. But the action to take slide is the slide which basically tells you here's what you learned in this lesson and here's what you need to do with this learning. So it was really a call to action slide that you want to include in every single lesson in module that you teach. And then slide number eight is the summary slide. Now you can cheat a little bit. I cheat with this and I actually use slide number two, which is the, what will we learn slide. And I use that as the summary slide. So I'll use exactly the same text and I'll just change the heading. So instead of saying, here's what we're going to learn, I'll say, here's what we learned and then I will say exactly the same thing and I will summarize it and just let them know, here's what we covered in our class today.

And then the last slide that you want to have created for yourself is a transition slide. And a transition slide is basically a slide that helps you see what's coming up in the next lesson or in the next module. So here's what's coming up in the next module is literally the heading of the slide title. And then you kind of put in the content or the objectives for the next lesson that you're going to teach.

All right, now we have course hack number nine. And we've got just two more to go where the penultimate one. So you want to be able to teach so that everybody can understand, thanks to online courses. And this is probably why you're actually teaching online courses in the first place is because you have, and you want to have a global reach and audience. But one of the things you have to remember is not only are people coming in from different countries, but people are coming in at different competency levels.

You have people who are beginners, people are intermediate learners, people who are advanced learners. You have people that learn at different speeds. And you also have people who learn through different modalities. So how do you manage all of these different demands and structure a program that engages and helps people get results no matter what kind of learner they are. So my best advice is to show instead of tell, the more you can demonstrate how to do something, the better it is for your learners. For example, I have been watching a few courses on course creation because that's my jam and I like to know what my competition is up to. And I saw someone teach a program on validation just using a slide deck. And so she just listed the ways to do it. She described it a little bit and she was like, yeah, that's how you do validation.

And I was like, ah, that's not great. And then I saw somebody else who was talking about, she wasn't talking about building a course, she was talking about validation in a completely different context. But what she did was for each of the ways that she was teaching you to validate, an idea, she went into Google and she shows you how

to do that on her computer. And that was so much better because instinctively I got it, I remembered it and I was able to go ahead and envision myself doing it and I was able to take it action and do it. So as much as possible, in order to simplify your content, think about how you can show people how to do something instead of just telling them how to do something.

The next point that I have is to keep it simple. And we had so many different variations of this last time. We had to keep it simple silly, keep it simple and structured, keep it simple and systematic. And I forget the last one, but we had some great versions of this, but the way that I use the kiss principle is to always ask myself, is this the most simple way that I can teach this content? Do they really need to learn something at this level of complexity in order to get results or can I simplify this? Because at the end of the day, I know I'm a master at what I'm teaching, but my students don't need to be masters at course creation in order to be able to create an amazing course. They just need a certain amount of information in order to get to that finish line. So don't include information just because you know that information you want to show off your knowledge either subconsciously or consciously, include it only if it helps them achieve your course' objectives or goals.

In fact, when I go through content, the more I can take out of a program, the better I find the program becomes versus the more that you add into a program. Whenever I audit someone's course, my recommendation is very rarely, oh, you're missing information. Let's pile on more lessons. Most of the time my feedback is going to be, hey, this was kind of repetitive, I think you need to take it out or I don't think you need to go into so much depth in order for someone to grasp this concept. I think you just need to show them how to do it and they're going to get it. So as much as possible, try and keep it as simple as you can. Point number three when it comes to this hack is ditch the slang and the jargons. Now, slang and jargon are terms that are unique to your niche or your industry.

So sometimes when I get newbies, I use terms like lead magnets or launch sequence, and it really confuses them. And sometimes it can have the impact of people getting really frustrated and overwhelmed with your content and dropping out of the program and not completing the program. And thus they won't get the results that you promised them. So one of the ways that you can navigate around this is by explaining jargon and slang every time that you use it or by including in glossary of terms or a little module that walks them through the basic information that they need to have right at the beginning of your program so that you're all on the same page when it comes to the slang and the jargon that you are using.

My last point here or my second last point here is to think about your cultural references and to respect your global audience. So remember, everyone has a different background and if you're using something that is very unique to where you live or where you're from, most people are not going to get it. Now I consider myself a pretty evolved global citizen. I read a lot, I watch a lot of shows. I have friends from

all over the world. I usually get the cultural nuances and references that people make. But sometimes I've found myself having to Google and a lot of seven figure and six figure entrepreneurs programs because I didn't get what they were saying. And they used a term that was very unique to where they grew up or very unique to their background. So as much as possible, try and think about not including cultural references that most people are not going to get. Try and include things that are known and appreciated the world over.

And lastly, when it comes to this hack, make sure that you teach a friend and not a stranger. So this is really the most important advice that I can give. And probably the biggest advice that I give to anybody who wants to become a better teacher is to remember that your job as a teacher is to care about your students and to have empathy for your students and to understand where they're coming from. And when you treat them like friends, you genuinely care about the success and you genuinely care about getting them to the finish line. So treat your students like they're your friends and don't treat them like they're complete strangers or that they're just a number on your paypal cash machines.

Okay. Course hack number 10. Here's the last hack for this masterclass, which is why I feel odd numbers or uneven numbers aren't as odd as you think. Now I'm sure you've heard of this copywriting hack, which is all about ending a price point with a seven or a nine in order to increase the chances of someone buying it versus any other numbers. There's a lot of research around this. You can look that up, but let's look at how you can apply this little trick to your learning strategy as well. And so some ways you can do this is that it has been proven that odd numbers work best in all of these scenarios as well. So have an odd number of steps in a framework or a system. So instead of having a four step system or a six step system, have a three-step or a seven or a nine step system, have odd numbered modules and lessons, three modules, three lessons, six lessons, not so great. Seven lessons are much better. They just look better visually, they stick better in the head.

And there's just something about them that our brain just likes when it comes to odd numbers. We've talked about the pricing hack bullet points. So three, five or seven bullet points. I won't say go more than seven. In fact, three to five to seven is the ideal number, especially if they're, you can go up to seven if they're like one word or one line bullet points like I have. But if you have longer bullet points in three bullet points, a slide is what I strongly recommend. Even graphics look better when they're grouped in threes or fives or sevens. So think about that when you're representing more than one graphic. Usually we have one image, which is an odd number in itself, but if you have more than one image, think about having three images as a cluster or five instead of just having two.

Unless of course it's a compare and contrast kind of slide, in which case you will just have two images. The other two ways that you can use this is to teach them threes and to repeat thrice. So how do you teach in three? So I teach in threes by teaching

content in points of three. So, for example, I will make three points per lesson or for each point that I have, I will teach the what of the point, the why of the point and the how of the point. So I structure my lessons in groups of three. So I have three points for lesson, three lessons per module, and then three points per like mini point inside my lesson. So I'm always teaching in threes when I'm teaching my content. And then lastly, think about repeating things thrice. And we call this the tell, tell, tell principle when it comes to quiz creation.

And then tell, tell, tell principal is tell people what you're going to tell them. So kind of seed the way for them to understand the information and tell them what you're going to tell them. Tell them the information. So teach it to them and then tell them what you told them, which is the summary or the backup side. So if we go back to those nine slides we talked about that repeat thrice principle is actually built into them. Because here's what we're going to learn is the first tell the content slides are the second tell. And then here's what we learned or the summary side is the third tells. So repeat thrice when you are teaching your content.

All right, so that brings us to the of this masterclass. As I mentioned, if you attend these masterclasses live, you do get a reward for staying till the end.

Yesterday we had a great opportunity for people to pick my brain for 30 minutes for free and I think about nine or 10 people took me up on this offer, which was amazing. It was \$150 value. So today we're going to have the masterclass at the same time. So if you want to get in on that great offer, make sure you show up live and that you stay till the end. Okay. Here's what we're going to be covering in the masterclass on Tuesday, which is the 17th of September. So I don't know if it's tomorrow for you already, but for me it is today. So we're going to be talking about the micro-commitment amplification, how to keep them saying yes throughout your course, how to identify your courses, unique special angle, how to use it, how to use the free t shirt excitement to create buzz for your current and next launch, how to make your course giftable, which is really important with the upcoming holiday season, how to turn your students into your sales team, how to capture all your testimonials in one place, especially if you're always getting love in different formats and in different places and how to make your course seem affordable using the Starbucks hypothesis.

How do you use pain to increase your course sales? How to get your students to the finish line, which is considered the holy grail of course completion. And then my secret sequence for keeping students hooked throughout your course. So really excited to see you in masterclass two. I hope you enjoyed this masterclass. Send me an email and let me know what you think of it and if you have any questions or comments and how you're going to use these hacks in your own courses going forward. Very excited to share the rest of my information with you and I'll see you later. Thanks a lot, and bye.

