

Embody Your Sexy Geek

Quick Techie Tips to Let Your Sexy Geek Shine



By Katie Geddes



New Year. New Business: Your First Online Course Made Easy

Happy 2015, amazing entrepreneurs! What greatness will you create this year? Are you already worrying that you won't meet your goals?

I'm here to help.

As a builder of businesses for playful, spiritual entrepreneurs, one of the most frequently requested projects clients ask for is help in creating their first online course.

The appeal is great. Online courses offer the following benefits ➡➡

PASSIVE INCOME FOR YOU

THE ABILITY TO SPREAD YOUR
MESSAGE FAR AND WIDE

GREAT COMMUNITY / LIST
BUILDING OPPORTUNITIES

Pick Your Topic

You may have been dying to create an online course and know exactly what you want to share. If you're stumped, here's a brainstorming tip.

What do you do that other people would love to know how to do also? Do you have a beautiful morning routine that jumpstarts your day? Believe me, many people would love to learn it. What really gets you fired up in a good way? It doesn't necessarily have to be what your current business is about either.

Your course can be simple or involved, depending on the topic you choose and whether your audience is the serious student type of the "give it to me quick" type. There's room for both.

Simple and clear is always appealing.

Turn Your "Live" Course into an Online Offering

This is a challenge many clients face. How to turn your in-person course or workshop into something that can be offered online. You almost always can, as long as you stay open and flexible and realize you'll likely need to switch things up a little to substitute for in-person interaction.

Just look at all the physical trainers offering courses and videos to see how successful this can be. What's great about a course, as opposed to a video alone, is that you can do more than just talk into a camera.

You can share worksheets and get your audience involved in a hands-on way even though you're not physically together. You can actually build real, thriving communities.

Community Building

Courses often come with the ability to engage in a private community group. These groups have incredible clout and lead to amazing connection. Consider offering this with your course and



you'll be amazed at the rewards. These communities change lives.

Most groups connect using Facebook. This is my personal recommendation. This is, quite simply, what Facebook knows how to do. Other platforms I've experienced all have kinks.

Coaching Calls

Courses often come with a weekly or one-time coaching call by the leader or team leaders. This feature is a great enticement so participants feel they're getting the inside scoop from you, the expert. Turn yourself into a bit of a celebrity in your area of expertise if you aren't already.

As an entrepreneur, you've got to be willing to "show up." It can definitely be challenging, part of the reward for choosing this life path. There are excellent free conference call offerings that allow you to offer international group calls with ease. The one I use is *Free Conference Call HD*.

Pricing Your Course

How do you decide what to charge for your course? Value is not solely based on the amount of material you'll be providing; it's

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based on the value you're delivering and the value you convey in your marketing.

One way to decide what to charge is to simply ask your loyal clients what they'd pay for the type of course you're creating. Check out similar topics and see what's going on.

Courses range from \$47 to \$2,997 broadly speaking. Offering payment options increases takers. Consider the cost to you in terms of time and expertise to offer the course, what you'd like to earn, how many people are likely to sign up and what it'll cost you to put your course together and promote it.

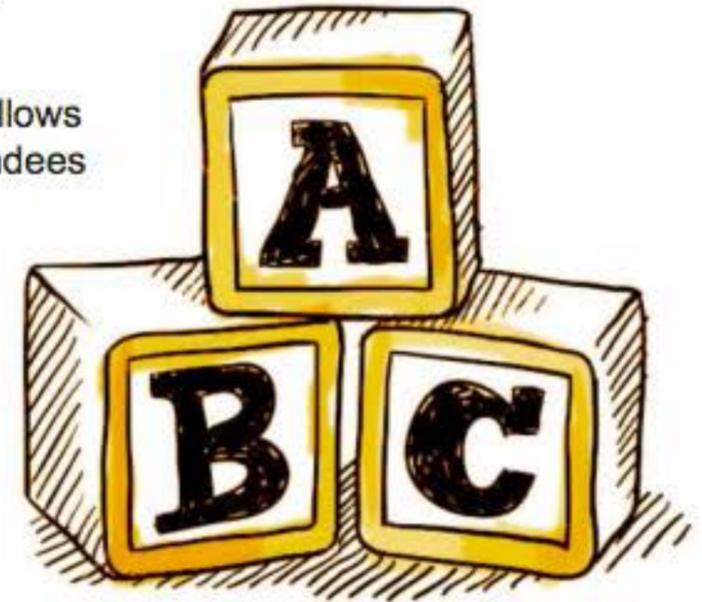
Course-Building Software Options

While in theory you could build your course without special software, there are tools that make the complexities and requirements align much more smoothly for you.

Software for course creation allows you to drip content out to attendees and to keep future content private until you want it to be visible.

You'll need a tool that means your course is protected from online search so only paying or permitted customers have access.

Contenders in software choices vary between those who emphasize the marketing aspect of building your course and those who emphasize the educational / instructional aspects. Both matter. Highly-regarded options include:



- **Marketing Flow Focused Options**
Kajabi
WebinarJam (requires Google Hangouts)
- **WordPress Linked Options**
Optimize Press
Wishlist Member
- **CRM (Customer Relationship Management) Options**
(Can also be used with Wordpress)
Ontraport
Infusionsoft
- **Education Focused Options**
Adobe Captivate
Articulate

I use Kajabi to build online courses at the moment. It's relatively simple and just works.



Structure Your Course

Here's my inside scoop on a super simple and effective course structure. For Each Module (consider 4 or 6 Modules for a first course):

One Short audio

5 to 15 minutes. You informally sharing your brilliance on the module's topic.

One Handout:

With key points discussing that week's topic.

One or More Worksheets

So students can be sure to take in the module's learnings.

Take the time to design your materials so they look appealing specifically to the audience you're addressing. Don't forget humor.

You can offer relevant bonus material such as other experts' information on your topic and other recorded interviews you may have made on related topics but this isn't necessary.

Time and again, clients and friends tell me they appreciate simple, easy online courses the most, ones that stick to a single main idea and share it in a clean, clear manner. Don't feel you have to offer volumes. As long as you know you're offering thoughts, ideas or techniques of value, your audience wants what you have to share.

Attracting Attendees

If you don't let people know about your course, you won't get the signups you'd like.



People usually need to see a message repeatedly before they'll buy. You've got to allow time for your idea to start to feel exciting and comfortable to potential buyers.

Promoting your course is like any other marketing endeavor. I have a rule of thumb that successful promotions require three months: one month to create the promotional strategy, campaign and elements and two months to get the word out. If you're forced to cut this short, know that you'll likely see a difference in your response rate.

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Joint Venture Cross-Promotions

It's so great to participate in JV promotions once you have your idea and plan together. The power of bringing in others to help you get the word out can't be under-estimated. You'll be amazed how easy it is.

All you have to do is think of fellow entrepreneurs you know who'd be interested in your topic and whose audience might be also. Offer to do a joint webinar discussing your course and your word will start to spread.

Incentives

Consider offering incentives to drive participation. Marketing around a holiday, themed with your course, could be perfectly timed. Special discounts for groups you know would be right for your program can drive interest. Get creative and it really starts to get fun as you build momentum.

Make This Your Mantra

I'm repeating one of my favorite statements, which fits here:

**START WHERE YOU ARE
USE WHAT YOU HAVE
MAKE WHAT YOU WANT**

Levin Bytes, Katie xx



Katie Geddes can be found geeking it up at Embodyart.org, where she'll show you how to profit from your passion. Katie designs thriving businesses for playful, spiritual entrepreneurs. E-mail Katie at sexygeek@embodyart.org to say hi, ask a question, sing a song or apply for a FREE discovery session that's worth a friggin' fortune.

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