

The 4 M's

LAUNCHING YOUR 1ST COURSE

Meditate, Make, Manage, Market

Anyone can launch a course, this is the truth. A lot of people I have met seem to think that you must have amazing connections and be super good with computers. This could not be further from the truth, that I can assure you. I used nothing more than YouTube and some online free articles to design and distribute my first online travel course.

****Use these 4 sections to make your life soooooo much easier while you develop your 1st course!!!!**

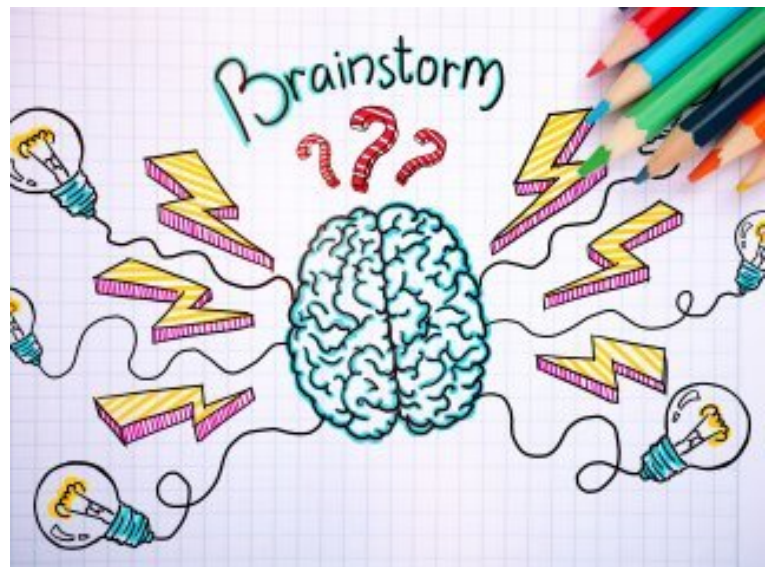


MEDITATE

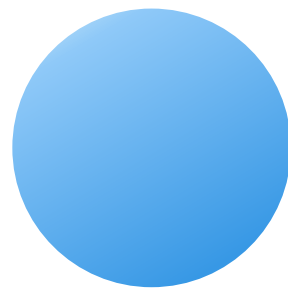
WHAT DOES MEDITATE MEAN??

This is a great question. No, it does not mean what you are thinking necessary ha-ha. I don't expect you to get in a pose and keep quiet and think....but.....kind of. The meditation stage is all about brainstorming. You need to figure out some things:

- **What is your course about?**
- **Who will your course help?**
- **Is there an actual market for your course?**
- **Why do you want to make this course?**
- **Is there any money/profit to be made in this topic area?**



Once you can answer and have performed everything below you will be ready to move on to **MAKING** your course....



- Identify the course premise
- Research potential clients
- What keeps them up at night
- Research competitors offers, Do you have competitors?
- What do they sell
- What do they charge
- Create course framework i.e. "an outline"
- Finalize course branding "A good brand name can go along way."
- Brand name
- Brand logo
- Course name
- Course logo
- Course colors
- Set launch date
- Collect testimonials, case studies or success stories....having friends write testimonials is not against the rules if they have actually used your products.



**MAKING IT
WORK**

MAKING

WHAT DOES MAKING MEAN??

Making a course is where the real hard work begins. Hours and hours will need to be worked through to make a great course. Anyone can make a course but that does not mean it is EASY. If it was easy everyone would have one.

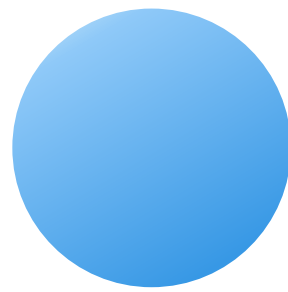
Spend time designing and making your course correctly or you will be re-doing it in other steps. This is the foundation of everything you are doing with developing this course. If you don't make it right the first time, I can assure you that you will be re-doing it over and over until you do it right.

You can't manage and market a course until it is fully functional and that is what you are doing in this step.



ARE YOU READY?

Once you can answer and have performed everything below you will be ready to move on to **MARKETING** your course....



- Decide on TOPICS – what are ALL the things you could teach?
- Organize ideas into course modules
- Finalize lessons – delete unnecessary lessons/be to the point!
- Create downloads, handouts or worksheets
- Create an online drive to store your online assets
- Create Payment link - Paypal, CashApp, Venmo, Zelle
- Make slide presentations for course
- Record all lessons
- Edit video lessons
- Upload video lessons
- Design thumbnails
- Add any annotations or links
- Configure branding of the videos
- Create sales page
- Create order form
- Create thank you page
- Lesson Sections / Modules
- Very important "What site will you work with for distribution?" Check out "Thinkific and Teachable"

This is only the list of the to do items....You will need to now perform each. Starting at YouTube and Google Search is the best option. Some of these items you will know but others will be complete mysteries. DO NOT BE SCARED OFF, I promise that if you do just a little bit of research that you will be able to figure everything out by your self.

PRINT THIS OFF AND CHECK ITEMS OFF AS EACH IS COMPLETED.... IT WILL WORK!



MARKET

WHAT DOES MARKET MEAN??

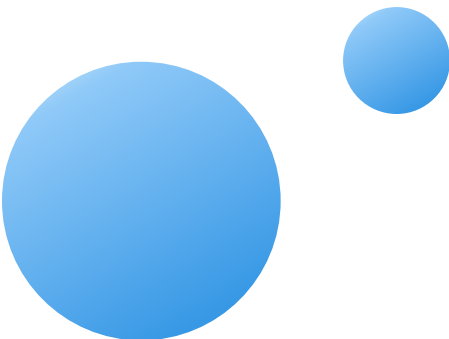
This may be the hardest stage of all four. It doesn't have to be but many people make it. Proper marketing is what brings in the \$\$\$\$\$. If you don't market well then no one will know your product exist except for maybe a couple of friends. The problem with that isthose friends aren't even going to buy your product.

Marketing is all about social media these days. This doesn't mean you need to spend hundreds of dollars on advertising. Everything can be done for free, but, the less money you spend means the more you need to get creative.

All of these Social Media's need to be used. Don't make excuses and say these won't help, rather, find a way to use them.

- Twitter
- Instagram
- Facebook
- LinkedIn
- Pinterest
- YouTube

These are all FREE and can be huge assets.....Start Here



Once you can answer and have performed everything below you will be ready to move on to **MANAGING** your course....

- Put link to sales page in bio in all social media
- Run video view ads on social media to create re-targeting audiences (These don't have to be paid, you can just run them in your stories)
- Start creating an email list (This will take a few hours of research to really understand but is a game changer once you have figured it out, very worth it!!!!!!!)
- Email list creation starts with watching YouTube videos
- Create a thank you page that includes a sales video of new course
- Create the email sequence for new leads that directs them to buy your new course
- Create scarcity and urgency for your course launch (If people think that your course is a limited option then sometimes that can drive early sales.) Remember, that when you first start out that you have no brand built so your course is what you say it is.
- "First Come First Serve Price," if they buy early
- Email your existing list of subscribers to sell the course as well as message any and all friends that will post on their social media.



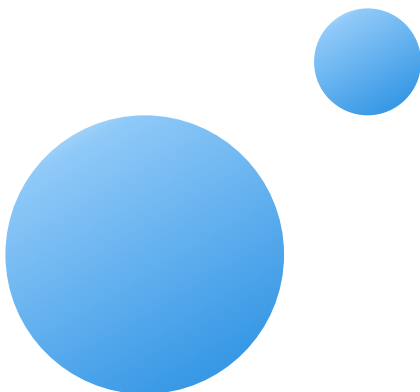


MANAGE

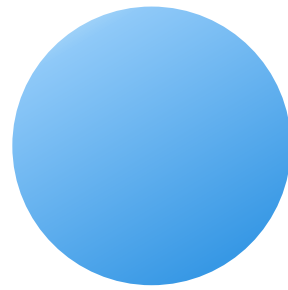
WHAT DOES MANAGE MEAN??

Managing is where the hard work begins to pay off. The idea behind managing is the same as in the work place. Once you have put together a great work team, you can sit back and supervise. If you have chosen right then this job will be is easy.

Putting in the time during the making section will show up here. If you tried to cut corners and not spend time developing your course correctly then you will begin to notice yourself having to re-do a lot of areas here.



Once you can answer and have performed everything below then you have successfully started making some \$\$\$\$\$\$\$\$ from your course and that is AMAZING



- Create customer journey, allow the customer to be invested in your course, making them want to come back again and again.
- What happens when they buy your course? Perhaps an amazing "Thank You" letter and a discount on your next course?
- What emails do they get?
- What do you want them to do next (is there an ascension plan?)
- It;s time to start using # hashtags to identify your course everywhere.
- Clarify how people will access the course materials post-purchase. Will they be re-directed to teachable.com or is it a PDF?
- Once they buy, how do they gain access to the members area?
- What do you want course buyers to do upon completing your course? Perhaps they get a completion certificate that they can share across social media.
- Is there something else you can sell (i.e. a book, coaching, etc)?
- Manage payments, payouts, refunds and receipts
- Configure course progress reminders
- Create course completion recognition and certification





**You have
completed the 4 M's**

CONGRATULATIONS!

Meditate, Make, Manage, Market