

Rapid Revenue System

How to Create Hot Selling Online Courses to Generate Passive Income

PLUS: Capture more leads, demonstrate your expertise, build relationships, and increase credibility with your ideal clients.

What are your reasons for creating online courses?

Who should take this course?

Who should not?

What is your client’s problem?

List at least 3 - 5 of your ideal client’s top problems:

Tools:

- Thinkific:** Build your online courses and create your own online school.
- Udemy:** Online Course Marketplace. Sell your courses to a wide audience.
- Instapage:** Landing Pages – better conversion
- Constant Contact:** Lead Capture, Relationship Building, and Email Marketing
- Zoom:** Conducting online courses, workshops, webinars, mastermind or group coaching sessions.

Powerful Headline Formulas

From Famous Internet Marketer Eben Pagan:

Result (Benefit) Focus

How To Get [Result] [Quickly] [Without Risk]

Example: “How to Get Out Of Debt in 90 Days or Less with this Simple, Guaranteed System”

Pain Focus

How to [Eliminate Specific Pain] [Without More Pain]

Example: “How to Lose 33 Pounds of Fat without Torture Diets or Hard Exercise

Situation Focus

If [Specific Emotional Hot Button Situation Is Happening], Then [Worst Fear Might Be True]

Example: “If You Experience Lower Back Pain While Sitting, Then You May Need Surgery”

Action Focus

What to Do If [Specific Hot Button Situation]

Example: “What to Do If You Notice Your Husband Looking At Other Women”

Customer Focus

10 Mistakes Most [Customer Description] Make [In Situation] - And How to Avoid Them

Example: “10 Mistakes Most Men Make When Approaching Women - And How to Avoid Them”

Approach Focus

Why [Common-Sense Approach] Doesn't Work... And What to Do About It

Example: “Why Diets Don't Work... And What to Do About It”

Magic

How to [Turn Problem] [Into Benefit]

Examples: “How to Use Your Credit Cards to Make Money.” and “How To Lose Weight By Eating MORE Food.”

First, find your client’s strongest emotional motivators or triggers. Then, consider the benefits that your product/service offers. Now, infuse those elements into these formulas for powerful results.

Headline Formula #1: The Quick n’ Easy

This one combines three elements into a single headline and it works like this.

How to [insert benefit here] in [a short amount of time] with [very little work]

Example: How to Easily Get 150+ Email Subscribers in the Next 24 Hours

You’ll notice that the example headline doesn’t exactly match the order of the template. But that’s really beside the point. The key here is that your headline promises an exceptionally good result, in a short amount of time, with very little work. It doesn’t matter how you order it, as long as it includes all three elements.

How to [insert benefit here] _____

in [a short amount of time] _____

with [very little work] _____

Full title: _____

Headline Formula #2: Your Problem, My Fix

This one's pretty simple. Explain what's going wrong and then hint at a solution.

Why [this typical method] is [not working]... and what to do about it

Example: Why list building no longer works like it used to... and what to do about it

This one is meant to position yourself as the person with THE solution. Everyone else is doing the same old thing and it's no longer working. Let me show you what does. This headline can be really powerful and it's obvious why it works so well. Most subscribers are looking for that one secret or tool that will take them over the edge and finally make money online. You're telling them that you have the answer.

Why [this typical method] _____

is [not working] _____

[and what to do about it] _____

Full title: _____

The Design Process

Instructional Design is a process by which we create a rich learning environment that considers the needs of our learners in order to achieve specific learning outcomes (Manning & Balzer, 2007).

Types of Materials

- Reports & ebooks = easy to create
- Workbooks & action guides = great supplements
- Teleseminars & webinars = establish credibility
- Audio & video = great for boosting traffic & teaching
- Interviews = can be used to create other products
- Online lessons & courses = great for entry level or top level products
- Blueprints, mindmaps, templates = immediate value

Checklist: Your Course Syllabus

- Course description (expanded calendar description including a brief overview of topics and/or synopsis of content covered in course)
- Prerequisites
- Learning outcomes
- Learning activities (discussion forums/group work/active learning)
- Communication & feedback (role of TA, course feedback, etc)
- How to submit assignments online evaluation (includes grading policy)
- Learning hours
- Required text
- Academic integrity
- Grading methods
- Late policy
- Course navigation
- How to submit assignments online

Checklist for Writing Learning Outcomes:

The cornerstone of both your curriculum and marketing. Be sure to refine your learning outcomes as closely as possible to the results your participants will experience.

- Start with a verb. Include details on specific skills students will learn and where students can apply them.
- At the end of my course, students will be able to...
- Are my learning outcomes measureable and observable?
- Do my outcomes reflect what the learner will learn?
- Do my learning outcomes align with assessment and activities throughout the course?
- Does each outcome begin with an action verb (see Bloom's Taxonomy below)?
- Do my outcomes reflect the level of learning required?
- Do my course outcomes align with program, department and university goals?
- What will students need to know or do before starting this course?
- What materials/software do the students need and what actions do they have to perform before the course begins?

Do What	With What	For What