How To Sell Online Courses (especially if you hate selling) TRANSCRIPT



PROTOCOL

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How To Sell Online Courses (especially if you hate selling)

Hello, and welcome to this training where I'll take you through exactly what you

need to know about how to sell online courses, especially when you hate selling.

You're going to want to take lots of notes

about this because there's a load of useful information in here for you,

and I will be making the transcript available as a free download.

You'll be able to get hold of that at the end of this training.

We're going to explore something called the 5-4-3-2-1 Protocol that I developed

in my work, helping people become online course creators.

The Protocol states that there are five

truths behind successfully selling online courses.

Four mistakes online course creators

commonly make which torpedoes their chances of selling in volume.

Three keys to creating a course that will sell on autopilot,

two essentials you absolutely have to have to sell online courses with no way to be

successful without them, and one action you can take right now if

you already have a course that isn't selling as you'd hoped.

This next 45 minutes or so is a really sensible investment of your time if you

identify with one or more of the following.

You are worried you might actually need the equivalent of a personality transplant

to turn into a successful salesperson because you believe that being good

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at selling is either something you're born with or you're not.

You're concerned about rejection or challenge of your expertise or pricing,

being called out on social media and having to deal with trolls.

Or you think there's no way you can

compete with the big guns in your area of expertise.

You don't have the marketing budget, time, or testimonials to rival them.

Or perhaps you hate the thought of having to hustle from stupid o'clock until late

at night just to manipulate people into wanting to buy your course.

But this training, fabulous as it is, is 100% a waste of your time if you think

one or more of those previous your statements are absolutely irrefutable

facts, and there's nothing I can say or do to make you think otherwise.

Listen, I'm not asking you to completely

and blindly believe me and trust me from the off.

That would be super crazy.

Right now, you're in the learning phase of our relationship.

You're evaluating me and what I'm saying

to see if there's any point in you continuing to watch.

On the surface, this means you want to get to know me enough to see if you like me

and what I'm saying enough to carry on listening.

On a deeper level,

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what you're looking for is a potential connection between your values and mine.

In other words, you want to know if you can trust me.

This is a really important process to be

aware of because it's exactly how your potential online course buyers will

evaluate whether or not they want your course.

The more you can help people to know,

like, and trust you, the more likely they are to say yes when you ask.

So even if you are skeptical of there being a way to sell courses without

running the risk of the stuff we mentioned before, here's something I heard or read

a while back, and I genuinely can't remember where I got this from.

So if you know, please tell me so I can give proper credit.

But it really had an impact

on helping me stay curious when I'm in the learning phase.

It goes something like this.

You don't have to believe, you just have to suspend disbelief.

I just found that so powerful a request.

As long as I'm not actively telling myself that something definitely won't work,

then I can be open to the possibility that it will work.

And if it does work, well, then the winner is me.

But you know what?

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Even if it doesn't work, I'm still a winner because I've gained

more knowledge about the possibilities open to me.

Ultimately, it's a win-win for me, and I like those kind of odds.

Now, because we don't really know each other yet, here's a 30-second bio of me,

Ginette Tessier, your instructor for this training.

I believe in honesty, integrity,

and the power of singing very loudly in your car to your favorite tunes.

I'm the author of Get That Course Online,

the step-by-step guide for experts who want to increase their impact and income.

Among the dozens of online courses I've created, I've twice created courses

from scratch in a single day where other people chose the subject that morning

and then me create the courses over the course of the day.

I have helped hundreds of experts

create their own online courses that they happily sell within their own businesses.

I've been qualified in marketing for more

than 30 years, which is to say that I have been learning, honing,

and perfecting my craft for longer than some of the flash-in-the-pan overnight

internet gurus or bro marketers have been alive.

This means I know that all their latest

tricks and secrets that they've suddenly discovered are simply repackaged marketing

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fundamentals that they barely understand themselves,

let alone have enough experience to teach others about.

Anyway, to the business at hand.

How do you sell online courses when you hate selling?

Just a reminder, I will be making the transcript available

to you as a free download if you stick around to the very end of this video.

So let's start by unpacking what it is you

hate about selling or the thought of selling.

Only you will know the specifics about this for yourself, but I suspect there are

a few things in here that might give you a spark of recognition.

Perhaps you felt manipulated into buying something that you didn't really want,

or maybe you felt duped by a bait and switch where you thought you were

getting one thing that then turned out to be something else.

Perhaps you felt foolish because you've bought or bought into something based

on what turned out to be fake claims of scarcity or urgency.

Maybe you felt like you're being

sold to and that you have to change what you'd really like to fit what's being sold

instead of getting what works best for you.

Or perhaps when you think about any of those experiences,

you shudder at the thought of having to do those things in order to sell your course.

You are not alone, I promise.

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I think we've all had at least one

of those experiences, and we all know what it's like to feel

manipulated or duped or being taken for a fool.

Sometimes we might have been complicit

in the experience because we feel we haven't had a choice.

Like the thing we want to buy is more

important to us than the icky experience we have to have before we get it.

The problem is that the negative

experiences we've had around being sold to tend to squat rent-free in our heads

with a lot more ease than the positive experiences we have had.

That's because the genuine, respectful, even joyful times we've had a great buying

experience haven't felt like we're being sold to at all.

And there's a reason for that, which I'm going to share right now.

I've already talked about the importance

of know, like, and trust, and this is where it really comes into its own.

When we know, like, and trust someone,

we tend to move them from the compartment in our head that's labeled supplier

and into the compartment in our head that's labeled friend.

This is important because that compartment, the one labeled friend,

doesn't have as many suspicion filters on it.

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If a friend recommends something to us, even

if that recommendation means paying them money,

we tend to go with it because we trust our friend to steer us in the right direction.

Now, I don't want you to suddenly start

questioning whether or not you're right to know, like, and trust people.

Humans need to form bonds and connections with each other.

These connections are really important for our mental well-being.

It's a core part of our needs,

which you might understand through something called Maslow's Hierarchy.

After our basic needs of sustenance and safe shelter are met,

The very next thing we need are intimate relationships and friends.

Know, like, and trust is hardwired into our psychology.

So you're right to trust your instincts

about whether you know, like, and trust someone.

Not for discussion now, of course, But yes, we can be let down by other people.

But in 99% of cases, our instincts will steer us in the right direction.

So why am I laboring this point?

Well, this is how you need to approach the business of selling your online courses.

You need to be thinking about how

best you can

help your potential buyers know, like, and trust you enough to put you

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in that friend compartment in their head so that when you suggest they buy

something, they are much more likely to consider that request favorably.

If If you're not clear on how to go about establishing know, like, and trust,

stick around because I will show you how to get hold of a really great resource

to help with that at the end of this training.

Okay,

so we've discovered that selling when you've established know, like,

and trust is actually more like making a recommendation to a friend.

And that applies to everything,

whether you're selling online courses or handmade knitwear.

So let's get into the detail around the

5-4-3-2-1Protocol because this is the bit

that's specific to selling online courses successfully.

We'll start with the five truths about selling online courses.

Number one, if someone is already looking

for the solution you have, you will never have to hard sell them.

In fact, you won't really have to sell to them at all.

Think about it.

When you're looking for a solution, which could be anything from solving

a giant obstacle in your way through to just finding the answer to a question,

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and you come across a potential option, all you really want is reassurance

that the thing in front of you will do what you want.

Sure, there might be a list of essentials that you won't go without and probably

another few things on the desirable but not deal-breakers list.

But if those boxes can be ticked, you're looking for where to pay, right?

You might have an idea of the price

you're expecting to pay, but otherwise it's card out, job done.

It's exactly the same with your online course.

If your course is the solution

that someone's already looking for, all you have to do is provide the reassurance.

This brings us on to the second truth.

If you don't really believe or know

that your solution works, then your buyers won't either.

This might sound ridiculous. I mean, who goes to the trouble

of creating an online course that they aren't sure will work, right?

Well, it's more common than you might think.

Perhaps you're including information that you've assumed your learners will

want, but you aren't too sure about yourself.

Maybe you're creating a whole course on a part of your subject matter you

aren't overly interested in because you're convinced that no one's really going

to want to know more about the bits of your subject matter that you love.

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You might even be creating a course

on something you don't know much about but have been told it's a surefire seller.

Or maybe you've gone down the route

of asking AI to create the course for you and you just want to sell it.

I promise you that with any of these

scenarios, any hesitation about the integrity or

authenticity of what you're doing will come across in the selling side.

And this is because of truth number three.

You aren't actually selling an online course.

You're selling a promise.

Okay, you might want to hear that one again.

Even though the product you're selling is an online course,

you're not really selling selling that, you're selling a promise.

It's the promise of what your learner will

be able to have, do, or be by the time they get to the end of your course.

The fact that it's an online course is

really only secondary in the initial selling process.

It's important to design it well and make it a great learning experience.

And later on, I'll tell you how you can learn how to do that if you're not sure.

But what you're actually selling is the promise that life is going to be

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that much better by the time your learners have received what you're giving them.

You've probably heard of the old

marketing adage, sell the sizzle, not the sausage.

And this is exactly what this truth is about.

And to be more specific with what we've already discovered,

what you actually need to do is reassure about the sizzle, not the sausage.

Which brings us neatly on to truth number four.

The sales page will not do all the marketing for you.

So many people fixate on the sales page being the thing that sells their course.

But the process of selling or reassuring,

as we now understand it, begins way before then.

By the time someone gets to your sales page, you should have been well down

the path of providing the reassurance they're looking for.

If you've done a good job of establishing

know, like and trust, and remember, I'll tell you later on how

to get a hold of a resource on learning that, then you will not need to rely

on your sales page to do anything other than the last bit of reassurance.

Reassurance is a three-stage process, really.

You establish a connection with your audience.

You nurture that connection to develop know, like and trust.

And then finally, you have a convincer,

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just a little step to help people take that final step into being a buyer.

Your sales page is really only the convincer.

If you're expecting it to act as a connector and nurture it as well,

you're going to have a hard time selling online courses.

Now, don't get me wrong.

There are 12 important blocks you need

to have on your sales page for it to be able to do a great job as a convincer.

But apart from two of them, none of these blocks are critical.

They're just helpful.

Think of them as additional reasoning that brings depth to a dish.

It doesn't change the dish, it just elevates it.

But even if you have all 12 dialed in, And don't worry, I've got you back there.

So stick around if you need help with them.

You still need to be mindful of truth number five.

You cannot control all the elements needed for a successful sale.

To sell an online course,

you need the right promise in front of the right people at the right time.

At best, you will be able to do something about two and a bit of those.

You can definitely find the right people.

And you can also make sure

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that the promise of your course is something they're looking for.

But the timing,

you have next to no control over that,

specifically whether or not the moment your audience hears about your course is

the right time for them to take the plunge and commit to signing up.

There are a few exceptions to the rule, of course.

Perhaps you work in an area that's subject

to legislation, and if a change in legislation is coming,

maybe your course can help your audience understand it better.

The beginning of the year or month or even week is often motivational for some,

particularly in the arenas of health and fitness.

But by and large, whether the timing is right for every individual who sees your

messages about your course is something you have no control over.

Why is this important to know?

Because there is absolutely no formula or

technique or tool or special sauce in the world that can change this fact.

So if anyone tries to tell you otherwise,

your snake oil warning klaxon should be putting you at risk of hearing loss.

So there you have the five truths of selling online courses.

And if there is anything in there

that you're thinking, Okay, great, but how do I do that?

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Then stick around because I will show you something in a little bit that will help

you with all of the stuff I've just talked about.

Next up in the 5-4-3-2-1 Protocol, we have the four mistakes I see online

course creators making time and time again.

These mistakes not only scupper their chances of selling online courses,

but also risk them wasting a huge amount of time, effort, and even money.

Mistake number one, creating a spork.

Have you seen a spork?

It's a device created to do the job of both spoon and fork,

which is great if you need to save space or reduce waste or some other reason

that prevents you from carrying or accessing both a fork and a spoon.

And while in some specific situations, it might be the best tool for the job,

the reality is that in most situations, it's an overkill measure.

You might wonder what this has got to do with selling online courses.

Well, the analogy is with those course

creators who make a course that offers just far too much additional, unnecessary,

and overwhelming information inside their course.

This happens often because they're unclear about who their course is for.

And the dead giveaway for that is when the sales page contains at least

one of these two words,

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'anyone' or 'everyone'.

"This course is for anyone who...", or "this course will help everyone who..."

Big mistake.

Huge.

This is like sending a signal directly into your potential buyer's brain

that they're really not that special, and the solution they're searching

for just isn't important enough to have a course dedicated to answering it alone.

Why wouldn't you want your potential buyer

to feel like you're providing exactly what they're are looking for?

Why would you want to muddy the water

and therefore the buyer choice, by trying to cater to too many different needs?

Mistake number two, ignoring what people want.

This one might sound a bit odd, but the important bit here is

the difference between something somebody wants as opposed to something they need.

As the expert in your subject, you will probably know exactly what

someone needs in order to have, do, or be what they want.

But if what they need doesn't reflect what

they want, they won't look at your course as a viable solution for them.

This one is probably better explained with an example.

SO imagine your specialist subject is

distance running, and you primarily work with people who've

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never run before, but who have a bucket list ambition to run a marathon.

Already, you know what they want: to run a marathon.

But you also know that a core part of what they need is strength training in a gym.

However, if you put out an online course to that audience with a title such as

strength training, you're unlikely to get the best uptake in sales because you're

focussing on something they need but not what they want.

They don't yet know that this is what they need, so they'll likely ignore it

and almost certainly won't be searching for it initially.

Chances are you'll either have to educate

them first on the benefits of strength training to their running ambition, again,

leads to slow sales, or put out a different course that helps

them go from what they want to what they need.

Many people also look at this mistake and think, no problem.

I'll just ask them what they want.

Again, another big mistake.

There are all sorts of reasons for not

doing that, not least because very few people will have the clarity to articulate

what they want in a way that helps you effectively.

There are ways to find out the information

you need, and I will talk about how you can find that out very soon.

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But let's go on to mistake number 3.

Thinking price is the key to sales.

Price is a factor, but it has nowhere near

as big an impact on your sales as you think.

While there needs to be some correlation between the promise you're making

and the cost of entry, thinking that the cheaper your course is,

the more you will sell is a fast route to Pauperville.

It's all down to human psychology.

But the short story is that people expect to and will willingly pay

for a transformation or promise if it feels like a big enough challenge

to them and the price feels like they're getting good value.

Good value is different to cheap.

When something is cheap,

we actually question the quality a lot more than something that is more costly.

What qualifies as cheap or costly is,

of course, subjective and subject to cultural norms.

But as a general rule, an online course that delivers valuable

information that enables someone to have, do, or be something that is desirable

doesn't need to also be diminished by a bargain basement price.

If pricing is something that you struggle

with, then help is available, and I'll tell you about that very soon.

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Mistake number four, thinking course length is important.

The final mistake I see being made is where course creators assume that a longer

course automatically equals a more attractive course.

They spend hours and hours coming up with ever more convoluted ways to add

in extra information, getting dangerously close to spork

territory, thinking that somehow this makes their course more valuable.

I promise you, promise you that no one in the history of taking an online course

has ever said, Gosh, that course was great.

It really helped me, but I wish it had been longer.

It's nonsense to think that anyone wants to be sitting in front of their computer

screen learning something for any longer than they need to.

If anything, your learners will be put off by too much padding.

Your potential learners will be put off by learning how long they're expected

to watch videos for before they can get to the solution they're craving.

There are other reasons for not making

your course too long as well, and I'll cover how you can find that out in a bit.

But those are the four biggest mistakes I

see that hamper a creator's ability to sell online courses.

Next up, we get to the three keys for successful course sales.

And these are the three things that will accelerate your chances of seeing great

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sales numbers more than anything else I can tell you.

The first key is to have what I call a now solution.

What I mean by this is that your course

needs to be something that answers a desire that your target audience has

right now, as opposed to something they'll need further down the line.

Two main reasons why this is a good idea.

Number one, within the digital environment,

a short term solution is way more compelling than a long term one.

Think about the difference between an aspirin and a vitamin.

The aspirin is a solution to a short-term problem, a headache.

The vitamin is a solution to long-term

better health, but it doesn't give immediate satisfaction.

Your course has a much better chance

of selling if it offers a solution for a now problem,

i.e. immediate satisfaction.

Number two, if you create a now solution, you will have a ready-made audience

of already delighted learners, if you've created something effective

and engaging, who will willingly consider any follow-up courses you offer.

In marketing, we know for sure that people

who've bought once are far more likely to buy again.

It's easier to sell to an existing

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customer than it is to sell to a brand new one.

Unless you are actively trying to create

as much money as possible in one hit, and don't care what happens afterwards,

you will want to create sustainable sales of your online course.

The absolute, hands down,

nothing comes close solution to this is to create a course that is freely

and regularly recommended by those who have already successfully taken it.

This is called word of mouth marketing,

and in its most powerful form, you cannot buy it.

You might have heard of affiliate

marketing, and this is a connected but poor relation to the real thing.

Remember when I talked about know,

like, and trust, and you becoming the reassuring voice

that sits in the friend compartment of your potential buyer's brain.

Well, even more powerful than that is when a real-life friend recommends your course.

And the only way to get this Holy Grail

of selling is through creating a course that does exactly what it's supposed to do

through being relevant, effective, and engaging.

If you're at all concerned about how to create a course that ticks those boxes,

don't worry, I have a solution for you at the end of this training.

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Our third key is so simple,

I'm really surprised it gets overlooked as much as it does.

When it comes to selling online courses, you need to make sure that the process

to get started is, and is clearly shown to be, as easy and simple as possible.

You're looking to make sure the choice

to take your course is seen as such a small step.

It's a no-brainer decision for your potential buyer.

You don't need to wrap it up in endless loops of application.

You don't want to have any additional account creation steps.

You want to make the journey between buy and start as seamless as possible,

and make sure that you emphasize this in your messaging.

Okay, we're really motoring now.

You've had the five truths of selling

online courses, the four mistakes I see creators make that scupper their sales.

And we've just talked about the three keys to successful sales of your online course.

We're now going to look at the two

essentials that you absolutely must have in order to sell online courses.

I say must have, it's It's really more like a must do.

But who cares about the semantics as long as they're there?

Can you guess what they might be?

Remember when I talked about how the sales

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page won't be able to do all of your marketing for you?

And there are 12 blocks to a simple sales page.

But really, there are two things that are crucial to making sales.

Well, here we are at revealing those. Are you ready?

Of course you are.

Number one, on your essentials list,

you must tell people what it is you're selling.

Even though we've talked about you're selling a promise, not an online course,

you still need to tell people that an online course is what they're getting.

This means you need to tell them how many videos there are, what sort of period of time it

will take to watch them, any other information that is relevant

to setting their expectations about what they're specifically buying.

You might laugh and say, well, d'uh.

But I can tell you that a major eight-figure earning name in digital

marketing asked me to review an underperforming sales page for them

a few years ago, and this information was nowhere to be found.

They'd got so caught up in talking about the benefits of their solution,

they completely forgot to mention what the product was.

So you absolutely must tell people what it is they're considering buying.

And the number two essential that you

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cannot sell online courses without having in place is a call to action.

You've got to tell people what to do to get your course.

If you're selling to individuals,

the most obvious example of this is a 'buy now' button.

But if you're selling into organizations,

you might change that wording to 'let's chat' or something else that will

encourage them to have a conversation with you about their needs.

By the way, if selling to organizations is the way you're going,

then I have something you'll be interested in that I'll show you very shortly.

This requirement of a call to action is

another thing you might be thinking, well, how could anybody miss that off?

But again, I can tell you about

a nine-figure earning digital marketer who did exactly that.

Couldn't work out why sales were so crazy

slow until someone timidly asked, um, how do I pay for this?

And now we're here at the very last part of the 5-4-3-2-1 Protocol.

This is specifically for you if you've already got an online course out there

and it's just not performing as you might have hoped.

Perhaps you're certain that it's a now

solution that delivers precisely what your audience wants, but for some reason it's

not flying and you just can't work out why.

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The solution to this may be something so simple.

You'll kick yourself when you hear what it is.

And if this isn't the answer for you,

I would strongly encourage you to find a way to watch this video again

because I'm guaranteeing you the answer is in the Protocol somewhere.

Remember, you don't have to believe, you just have to suspend disbelief.

Challenge your assumptions and beliefs

about what you know, and the answer will be in here.

Anyway,

to the one thing that I recommend will almost certainly be the answer you need

to see increased sales, at least in the short term.

It's your title.

Okay, you're forgiven for thinking I might

have gone off a weird tangent somehow, but trust me on this.

Your title can be the difference between

someone choosing to find out more or ignoring your course completely.

Think about it.

The title is the very first introduction

they will have to what your online course is all about.

If it doesn't immediately tell them it's

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something they're interested in, they're not going to read any further.

Furthermore, if the title is too generic,

then they might not consider it a 'must read right now' either.

And we all know what happens to things put in the 'will read later' pile.

Pretty much all titles will fall into one of four categories.

There'll be a plain description

of the subject, for example, selling online courses,

or there'll be a proposition for something, how to sell online courses.

They might be playful or humourful, Selling online courses for dummies,

or they might be a pitch of results to be gained.

For example, 10X your online course sales.

But I see lots of course creators fall

into the trap of thinking their course title has to be super descriptive of all

the elements and outcomes contained inside the course.

There is a place for all this information, but it's not your title.

Your title is otherwise known as the hook, which needs to be immediately,

i.e. quickly and easily, attractive to your ideal learner

and easily dismissed by those for whom your course is not relevant.

So there you have the 5-4-3-2-1 Protocol.

We learned the five truths of selling online courses.

You don't have to hard sell if you have the right solution.

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If you don't believe, they won't either.

You're selling a promise.

Your sales page is only the convincer,

and you can't control all the elements needed for a sale.

And in the course of learning those five truths, we also established

that developing know, like, and trust is crucial to a sale because it

makes the process more like making a recommendation to a friend.

I haven't forgotten that I promised to tell you about a resource you can get

which is all about establishing know, like, and trust.

Those details are coming very soon.

We then looked at the four mistakes I see online course creators make all the time,

which really puts a big old dent in their ability to sell online courses.

Creating a spork, ignoring what people want,

thinking that cheaper is better, or thinking that longer is better.

Now, if at any point you were listening to those mistakes thinking, Okay,

that's all very well, Ginette, but how do I avoid those mistakes?

I can't see how to the scope tight.

I don't know how to make sure I'm finding out what people want without asking them.

I have no clue where to even start

with pricing and what is the right length for an online course anyway.

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Relax. Help is available.

I'll talk about it shortly.

After the four mistakes, we looked at the three keys of successful

sales: creating a now solution, getting sustainable word-of-mouth sales

through great design, and showing it's easy to start and making sure it is.

For each of those keys,

you need to know how to find out what your audience is looking for right now,

how to design an effective and engaging course that your learners want to tell

their friends about, and of course, how to pick the right platform to house

your course so that it really is easy to get started.

If you're covered for all of this, great, you're all set.

But even if one of those is causing you

a moment's shadow of doubt, don't let yourself procrastinate on it.

I'll talk about the easy solution available for you today in just a moment.

Following the three keys,

we turned our attention to the two essentials: letting people know what it is

you're selling and having a call to action.

We talked about how these are two of the twelve blocks on a simple sales page.

So obviously, there are 10 more out there in the wild.

If you know what these are,

how to create them, and what order to put them in, then you're already ahead.

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But if this is information you would value

getting hold of, it's not much longer to wait, I promise.

Finally, we came to the one action you can take right now to revive a course

that might not be seeing the sales you'd hoped for.

We talked about your title, quite possibly being the issue here,

and the four types of title that most successful online courses will have:

the plain description, the proposition, the playful one, or the pitch.

Obviously, there's more to creating a great title and any tag lines you need,

but again, you might already be set here, and so away you go.

However, if any of those elements I've talked about

in acknowledging and being mindful of the 5-4-3-2-1 Protocol

are things you have a a little bit of doubt about.

Maybe a gap in your knowledge for all, most, or just some of it,

then let me show you a couple of resources that you can get hold of right now,

which will give you all the answers and then some.

And don't worry, I haven't forgotten about the transcript for this webinar either.

Details on that are coming very soon.

Now, if you listen to what I was saying about the five truths and the four

mistakes, and you were thinking, that's all well and good,

but I don't have anyone listening to me at the moment to make any mistakes with.

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How do I get in front of the people I want to sell my course to in the first place?

How do I start that process of building

know, like, and trust so I can nurture that connection and get them to my sales

page where it feels like I'm making a recommendation to a friend?

Your answer is this handy e-book,

which is the first from my Easy Online Course Marketing series.

It's called the What, Why,

and How of Know, Like, and Trust for Online Course Creators.

In this comprehensive e-book,

I take you through exactly what know, like, and trust is,

why each element is important for you to understand if you want to sell online courses.

I talk about how it relates to your sales

funnel and what that's all about, along with the importance of having a few

lead magnets in your toolkit and an explanation of what they are, too.

Now, that lot, even on its own,

is a valuable resource, but I don't believe in giving you

the knowledge without the tools to take action.

So inside the e-book, you'll also find 51 different ideas

for lead magnets you can use to introduce people to you and your expertise.

You really only need between two and four

of them to create create a solid beginning to your sales funnel.

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And this isn't just some AI-compiled list I'm giving you like some others would.

This is a full breakdown of what the lead magnet is specifically for and some

prompts for what you need to do to create it.

I truly believe that you will not find a better low-cost resource to get you

started on building your know, like, and trust with your chosen audience.

The eBook can be yours today for just $19,

which, as you know, is a bargain in itself.

The link to is below and you can go get it right now.

But you might also be interested in seeing how you can get this eBook for free as

part of the next resource I have to show you.

If you're wondering about any aspect

of online course creation that we've covered in the 5-4-3-2-1 Protocol,

then you might want to pay attention to the next couple of minutes because

you'll not get a better offer in this arena this year.

Obviously, you're free to choose to accept or reject this offer as you see fit.

I mentioned right at the beginning of this

training that I'm the author of the book, Get That Course Online: The Step-by-Step

Guide for Experts who Want to Increase Their Impact and Income.

It details my entire methodology for creating an online course ready

for launch and sales, such as choosing your audience,

copyright Get That Course Online

choosing your topic, being clear and tight on your content,

how to design the course for maximum engagement and effectiveness,

what you need to know about filming and editing, how to choose the right

hosting platform for you, pricing your course so that it's seen as

great value, how to create the 12 blocks on your sales

page and which order to put them in, what you need to understand about

launching, the launching process, and what you need to think about to make

sure you're able to keep going when your momentum gets sidetracked.

It also gives you additional information where relevant about how to adjust what

you're doing to reach a corporate audience as well as individuals.

And this is methodology that I have

carefully crafted through years of experience to ensure that the sales

process is baked into it, giving you the best chance possible

of ticking all the bits we've already mentioned in the 5-4-3-2-1 Protocol.

Having the right solution for the right

people that's something they want right now.

Understanding and believing in the promise you're making.

Creating, naming, and pricing a course that contains exactly

what people both want and need, so effectively delivered that they're

desperate to tell their like-minded friends about it,

giving you that Holy Grail of marketing, word-of-mouth recommendations.

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Now, I realize not everyone wants to read

this stuff in a book, and a book can only go so far in helping you get things done.

So I've also created the online course that takes you through my methodology

while at the same time demonstrating what I'm encouraging you to do.

It's called Get That Course Online, The Online Course.

But it's not just another standard,

predictable online course, with all the advantages that offers around

being able to watch it when it's convenient for you.

It's definitely not for anyone who is only

out to create any old crap through AI as quickly as possible to sell onto any mark

that will fall for it. And by the way, the rubbish that is spouted from certain

quarters about how you can create 50 online courses in five minutes and make

four, five, or even six figures overnight is utter BS.

If you properly care about creating a sustainable income stream that actually

delivers on the promise, then you're in the right place.

In my course, you also have the option to fast track or deep dive.

So if you're clear on one aspect of the creation process,

you don't have to sit through content that you just don't need.

But if you want to learn more about any

aspect, there's a deeper explanation with clear examples ready and waiting for you.

copyright Get That Course Online

I don't know of any other online course that gives you this level of flexibility

in creating a learning experience that you are totally in charge of.

Any other online course about creating online courses that's out there will force

you to sit through masses of content that might not be at all relevant to you

and where you're at with course creation right now.

But that's not the only thing that makes

my course stand out above others in the market.

With Get That Course Online,

the Online Course, you also get to participate in the 6-week Accelerator.

This is live coaching with me for six

weeks, every week, where I train you in the entire

methodology so that you have accountability and the opportunity to ask

questions while you're in the process of creating.

You'll get weekly feedback and support on your progress directly from me.

I run an Accelerator three times a year,

and those who stick with the weekly accountability and workflow are guaranteed

to have a course completed and ready for sales at the end.

And although I could stop right there

and know I've delivered you amazing value already, just with the online course and 6

Week Accelerator, I really want to make sure you're getting the best support

possible for developing your online courses.

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So there are lots of additional bonus bits and pieces you get as part of the package.

For a start, you get both the eBook I've

already mentioned, the What, Why, and How of Know, Like and Trust for Online

Course Creators, and you get access to the replay of this

video, so you can go back and check it out anytime you like.

I'll even throw in a cheat sheet

of the 5-4-3-2-1 Protocol, so you can have that up on your wall for easy reference.

In addition to those, you also get four extra recorded training sessions.

There's Confidence on Camera.

So even if the thought of being on camera

terrifies the wotsits out of you right now, you'll learn how to first get clear,

then comfortable, then finally confident in front of the lens.

There's Intro to Gamification,

a short course that was one of the ones I developed over a single day with people

watching after they'd chosen that subject that morning.

I explain what gamification means in the context of online courses and why

and how you can start to introduce it to what you're doing.

There's an Editing masterclass which was

recorded with some of my very first cohort of Get That Course Online,

the Online Course, helping you demystify the editing process

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and some tricks for how to make it less stressful and more fun.

And a PowerPoint Slide Creation

masterclass, also recorded with some of the first cohort,

where I unpack some of the tricks and tools I use in course creation to make

my slides more polished and professional without looking like I've vomited

the entire animation settings all over the place.

And there's more.

You get access to a title generator tool, which will help you come up

with an eye-catching and memorable title and promise, which is so important

for ensuring you catch the attention of your target audience.

You get a copy of the complete learning objectives for Get That Course Online,

the Online Course, so you can see how I've planned out how to deliver the material so

that it builds layers of knowledge without overwhelm.

Trust me, this one's important.

There's a lesson plan template so you can

keep to a plan and not have to worry about how to start and finish your lessons.

The importance of this one will be

abundantly clear as soon as you try to record your first videos.

And last but not least,

you'll get the complete slide deck from all the fast track lessons.

So you've got ready made notes you can easily add to.

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The final extra bonus you get is a copy

of another e-book I've produced called Using AI, Ethically and Effectively.

Obviously, there's a load of stuff around about AI at the moment,

but this e-book is designed to help you understand what it is and how it can help

you in your course creation in a way that won't be ethically or morally suspect.

Assuming your ethics and morals align with mine, of course.

Now. There are two ways to get your

hands on all these goodies, and at this point, you might be expecting

me to be talking about numbers in the thousands.

I've seen online course creation bundles

offering far less for in excess of three, five, even $10,000.

But I want my training to be super

accessible and affordable, and this isn't some discounting ploy.

This is because I truly believe

that the more courses that are out there that are effective, engaging,

and provide a great learning experience, the more the AI tricksters

and fly-by-night scam artists will be forced to find some other way

of making money with their crappy ethics and non-existent morals.

So it's up to you.

You can get started right away with either of these choices.

copyright Get That Course Online

There is a key difference between them.

You can either sign up to the monthly payments, which are only $97 per month

for a maximum of 12 months, or you can get immediate lifetime access

to everything I've just mentioned right now for a one-off payment of $997.

Yes, as I've already mentioned,

I could charge way more than that for what I've just listed.

But for me, the important thing is to help you get that course online so we can

increase the number of great online courses there are in the world.

Now, if you choose to sign up for $97

a month, you get access to everything for as long as you make your payments.

If you pay for 12 months in a row,

your payment plan will finish and I will grandmother you into lifetime access.

It's like grandfathering, except with more cuddles and cookies.

If, however, you decide to stop your payment payments in those 12 months or you

miss a payment and default, then the clock resets to zero.

If you sign up again at a later point, you'll start again from month one.

Or you can sign up to lifetime right now for $997, immediately save yourself

a couple of hundred bucks-ish and not worry about any of it.

That lifetime access means lifetime access

to my advice and support, so it's a huge deal compared to what you

would pay for my consultation service, way more than $5,000.

copyright Get That Course Online

Remember, you get access not only

to the online course that you can tailor to suit your existing knowledge,

you get to participate in the 6-week Accelerator up to three times a year.

You get the Know, Like and Trust e-book

for free, and you get all of these bonuses included.

The four additional trainings

on Confidence on Camera, Gamification, Slide Creation and Editing.

The templates for Title Generation, Learning Objectives, and Lesson Planning.

The e-book on Using AI, and the complete Slide Deck for every fast track lesson.

Those bonuses are conservatively worth

around another $3,000

on top of the course itself.

It's an exceptional offer for you.

So which is it to be?

Maybe you would like to take up the $997

offer, but just don't have the funds right now.

Don't worry, you can still access everything through the $97 payment plan.

And then whenever you're ready at any time

in the first nine months, you can upgrade to the $997 lifetime offer pro rata.

So let's say you paid five months in a row.

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You email me because you've got the cash flow to upgrade.

I send you one-time link for the remaining

balance and you're immediately into lifetime access.

Your payment plan stops and you're still

saving the excess you would pay if you'd kept the payment schedule.

Everyone's a winner.

Or maybe you're a super quick learner who has the time to dedicate to course

creation and you think you might only need a couple of months' access to the info.

That's absolutely no problem.

It's what my client James did, and here's what he had to say to me.

I want to say thank you for your course on creating an online course.

It was exactly what I needed to create videos for my course.

With your guidance, I was able to complete

a 30-minute course on financial statements.

And this is what he wanted to say to you.

You should definitely take this course if

you're serious about creating a complete video course.

Ginette will guide you step by step

and help you have the right mantras to get you to the finish line.

James made just two payments to Get

That Course Online and then canceled his subscription with my blessing.

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That means he only paid 194 in total

to produce a course he can now sell over and over and over again.

Even if he only sells his course once,

he makes back the money he spent with me and then some.

So whichever option suits you best right

now, there's really no way to lose out here.

You get everything you need to create an effective and engaging online course

which has the selling methodology built into it from the off.

You get to honor the five truths, avoid the four mistakes,

ensure you've got the three keys and the two essentials covered and you

won't even need to take the one action because you'll have already generated

a killer title that does all the hard work for you.

But I appreciate there might be some on this training who have listened to all

of this and are still thinking, Yeah, I don't need any of that.

I'm just here for the free training and the transcript.

Okay, my friend, we have finally reached the end where you can pop in your details

below and I will send you the transcript free of charge.

Listen, you are in complete charge here.

The choice is all yours.

If you're confident that the only thing you need to do to see more course sales is

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tidy up a few bits and pieces, I wish you the best of luck.

If, however, you're feeling like an extra boost in your knowledge can only be a good thing, then I look forward to seeing you inside the online course very soon.

Don't worry, you'll get the transcript, too.

Remember, you can get started right now for just $97, or you can back yourself all the way and get lifetime access for a single payment of $997,

which also gives you lifetime access to my advice and support.

It's time to make your choice.

Take care, my friend.

And however you choose to do it, Get That Course Online.

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