Course Building for Authors

PROGRAM

Self-Publishing SCHOOL

"

BEGIN WITH THE END

IN MIND.

– **STEPHEN COVEY**

It's time to build your course...

How to build a profitable online course in 90 days!

Welcome! We're so excited to have you here.

Maybe you've already written a book and are ready to start increasing your profit from that same content.

Or, maybe you're starting from scratch to create content on a subject you're passionate about, and are ready to create a business around it.

Or, maybe you have created a course in the past but were never really able to get sales from it.

Regardless of which camp you fall in, this course will help you accomplish each of those things.

The SPS team is ready to help you plan, build, and launch your course using the same tools and strategies we use to create millions of dollars in sales each year.

We have created this workbook to help guide your thoughts as you go through the course. Along with the coaching and support of our community, you will have all the resources you need to be successful.

With that, let's start down the path of successful and profitable course building...

Get Noticed

MASTERS

Get Published

BACHELORS

BOOK
LAUNCHED

1K
COPIES
SOLD

Build Your
Platform

Blank Page to
Published

Sell More
Books

PR &
Speaking for
Authors

Fundamentals of
Fiction, Memoir
and Story

Become
a Bestseller

THE AUTHOR
ADVANTAGE JOURNEY

Let's continue on The Author Advantage Journey
and get you to the third summit!

Get Profitable
PhD

$

Sky is the limit!

6-7
FIGURE
BUSINESS

FIRST 5
GIGS

You are
Here!

Build Your
Business

Course
Building for
Authors

Author
Advantage
Accelerator

TABLE OF CONTENTS

PLAN AND DEVELOP YOUR COURSE

MARKET AND SELL YOUR COURSE

CREATE AND UPLOAD YOUR COURSE

GETTING STARTED!

Welcome to Course Building for Authors! We're glad you're here.
Before you get started, take some time to go over the instructions on how to use this workbook. Spending a few minutes to do so will help you get the most out of this course!

HOW TO USE THIS PLAYBOOK

This playbook is designed to supplement the course. To get the full learning experience, make sure you are going through the course by **watching the videos and reading the content first.** Once you have an overview of the section you're working in, then you can complete the exercises in this guide. If you do not watch the corresponding videos first, it will be difficult to stay on track without feeling confused.

1	**2**	**3**
Watch the course videos	Complete the exercises in the guide	Reach out to the SPS community

When you see a gray space like this, it's time to write!

LET'S GET STARTED!

"

THE SECRET OF
GETTING AHEAD IS
GETTING STARTED.

– **MARK TWAIN**

SECTION 1

Plan and Develop Your Course

STEP 1

Define Your Course

PROJECT DEVELOPMENT OVERVIEW

UNDERSTAND THE PROCESS FOR DEVELOPING A NEW PROJECT

It's time to dive in deep by going behind the scenes at Self-Publishing School's project development process.

In this section, we'll explore the exact process we use to initiate a new project, and how we mange and develop it.

We're starting the course with a real life example so that you can see hands-on the importance of an organized project development process. Building a course can be a huge process, but it doesn't have to be super disorganized if you set yourself up for success from the beginning.

GUIDING QUESTIONS

Are my ideas grounded in market research?

How can I ensure this project is dialed in?

What ways can I make sure this product is what people actually need?

OUR PROJECT DEVELOPMENT PROCESS

- Brainstorming
- Research in a variety of ways; we recommend "The Mom Test"
- Reassess & brainstorm using feedback from research
- Begin planning phase

"

YOU MISS 100%
OF THE SHOTS YOU
DON'T TAKE.

— **WAYNE GRETZKY**

FIND THE PERFECT PERSON

Before you begin planning and strategizing, you have to know who your perfect audience is.

Who are you creating this course for? Asking yourself this question will help you meet the needs of your audience best.

If you do the mental work now to identify who your perfect person is, your course will be much more aligned to this person's needs, and you'll be able to create the course specifically for the right type of person. In the end, you'll be able to help this person get great results and they will feel like you designed the course just for them!

GUIDING QUESTIONS

Who can I help the most?

Who can I teach?

Who can pay the most?

Who is this a priority for?

BOOK READERS VS. COURSE TAKERS

Your perfect student may be different than your perfect reader. If you've already written your book or are working on your manuscript right now, then you've identified the target reader for your book. But it's important to note that there may be some differences between the two. Generally, your course will focus on a small subset of your readers, while your book is a general audience within your niche.

GUIDED WORKSHEET

Using what you've learned in the course, complete the following exercises.

> ## Who can I help the most with my course?

Think about the target audience for your book. What groups of people within your readership will benefit most from what you have to teach?

> ## Who can pay for my course?

Which people or groups can pay the most for this information?

DISCOVER THE PAIN POINT

IDENTIFY THE PAIN POINT YOU CAN HELP WITH

Now that you have your ideal target audience identified, it's time to hone in and learn more about them - specifically learn what problems they have.

By identifying your target audience's pain point, you'll be able to figure out how your course can help solve their problem!

Once you've identified the pain point, you'll have to keep digging to find what's underneath the surface of that pain point. In other words, what is the root of their problem? Watch the course video to learn more!

GUIDING QUESTIONS

What are the pains that your customers have?

What keeps them up at night?

What causes them stress?

HOW CAN YOU FIND THE PAIN POINT?

- Find ways to interview your customer base or readers.
- Research online using keyword search tools, Google, and online forums.
- Ask people in your niche questions, and use their feedback!

GUIDED WORKSHEET

Using what you've learned in the course, complete the following exercises.

> **Do some market research.**

Talk with at least ten customers about their biggest problems on what this topic are. Just ask them: What are you struggling with right now in accomplishing x,y,z?

> **Narrow the pain point down!**

Once you've done some market research, it's time to narrow down the specific pain points that you can help with the most.

ESTABLISH YOUR COURSE PROMISE

DETERMINE WHAT YOUR PROMISE WILL DELIVER

You've figured out your target audience, and you've identified their #1 pain point that you can help them with. Now it's time to determine what results your course can promise to deliver on.

In this section, you'll hone in on what exactly your course can deliver to your students. By taking your course, what can you promise to solve for your students?

Don't forget to watch the course video for more help on how to establish your course promise, along with helpful examples that will guide you along!

GUIDING QUESTIONS

Where will students start?

Where will students finish?

What is the timeline?

What are the deliverables?

BE BOLD IN YOUR COURSE PROMISE

Help guide your marketing

Help guide the sales

Help guide what you're building

Keeps you accountable on what you promise to deliver

GUIDED WORKSHEET

Using what you've learned in the course, complete the following exercises.

❯ Start with the basic accomplishment

Where do you want students to be at the start of your course?

Where do you want your students to be at the end of your course?

Sketch a quick timeline of the accomplishment.

○ ⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯ ○
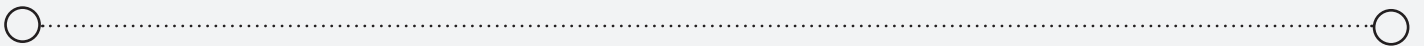
What three things will your students accomplish?

❯ How do these accomplishments relate to their pain?

CREATE A PACKAGE

DETERMINE WHAT YOUR COURSE PACKAGE WILL BE

You know what your course will deliver, so now it's time to drill down and create a package.

In this section, you'll learn exactly what it means to create a package to go along with your course, and why it's important for not only you, but for your students as well. By offering a package, you will be creating assets that go along with your course.

Don't forget to watch the course video for more help on how to create a package, along with helpful ideas that will guide you along!

GUIDING QUESTIONS

⌄

Where can go along with my course?

⌄

What assets can I include in a package?

⌄

What products or services can I offer as a bundle?

THE 3 C'S TO PACKAGE TOGETHER

⌄

Course

⌄

Coaching

⌄

Community

GUIDED WORKSHEET

Using what you've learned in the course, complete the following exercises.

❯ Brainstorm

Think about what products or services can go along with your course and jot them down to begin brainstorming:

Course	Coaching	Community
Asset ideas:	*Asset ideas:*	

❯ How will these assets improve my course?

WHAT MAKES YOUR COURSE DIFFERENT?

DISTINGUISH YOUR COURSE FROM THE COMPETITION

Now that you have identified your course's purpose, and have began creating a course package, it's time to think about positioning.

In this section, you'll think about how your course will be different from the competition.By determining what makes your course unique or different, you'll be able to position your content appropriately. This will also help you when it's time to market your course.

Don't forget to watch the course video for more information, along with helpful examples that will guide you along!

GUIDING QUESTIONS

Why is my course unique or different?

What sets my course apart from the competition?

How can I offer a unique perspective to this course?

A HELPFUL NOTE

Make sure you understand that your course doesn't have to teach a completely unique concept. Your course can be unique in other ways, such as the way that it's delivered, or even the way you teach, or your experience that you bring to it. (i.e.: dog obedience training taught by a retired military officer vs. taught by a professional therapist).

GUIDED WORKSHEET

Using what you've learned in the course, complete the following exercises.

⟩ Brainstorm

Think about your competition, and jot down a quick description of other courses similar to yours that are on the market:

UNIQUE PROPOSITIONS

*Now, think about how you can set your course apart from the competition.
Jot down four ways your course is different from other courses out there.*

DETERMINE YOUR COURSE PRICE

PINPOINT A PRICE STRUCTURE FOR YOUR COURSE

Now that you're clear on what exactly your course will deliver, and how you will package it, it's time to determine how much you will sell your course for.

In this section, we'll cover price points for your course, so that you can determine a course price that fits your needs. Just a warning - this is one of the most difficult parts of the course, so be sure to pay attention!

Make sure you watch the course video for more information, along with helpful examples that will guide you along!

GUIDING QUESTIONS

What results am I able to deliver?

How can I offer premium pricing?

What is the return on investment?

THINGS TO CONSIDER

> Base your price off of results!

> Lean towards a premium pricing structure.

> This is a target price, so it can change as you do market research!

GUIDED WORKSHEET

Using what you've learned in the course, complete the following exercises.

> **Mindset: Don't Devalue Yourself**

Think about what Chandler discussed in his Principles video. Take some time to write down a few thoughts about charging your worth.

> **A Price Based Off Result**

What result are your students getting? Provide any metrics you can use to factor into your price here. If your course does not offer a direct financial benefit, you may have to dig a bit deeper for metrics.

> **Consider the Market**

Think about that 10% of the market you will be selling your course to, and what ticket price is affordable to this market.

Target Price
It's okay if this changes

66

OPPORTUNITIES
DON'T HAPPEN,
YOU CREATE THEM.

– **CHRIS GROSSER**

CHECKPOINT

It's time to check your progress!

Overall goals/tasks:

Started

Done

Tasks not completed:

Things to review:

My next step:

STEP 2

Plan Your Overall Course Structure

PROJECT MANAGEMENT SOFTWARE

Since you're now in the process where you are building out your course, it's time to use some project management software to make this stage easier and more efficient to navigate.

In this section, we'll introduce you to the top project management softwares we find most helpful to use.

Make sure you watch the course video for more information, along with helpful examples that will help you decide which software to use.

GUIDING QUESTIONS

What types of features will I need?

Do I have others working on this project?

Will I be using specific equipment?

REASONS TO USE PROJECT MANAGEMENT SOFTWARE

- Keeps you on schedule
- Makes collaboration within teams easier
- Allows you to track projects
- Helps you oversee the entire process

BUILD YOUR TEAM

BEGIN TO BUILD YOUR COURSE CREATING TEAM

A huge part of the course planning phase is getting organized. This means having an organized structure for yourself and the team helping you with your project, organized as well.

In this section, we'll show you how to effectively build out a collaborative, organized team for your course. Even if you're building the course yourself, you'll still have people to help you with certain tasks.

Make sure you watch the course video for more information, along with a helpful template, that will help you in this process!

GUIDING QUESTIONS

Who can I use to improve the quality of my course?

Do I already have contributors in mind?

How will I communicate with my team?

TYPES OF TEAM MEMBERS

- Content creators and contributors
- Outsourcers
- Production team

GUIDED WORKSHEET

Using what you've learned in the course, complete the following exercises.

> **People to Reach Out To**

Think about the types of people you want on your team as you build out your course. List important qualities and skills that are needed.

WHO DO YOU NEED ON YOUR TEAM?

List the names and types team members you'll need.

Course Contributors	Outsourcers	Production

START PLANNING FOR SUCCESS

DEVELOP STRATEGIES TO IMPROVE COURSE SUCCESS

Now that you have started building out your team and taking care of logistics, it's time to start planning for success in the marketing and sales phase.

In this section, we'll cover some strategies you can use while you're in the planning phase to set yourself up for success once you get to the marketing and sales phase. This is important to do now, so that future phases are set up for success.

Make sure you watch the course video for more information, along with helpful examples that will guide you through this process!

GUIDING QUESTIONS

How can I start building excitement?

What ways can I grow my email list?

Who will be champions for my course?

How do I define success?

FACTORS FOR SUCCESS

> Begin building excitement

> Build your email list

> Recruit champions or affiliates

> Define what success means to you

GUIDED WORKSHEET

Using what you've learned in the course, complete the following exercises.

❯ Ideas for Building Excitement

Jot down 3 ways you can start building buzz or excitement for your course.

❯ Grow your email list

We have a mini-course on this that can help! Ask your coach about it on your next call!

List the tasks you need to do to start building an email list.

☐ *Get at least 300 subscribers*   ☐

☐ *Create a lead magnet*   ☐

☐   ☐

❯ Recruit Champions/Affiliates

List individuals that you can reach out to.

❯ What is your definition of success?

CHECKPOINT

It's time to check your progress!

Overall goals/tasks:

	Started			Done
	○	○	○	○
	○	○	○	○
	○	○	○	○

Tasks not completed:

Things to review:

My next step:

"

ALWAYS DELIVER

MORE THAN EXPECTED.

– **LARRY PAGE**

SECTION 2

Market and Sell Your Course

SALES MINDSET

The first step towards successfully marketing and selling your course is to develop your sales mindset. Sales is 20% skill and 80% mindset!

In this section, we'll explain what the sales mindset is, how you can get into this mindset, and how this can affect your selling strategy. This important to cover because it truly builds a foundation for your success in selling.

Make sure you watch the course video for more information on developing the sales mindset, as well as helpful examples to guide you!

GUIDING QUESTIONS

How can you improve your mindset for selling?

What strategies will be most effective?

What things can you control?

What things are not in your control?

SALES MINDSET STRATEGIES

> Schedule is your lifeline

> Utilize the power of self talk

> No Means Next

> Find a Way mentality

GUIDED WORKSHEET

Using what you've learned from the course videos, explain how you can implement these ideas in your own sales mentality.

> **Schedule is Your Lifetime**

> **The Power of Self Talk**

> **No Means Next**

> **Find a Way Mentality**

"

SUCCESS IS WALKING

FROM FAILURE TO FAILURE WITH NO

LOSS OF ENTHUSIASM.

– **WINSTON CHURCHILL**

STEP 1

Create a Beta Group

CREATE A BETA GROUP

DEVELOP YOUR SALES MINDSET TO BUILD A FOUNDATION

The next step in your sales process is to create a beta group. A beta group will be your first group of students to test your course out!

In this section, why having a beta group is so important. It allows you to test your systems, and it allows students to experience the course and give feedback. It also allows you to get testimonials to use for marketing!

Make sure you watch the course video for more information on how to create your beta group, as well as specific examples to help guide you.

GUIDING QUESTIONS

| How much should your discount be? | How many beta testers do you need? | How can you be more involved with them? | When will you ask for feedback? | How will you ask for testimonials? |

SALES MINDSET STRATEGIES

- Offer a discount price
- Keep it to a small group
- Provide more access and "hand holding"
- Ask for feedback in every course section
- Get testimonials!

GUIDED WORKSHEET

Using what you've learned from the course videos, start planning out the components for your own beta group below.

> **Beta Group Price**

> **# of Beta Testers**

> **Additional Perks or Accessibility Offered**

> **Which Sections to Ask Feedback On:**

> **Which Systems Need To Be Improved:**

"

LEAVE NO STONE
UNTURNED.

— **EURIPIDES**

Getting Your First 10 Sales

SETTING UP YOUR CALENDAR

SET UP YOUR CALENDAR TO START CHATTING WITH PROSPECTS

At this stage in your course building journey, the most important thing you need to do now is to get people on a call with you. This is the first step in finding people that will be a good fit for your course.

In this section, we'll explain how to set up your calendar. You'll also learn the three things you need to decide before you can actually start taking calls.

Make sure you watch the course video for more information on how to do this!

GUIDING QUESTIONS

Is your calendar set up and easily accessible?

Why should people chat with you?

How can you make the call go smooth?

What types of things will you cover in your call?

QUESTIONS TO CONSIDER

> What will people get out of a call with you?

> What framework will you follow?

> How can you set clear expectations?

GUIDED WORKSHEET

Using what you've learned from the course videos, complete the worksheet below.

> **What value will you offer people in your call?**

Think of a reason why people should talk with you.

> **What framework will you use in your calls?**

A basic one is:
1. Where do they want to go?
2. What are their challenges?
3. How can you help them?

> **What expectations will you communicate?**

SETTING UP YOUR APPLICATION

SET UP YOUR COURSE APPLICATION TO VET PROSPECTS

Now it's time to create and set up an application for prospective students. Many people don't understand the importance of this process, but it's a huge factor in setting your students up for success.

In this section, we'll explain why you should have an application process for people interested in your course, and how it's important for both you and your students.

Make sure you watch the course video for more information on how to do this, as well as helpful examples.

GUIDING QUESTIONS

What questions can you ask beforehand?

What context would be helpful for your call?

What financial qualifier can you include?

REASONS IT'S IMPORTANT

> Helps make sure your course is a good fit

> Helps students see if they will get value

> Makes the call more efficient

GUIDED WORKSHEET

Using what you've learned from the course videos, complete the worksheet below.

> **How will people access the course application?**

Prospective students should have access to the application before your call.

> **List questions will your application include:**

Ask questions that help give you more context about your prospective student and how you can help.

> **What is the financial qualifier?**

REACHING OUT TO 10 PEOPLE

Remember: You have to believe so much in what you're doing that you're not afraid to ask the people around you to either buy your product, or ask them who they might know that would be interested in your product.

> **List 10 people to reach out to:**

☐ **Once you have 10 calls booked, move on to 20 calls!**

THE SALES CALL CONVERSATION

UNDERSTAND HOW TO STEER THE SALES CONVERSATION

As you start book callings to land sales, it's important to understand the sales conversation. This helps you organize the call, and makes the conversation effective.

In this section, we'll explain each component of the sales call conversation, which will help you identify certain things as you discover which people are a good fit for your course.

Make sure you watch the course video for more information on how to do this, as well as helpful examples.

GUIDING QUESTIONS

What is the agenda for each phone call?

What does the person want?

What does the person struggle with?

Can I help them solve their problem?

BEST PRACTICES FOR CALLS

> Set expectations so people know they are in control and understand the agenda

> Ask intelligent questions to understand their "why"

> Ask intelligent questions to understand their challenges and why they need help

CLOSING THE SALES CALL

Once you set expectations and learn about the person's needs and challenges, it's time to invite them to move forward in working with you.

In this section, we'll explain how to close the sales call and push past any objections. This is where you will learn to move the call forward, so that you can really allow someone to make a decision about participating in your course and changing their life.

Make sure you watch the course video for more information on how to do this, as well as helpful examples.

GUIDING QUESTIONS

Does the person seem committed?

What will happen if they don't take my course?

How can I show the results they will get?

How can I craft my pitch?

CLOSING THE SALES PROCESS

> Understand ahead of time if they are committed

> Figure out what it's costing them to not take action

> Recap what they told you, to show you clearly understand

> Show the journey you will take them on

> Give them space to think

> Deliver the pitch!

GUIDED WORKSHEET

Using what you've learned in the course, craft a compelling pitch that you can use in your sales call.

CRAFT A COMPELLING PITCH

☐ **Once you have 10 calls booked, move on to 20 calls!**

OBJECTION HANDLING

LEARN HOW TO SUCCESSFULLY CLOSE THE SALES CALL

You've delivered the pitch, which means that you've invited the prospect to participate in your course. As they decide, there may be some objections.

In this section, we'll explain how to handle any objections that come your way. This will help you when people are delaying the decision, and help them move forward.

Make sure you watch the course video for more information on how to do this, as well as helpful examples.

GUIDING QUESTIONS

What are some common objections?

How can I understand what the issue really is?

How can I not be afraid of an objection?

THINGS TO CONSIDER

> People are conditioned to be afraid of sales

> Understand what the root issue is in any objection

> Don't be afraid of objections

> Isolate to figure out what the issue truly is

CHECKPOINT

It's time to check your progress!

Overall goals/tasks:

Started   Done

Tasks not completed:

Things to review:

My next step:

STEP 3

Create Your
Webinar

WEBINAR OVERVIEW

UNDERSTAND HOW TO STRUCTURE YOUR WEBINAR

Webinars can be a huge driving factor for increasing revenue. In today's market, webinars can target peoples needs, and get them excited to purchase.

In this section, we'll cover webinars, and discuss what you should be delivering in your webinar. You'll learn the exact formula we use, and how you can apply it and create your own webinar.

Make sure you watch the course video for more information on this!

GUIDING QUESTIONS

What valuable pieces of content can you deliver?

How can you get people excited?

What ways can you engage the audience to take action?

WEBINAR FORMULA

> Start the webinar off, opening story

> Introduce the general concept

> Pick 3 things you're going to deliver content on

WEBINAR SOFTWARE

Now that you know the importance of a webinar in driving sales, as well as the formula to structure your webinar, it's time to think about which software to use.

In this section, we'll cover webinar softwares that you can use. You'll learn the pros and cons of each software type, so that you can make an informed decision for your course and ensure your webinar is successful.

Make sure you watch the course video for more information!

GUIDING QUESTIONS

Do you need a live or recorded webinar?

Do you need automated features?

Will you have a large group or team?

Are you tech savvy?

RECOMMENDED WEBINAR SOFTWARE

> Webinarjam is where you'll do most of your webinars

> Everwebinar is used for recorded webinars, where you can direct traffic to

> Zoom is easy to use and ideal for small groups

WEBINAR TEMPLATE

DETERMINE THE PACE AND TIMING OF YOUR WEBINAR

For a webinar to be effective and engaging, it needs to be structured and timed well so that people don't lose focus on your material.

In this section, we'll cover the webinar template we use to structure and time our own webinars. You'll learn effective tips on how to pace and time your content, so that is valuable and engaging to your audience.

Make sure you watch the course video for more information on the template and guidance on how to apply it to your own webinar!

GUIDING QUESTIONS

What content can you deliver in 1 hour or less?

How can you make your attendees comfortable?

What ways can you engage your attendees?

How much time should you allow for questions?

TIPS FOR YOUR WEBINAR

> Keep webinar to 1 hour maximum

> Set clear expectations

> Make it structured

> Set time aside for a Q&A session

WEBINAR SCHEDULE

This is the ideal webinar schedule you should use to ensure your pacing and timing is effective.

WEBINAR TIMING

Gathering (5 mins)

Houskeeping (5 mins)

Intro (10 mins)

Secret 1 (10 mins)

Secret 2 (10 mins)

Secret 3 (10 mins)

Sales Pitch (10 mins)

Q & A (20 mins)

"

IF YOU REALLY LOOK CLOSELY,
MOST OVERNIGHT SUCCESSES
TOOK A LONG TIME.

– **STEVE JOBS**

CHECKPOINT

It's time to check your progress!

Overall goals/tasks: Started   Done

Tasks not completed:

Things to review:

My next step:

STEP 4

Webinar Funnel & Facebook Ads

ANATOMY OF A WEBINAR FUNNEL

Before you start creating your marketing content, such as writing the emails, creating the ads, and building out the automation, the first thing that we need to do is understand what a webinar funnel actually is and what it actually looks like. Be sure to watch the video for more information on understand what exactly the *anatomy of a webinar funnel* is!

LANDING PAGE

WEBINAR

APPLICATION PAGE

1-2 REGISTRATION EMAILS
1-2 FACEBOOK ADS

5 emails over 3 day period
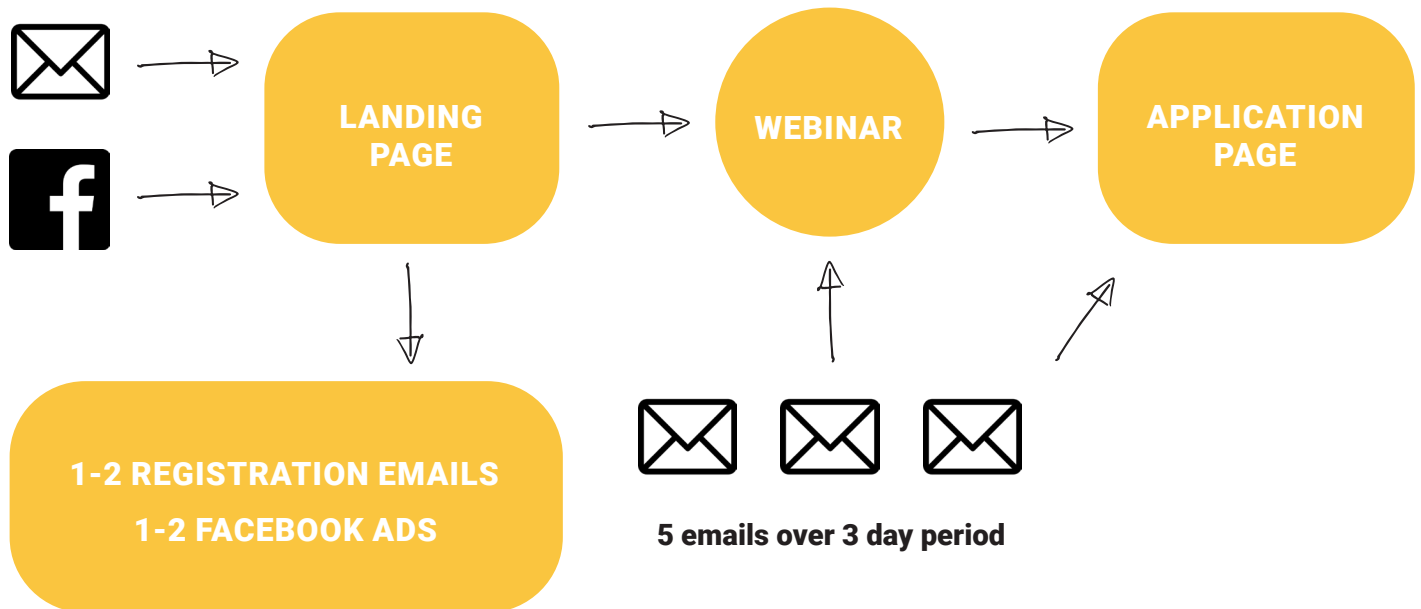
DEFINING YOUR HOOK

DEVELOP YOUR WEBINAR HOOK TO ATTRACT PEOPLE

Now that you understand the overall anatomy of the webinar funnel, it's time to start building it out. We'll start with defining your webinar's hook!

In this section, we'll explain how you can identify and develop an enticing hook. People want to know what's in it for them, and your hook will convey why exactly they should care about what you have to offer them in your course.

Make sure you watch the course video for more information on how to do this, as well as helpful examples.

GUIDING QUESTIONS

Why should anyone pay attention to your course?

How can I draw people in to my course?

How can you get the target market to care?

What's in it for them?

We go into much more depth on hooks & how to write great ones in our PR & Speaking Course!

WHAT IS A HOOK?

> A hook is the big result or promise that your prospective student is looking for

> It's one of the most important variables for a webinar funnel that converts

> It is NOT a sales pitch

GUIDED WORKSHEET

Using what you've learned in the course, complete the exercises below.

> **Target Customer's Struggles**

What are all of the things that your target customer struggles with on a daily basis?

> **Target Customer's Results**

How amazing will the student's life be after achieving results from your course?

WRITING THE COPY

This page covers the sections on writing your copy, which is the most important step that you can take in your campaign. Use the information below as a reminder of how to structure each piece, and watch the course videos to follow the entire process!

Landing Page Copy

- ☐ *Title, which is essentially the hook*
- ☐ *3-5 bullet points on what you'll be teaching*
- ☐ *A call-to-action (CTA) button for students to register*
- ☐ *Should be very simple!*

Email Copy

- ☐ *Send 3-4 registration emails 3 days in advance*
- ☐ *Send 6 follow-up emails 3 days after the webinar*
- ☐ *Write an enticing subject so people will open the emails*
- ☐ *Keep it short and punch (1-2 sentence paragraphs)*
- ☐ *A CTA link at the top and bottom of the email*

Facebook Ad Copy

- ☐ *Send 3-4 registration emails 3 days in advance*
- ☐ *Send 6 follow-up emails 3 days after the webinar*
- ☐ *Write an enticing subject so people will open the emails*
- ☐ *Keep it short and punch (1-2 sentence paragraphs)*
- ☐ *A CTA link at the top and bottom of the email*

"

THE POSSIBILITY OF
HAVING A DREAM COME TRUE
MAKES LIFE INTERESTING

– **PAULO COELHO**

CHECKPOINT

It's time to check your progress!

Overall goals/tasks: Started   Done

Tasks not completed:

Things to review:

My next step:

TIME FOR A BRAIN DUMP!

Ideas? Thoughts? Feelings? Now's the time to get it all out in the space below.

You did it!
IT'S TIME TO CELEBRATE!

How will you celebrate your win?

Create and Upload Your Course

STEP 1

Plan Out Your Content

MIND MAP

It's time to plan out your content, and the first step on that process is to mind map! A mind map will help you get your thoughts onto paper, and help you identify group concepts together.

In this section, we'll show you how to mind map so you can start making your ideas more concrete. This is important to do so that you can organize and structure your thought process.

Make sure you watch the course video for more information, along with helpful examples and resources!

GUIDING QUESTIONS

What are my ideas?

Which ideas are similar?

Which ideas are different?

Are there any ideas I'm unclear on?

TIPS FOR MINDMAPPING

- Use your book content (or future book!)
- Keep your audience in mind
- Consider setting a timer

GUIDED WORKSHEET

Using what you've learned in the course, complete the following exercises.

> **Mindmap**

Use this space however you'd like for your mind map.

OUTLINE

CREATE STRUCTURE IN YOUR IDEAS WITH AN OUTLINE

Now that you have a mind map completed, it's time to structure your thoughts and ideas into an outline.

In this section, we'll show you how to create an outline using the thoughts, ideas, and brainstorming that your mind map is made up of. This is important to do so that you can organize and structure everything you brainstormed during your mind mapping process!

Make sure you watch the course video for more information, along with helpful examples to guide you along in this process.

GUIDING QUESTIONS

How can I organize my ideas into a structure?

Which ideas can I group together?

What order or sequence should these ideas follow?

BEST PRACTICES

Look at the big picture organization of the course

Your outline should be no more than 2-3 pages

Think about your course from the learner's view

GUIDED WORKSHEET

Using what you've learned in the course, complete the following exercises.

> **Outline**

Use this space however you'd like for your outline process.

OBJECTIVES

IDENTIFY WHAT YOU WANT YOUR LEARNER TO ACHIEVE

Your outline is good to go, so now it's time to start developing the learning objectives for each lesson in your course.

In this section, you'll learn how to create learning objectives or learning goals for each section of your course. This is important to include so learners are clear about what they will accomplish, and it helps you stay focused on the specific lessons.

Make sure you watch the course video for more information, along with helpful examples to guide you along in this process!

GUIDING QUESTIONS

What should my learner accomplish?

What is the goal of each lesson?

How can I show the student what they will learn?

HOW TO WRITE OBJECTIVES

> Start with the subtopics from your outline

> Get specific with the learners action!

> Follow this format: "By the end of this lesson, the learner will be able to..."

GUIDED WORKSHEET

Using what you've learned in the course, complete the following exercises.

> **Write clear objectives**

Be sure to use a noun, strong verbs, and context!

The Learner Will Be Able To...

SCOPE AND SEQUENCE

It's time to look at how to build up the skills that you'll be teaching your audience, and we'll do this by developing a scope and sequence.

In this section, you'll learn how to effectively order the skills or content that you will be teaching. This is important to do so that you ensure your course order is intentional in supporting the growth and development of your students.

Make sure you watch the course video for more information, along with helpful examples to guide you along in this process!

GUIDING QUESTIONS

How much content should I include on a particular topic?

Will I have an advanced course in the future?

What content does the student need to meet the goal of the course?

POPULAR COURSE FRAMEWORKS

- Thematic - by topic, theme, or idea
- Sequential - in order, presented in steps
- Numerical framework

GUIDED WORKSHEET

Using what you've learned in the course, complete the following exercises.

> **Requirements for Learner**

What content does the student need to accomplish the course goal?

> **Course Framework to Use**

☐ *Thematic Framework*   ☐

☐ *Sequential Framework*   ☐

☐ *Numerical Framework*   ☐

> **Ideas on Advanced Course Offerings**

List your ideas on future courses you may offer on this topic:

☐ **Before moving on, go through your outline, and re-order it as needed!**

LESSON PLANNING

Now that you've developed a sequence for your course lessons, it's time to actually start planning out your lessons!

In this section, you'll learn how to plan the lessons for each of the topics that you will teach in your course. This is important to do so that each lesson is focused, clear, and engaging for your students to follow along in.

Make sure you watch the course video for more information on how to use backward design, along with helpful examples to guide you along in this process!

GUIDING QUESTIONS

What is the learning objective for this lesson?

What assessments, or deliverables do I need?

What is the lesson's timeline or agenda?

TIPS FOR BACKWARD DESIGN

> Start at the end of your lesson (objective)

> Think of the master of learning

> How can the objective be achieved?

GUIDED WORKSHEET

Using what you've learned in the course, complete the following exercises.

❯ Lesson Plan Template

Topic/Section: **Lesson#:**

Lesson Objective:

Lesson Structure:

Time	Introduction of Topics	Teaching Approach

HOW TO MOTIVATE & ENGAGE

DESIGN LEARNING THAT MOTIVATES AND ENGAGES

When you create your lesson plans, it's not just about the information you're sharing. You also have to think about presenting your content in a way that motivates and engages.

In this section, you'll learn strategies for how to motivate and engage students. This is important to do so that students remember why they started your course, and helps them finish it!

Make sure you watch the course video for more information, along with helpful examples to guide you along!

GUIDING QUESTIONS

What is the learning objective for this lesson?

What assessments, or deliverables do I need?

What is the lesson's timeline or agenda?

HOW TO MOTIVATE & ENGAGE

- Connect to ideas
- Anticipate the student's needs
- Determine measurable progress
- Celebrate wins!

GUIDED WORKSHEET

Using what you've learned in the course, complete the following exercises.

> **Consider the Length**

How can you position your course timeline in a motivating way?

> **Ways to Encourage Active Participation**

List ways you can encourage students to participate and be engaged:

> **Measuring Progress**

Think of some ways you can help your students measure their progress:

> **Celebrating Wins**

What are some milestones that your students can celebrate in your course?

USING DIFFERENT MEDIUMS

ENGAGE LEARNERS WITH DIFFERENT MEDIUMS IN LESSONS

A huge part of creating a course that will keep students engaged is to use different mediums. We think of mediums as different formats to deliver your content, like video, images, audio, and more.

In this section, you'll learn how to incorporate different mediums into your content. This is important because not everyone learns the same way!

Make sure you watch the course video for more information, along with helpful examples to guide you!

GUIDING QUESTIONS

What types of learns will I have in my course?

What mediums will complement my content?

How can I present the information in appealing ways?

CONSIDER INDIVIDUAL UNIQUENESS

- Learning styles
- Multiple intelligences (Gardner)
- Personality instruments
- Not all learners are the same!

GUIDED WORKSHEET

Using what you've learned in the course, complete the following exercises.

List your ideas here:

> **Direct instruction**
>
> ☐ *Video*
> ☐ *Stories & Examples*
> ☐ *Written Descriptions*
> ☐ *Transcripts*
> ☐ *PDFs*

> **Google Documents**
>
> ☐ *Templates*
> ☐ *Slides*
> ☐ *Tracking Documents*
> ☐ *Reflection Prompts*

> **Community**
>
> ☐ *Social Media*
> ☐ *Brainstorming*
> ☐ *Live Video Calls*
> ☐ *Lesson Comments*

> **Assessments**
>
> ☐ *Quizzes*
> ☐ *Embedded Forms*
> ☐
> ☐

> **Written Responses**
>
> ☐ *Workbook*
> ☐ *Journal Response*
> ☐ *Reflection Prompts*
> ☐

"

IF YOU CAN DREAM IT,

YOU CAN DO IT.

– **WALT DISNEY**

CHECKPOINT

It's time to check your progress!

Overall goals/tasks: Started   Done

Tasks not completed:

Things to review:

My next step:

TIME FOR A BRAIN DUMP!

Ideas? Thoughts? Feelings? Now's the time to get it all out in the space below.

STEP 2

Create Your Content

CONTENT CREATION CHECKLIST

For a seamless online learning experience, it's important to have quality audio and video. It improves your professionalism, and shows students that they have invested in a quality course.

This part of the course can be pretty tech heavy, so head on over to the course to go through the videos. Then, use this checklist to keep track of the equipment and tools you'll need to start creating your content.

- [ ] **High quality microphone**

- [ ] **High quality video camera**

- [ ] **Engaging intros and outros created for your videos**
    - *Create yourself if you know how, or outsource this to a freelancer on Fiverr*

- [ ] **Choose a video editing software**
    - *Camtasia, or a similar software*

- [ ] **Create branded content with Canva**
    - *Lead magnets*
    - *Worksheets*
    - *PDF Downloadable*
    - *Social Media Graphics*
    - *Certificates*

- [ ] **Think of alternative content to break up the instruction**
    - *Helpful Tips*
    - *Transcripts*
    - *Quizzes*
    - *Forms*

- [ ] **Create a schedule for recordings**

RECORDING SCHEDULE CHECKLIST

› Batch your recordings together, especially for similar style videos. This helps cut down on set-up time and avoids inconsistencies with audio and camera positions.

› Scheduling according to the availability of equipment and lighting.

› Know what to film first, so that you can refer to the sequence within each lesson.

RECORDING

Monday	Tuesday	Wednesday	Thursday	Friday

"

THE DIFFERENCE BETWEEN
WHO YOU ARE AND
WHO YOU WANT TO BE
IS WHAT YOU DO.

– **UNKNOWN**

STEP 3

Upload Your Course

SETTING UP YOUR COURSE

DECIDE ON A PLATFORM TO HOST YOUR COURSE

When it comes to the platform or website that will actually host your course, there are many different options available. Choosing the right platform to fit your course need is an important first step!

In this section, we'll cover the types of hosting platforms you can choose from. We'll go over the pros and cons to each, and include our recommendations.

Make sure you watch the course video for more information on this so you can make an informed decision.

GUIDING QUESTIONS

Do you need the platform to manage everything?

Do you want to make customizations?

Do you have the time and skills to build it yourself?

Do you need an easy to use platform?

Will your course mainly be a membership?

COURSE PLATFORMS

Online learning platforms like Teachable

Self-hosted platform on Wordpress

Marketing-style, membership platform like ClickFunnels

"

THE ONLY PLACE
BETWEEN WHERE SUCCESS
COMES BEFORE WORK IS IN
THE DICTIONARY.

— **VIDAL SASSOON**

You did it!
IT'S TIME TO CELEBRATE!

How will you celebrate your win?

WHAT IS YOUR NEXT STEP?

We'd love to see you continue your author journey with SPS!

Become a Bestseller
PROGRAM

From no idea to published book!

Sell More Books
PROGRAM

Get your book in the top 5% of all Amazon!

PR & Speaking for Authors
PROGRAM

Land your first 5 PR/Speaking gigs!

Author Advatange Accelerator
PROGRAM

Become an authority. Create your offer. Launch your business.

All SPS Programs come with:

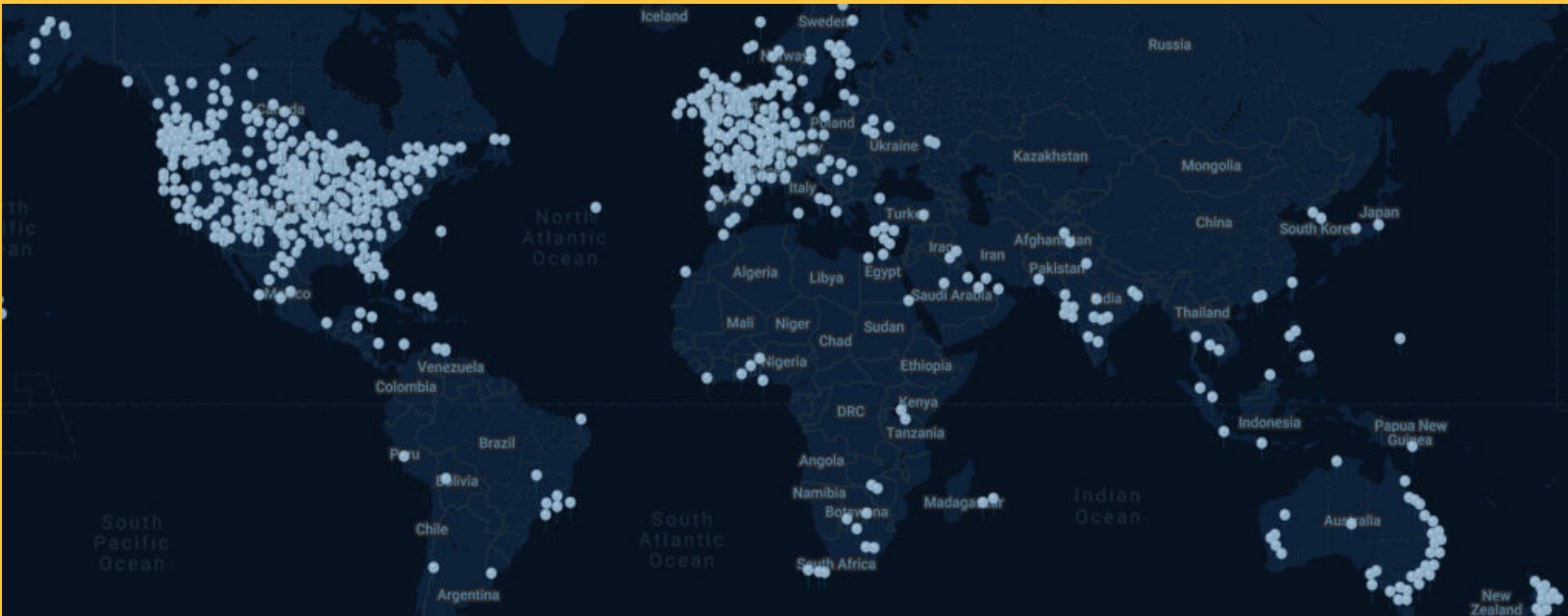Course   Community   Group Coaching   1-on-1 Coaching   Chat Support

Visit: **self-publishingschool.com/programs**

Are you ready to share your course with the world?

Self-Publishing School has worked with over 4,527 students in 65+ countries around the world. No matter where you live, you have knowledge to share with the world. We're here to help you share it.

Self-Publishing School