THE ONLINE COURSE BUILDING BLUEPRINT

COURSE ROCKET

This step-by-step blueprint gives you the exact sequence for creating a successful online course.

If you're a speaker, coach, holistic practitioner, or expert I'm going to help you turn your passion and expertise into a profitable online course that makes you money while you sleep.

When you create the right course at the right time for the right audience, amazing things happen. The result is the freedom to live life on your terms while having a gigantic impact with your knowledge and expertise. It's truly a win-win.

In this handout you will see the exact process I use to create online courses in the leadership space and help experts around the world just like you create their own highly profitable online courses.

4. TRANSFORMATIONAL TEACHING
Design your lessons to create maximum learning by leveraging learning styles.

3. YOUR SIGNATURE SYSTEM
Outline the steps your student must take in order to achieve their transformation.

5. PACKAGE AND RECORD
Package your course with intelligent design and then record your content.

2. IDENTIFY YOUR IDEAL STUDENT
Get crytsal clear on who you can help the most with your transformational promise.

6. UPLOAD ONLINE
Choose the right hosting option for the purpose of your course and then upload your content.

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THE 7-STEP COURSE BLUEPRINT

1. THE RIGHT COURSE IDEA
Use your Sweet Spot to help determine the right course for you to create at the right time.

7. LAUNCH TO MILLIONS
Find, attract, and capture your audeince with a compelling marketing message.

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The following are all of the necessary steps in creating an effective online course that people are hungry to buy. Each step builds upon the last and together they help you produce an information asset.

1. Identify Your Area of Expertise
When you create the right course at the right time for the right audience, good things happen. The right course is found at the confluence of your expertise, your passion and a specific need that people have or a goal they want to achieve.

2. Identify Your Ideal Student
Before we get too far down the road we need to get crystal clear on who our course is for and exactly what transformation we are helping them to achieve. Everything else flows out of this.

3. Design Your Signature System
The key to knowledge transfer is to take your expertise and experience and translate it into a signature system that gives people an easy path to follow in order to experience transformation.

4. Structure Transformational Teaching
A well structured course will make all the difference in your student's learning experience. It is important to lay out your information in a way that is easy to digest and takes advantage of best practices in instructional design and brain science.

5. Package & Record Your Course
Now that you have your lessons mapped out it's time to design your course templates and then record the information. You want a course that looks amazing and sounds great.

6. Upload Your Course
Now that you have your course ready to go it's time upload it online. The key is to choose the correct platform for your type of course that best presents your content to your ideal student.

7. Launch to Millions
If a great course exists online but no one knows its there, does it make any money? No! Once you have your course created, the next step is to launch it to millions. In order to do this, you MUST have the right marketing, messaging and systems in place to attract customers.

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