

SUCCESS WITH SEEMA

Masterclass 1



Course Hack #1: Personalise Your Course Experience In Order To Make An Impression And Stand Out

- Send A Personal Welcome Email To Each Participant.
- Send A Handwritten Note Or Postcard Or Package.
- Scan A Handwritten Note.
- Record A 30 Second Welcome Video.
- Tag & Welcome People Into Your Facebook Group.
- Schedule An Onboarding Call.
- Personalise All Your Student Emails.
- Send A Mid-course Check In Email.

Course Hack #2: Reality Check - Are You Bored Or Is Your Course Boring?

- Evaluate Your Course Before You Tweak It.
- Change Only What Your Learners Want You To Change.
- Create New Offerings Not New Versions
- Consistency => Trust => Comfort => Results
- Don't Mess With A Format That Works For You

Course Hack #3: The Law Of Presentation Gravity

Must Do:

- Start With A Picture
- Use A Picture + Caption

Can Do:

- Add A Headline
- Headline + Subheading
- Bullet Points

Don't Do:

- Animation
- Logo
- Header
- Footer

Course Hack #4: Everyone's A Critic And How To Use That To Design A Better Student Experience

- Ask For Their Opinion At The End Of Each Lesson, Module & Course
- Ask People Why They Didn't Buy
- Ask People Why They Did Buy

Course Hack #5: Everyone's A Narcissist And How To Use That To Design A Better Student

- People Love To Know More About Themselves
- Choose Your Own Adventure Assessment
- Create Your Own Assessment
- Piggyback Off Existing Tests

Course Hack #6: Why Tapping Into Your Student's Aspirations Is The Key To Never-ending Sales

- What Do They Want Long-term & Short-term
- How Does Your Course Help Them Achieve Their Aspirations?
- My Students Aspire To....and....
- My Course Helps Them Achieve This By...

Course Hack #7: How To Give People A Backstage Pass

- Sales Webinar
- Record A Behind-The-Scenes Video
- Give Them Limited Time Access (Paid or Free)
- Give Them Limited Content Access
- Walk Them Through The Process One-One

Course Hack #8: Great Content Needs Great Design

Tips To Help You Diy Without A Fancy Designer

- One Focal Point Per Slide
- Drop The Damn Logo
- Optimise For Mobile
- Use A Style Sheet
- Use Templates
- Remember Less Is More

The Only 9 Slides You Need To Teach Any Course

- Title
- What We Will Learn
- Content (image Only)
- Content (text Only)
- Content (image + Text)

- Content (bullet Points)
- Action To Take
- Summary
- Transition

Course Hack #9: How To Teach So Everyone Can Understand

- Show > Tell
- K.I.S.S
- Ditch The Slang & Jargon
- Respect Your Global Audience
- Teach A Friend NOT A Stranger

Course Hack #10: Why Uneven Numbers Aren't As 'Odd' As You Think

- Number Of Steps In A Framework Or System
- Number Of Modules And Lessons
- Pricing
- Bullet Points (3 - 5 - 7)
- Graphics
- Teach In Threes
- Repeat Thrice