

ROCK

YOUR COURSE

ROCK MY BIZ ACADEMY

COURSE CREATION 101

- Things to avoid
- Choose a topic
- Test the topic
- Outline the course
- Create the content
- Set up on WordPress
- Choose a plugin
- Price the course

THINGS TO **AVOID**

- Trying to find a topic that hasn't been done before
- Thinking it's all been done before
- Thinking people can get it for free (so why bother)
- Scared you will run out of content or not have all the answers

HOW TO CHOOSE A TOPIC?

- What's the biggest problem or most popular problem your ideal customer has right now?
- What are people buying to solve this problem?
- What existing content do you have that has been popular?
- What do you know well that other's will pay you for?
- What questions do you get all the time OR see asked all the time? Set up a survey
- GET SPECIFIC and think about what end result your ideal customer really wants

WHAT SELLS?

**HOW TO, STEP
BY STEP
INFORMATION**

*** Teach your students how to get the end result they desire. ***

**PICK A TOPIC
AND TEST IT.**

HOW TO TEST IT?

- Write a blog post on the topic
- Create a video series on the topic
- Post in a Facebook group
- Start leaking info and set up notification list
- *Watch for feedback and reactions*

CREATE YOUR COURSE

WITH A SIMPLE OUTLINE

CREATING AN OUTLINE

- **Start with the end in mind**
- **What exact steps do they need to take?**
- **This will create a road map and make it super easy to get it done**
- **Get detailed without adding fluff**
- **No set length**

CREATE THE CONTENT

- **Decide on the format: video, PDF, audio, combo**
- **How does your ideal customer learn best?**
- **Create slides, videos, PDF**

TOOLS

- iPhone and iMovie
- Snagit/Camtasia/ScreenFlow
- Mic (Logitech, Blue Yeti, USB only)
- Audacity
- Canva
- Wistia, Vimeo, Amazon S3

PUT IT ALL ON WEBSITE

- **WordPress**
- **Plugin/Cart: Amember, CoursePress, Zippy Courses, Wishlist Member**
- **Remember: Protected content, ease of navigation, and accept payments**
- **Start with PayPal**
- **Autoresponder**

PRICING YOUR COURSE

GUT, RESULT, MARKET