

ECOURSE LAUNCH BLUEPRINT

BUILD | GROW | SELL

IDEA GENERATOR



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Blog Posts

3 Tactics to Implement While Your List is Still Small

What you do while your list is growing is critical to your future success.

It's never too early to start promoting. This is the number one mistake those with a small list make. They believe—wrongly so, it turns out—that there's no point in promoting to a small list.

There are two reasons this is a huge mistake. First, when all you send your list is information, and you never make an offer, you're training them that there will never be an offer. Then the first time you send out an email promoting a product, they'll react with indignation. How dare you try to sell them something?!?

The second issue with not promoting is that you're creating a (bad) habit in yourself. Yes, it's important that you provide value to your subscribers. It's equally important that your mailing list not be an expensive time-suck. The only way your list will pay its way is if you're presenting offers on a regular basis.

It's possible to promote too much. Despite what we just said, it is possible to burn out your list with promotion after promotion. If all you ever send to your subscribers is offers to buy, your unsubscribe rate will skyrocket.

Instead, set up a system of nurturing your list by providing great value. Teach them to open your emails by striving to always include information they want and need. Share your stories with them. Tell them what you've learned. Interact with them. Promotions are necessary, but they're not the primary way to connect with your list.

Make good use of segmentation. Not everyone on your mailing list will benefit from the same information or promotions. Some subscribers may be at the beginning of their journey and just learning about the topics you cover. Others will be more advanced and in need of different advice. Some subscribers will be active buyers and jump on offers quickly. Others may not.

By creating segments in your mailing list software, you can provide your subscribers with exactly what they need when they need it. This targeted approach will result in more sales and a happier subscriber base.

Whether your list is 10 or 10,000, these strategies will help keep your list profitable, active, and responsive. And a responsive list is one of the most valuable assets coaches have. Take good care of it, and it will take care of you.

7 Ways to Make Sales...No List Required

Think you can't hope to make sales simply because you have no list to promote to? This kind of self-sabotaging thought is what holds many promising coaches and entrepreneurs back from creating great things. They believe that without a ready-made audience, there's no hope for sales, and therefore, what's the point?

But the truth is, sales can come from many, many other places besides your mailing list. While a list of active subscribers does allow you to promote to a ready audience who already knows, likes and trusts you, it's not the only method that works.

1. **Affiliate Partners.** The next best thing to your own know/like/trust factor is the ability to leverage that of partner. When you create an affiliate program and ask your friends and colleagues to promote your products in exchange for a commission, you're essentially receiving their endorsement. They reach out to their list of subscribers with news about your great programs. And because they already have a relationship with their subscribers, they pass a little of that trust factor on to you.
2. **Social Media.** Just because you don't have a subscriber list of thousands doesn't mean you don't have a reach of thousands. How many followers do you have on Twitter? Facebook friends? LinkedIn connections? **All of these** (and the many, many other social networks) are potential customers, and promoting your product on social media can be as easy as making a quick post with a link to your sales or opt-in page.
3. **Webinars.** For higher ticket products and programs, webinars are the ideal sales vehicle. By speaking to your audience in real time (and perhaps even on video) you give them a chance to get to know you

better than email alone will ever allow. Combine webinars with affiliate promotions or paid traffic, and you have a scalable sales machine that can easily bring in hundreds of new potential clients with every event.

4. **Paid Traffic.** Advertising is easier and less expensive now than it ever has been. You can target your audience by demographic, interests and more, ensuring your ads are only shown to your ideal client. You can run ads on Facebook, Twitter, LinkedIn, Google's Adwords network, and dozens of others.
5. **Guest Blogging.** No list of your own? Guest posting on someone else's blog lets you easily borrow their audience—and start growing your own. Choose blogs whose readership is a complement to yours—not a competitor—for best results.
6. **Borrow a List (for Real).** Friends and colleagues with mailing lists are a good option as well, though it might cost you. One way to manage payment is to borrow a colleague's list while using his/her affiliate link for your product. If that's not an option, then a one-time fee can be negotiated as well, and will generally be based on the size and responsiveness of the list.
7. **Get Interviewed.** Podcasts are hot right now. In fact, it seems like nearly everyone has a new weekly (or even daily) interview show. If you have a great product or service, you're the perfect fit for an interview spot, so start reaching out to those podcasters. They've got hungry audiences just waiting to hear from you!

While it might be true that "the money is in the list," that doesn't mean it has to be your list. There are many more ways you can borrow someone else's audience as you grow your own, so don't let the lack of a mailing list hold you back from creating your eCourse!

Turn Tiny Lists into Big Sales

Want to know what's more important than a great big mailing list?

The relationship you have with them.

It's true. You can have 100,000 people on your list, but if they don't know you, and worse, if they don't trust you, then that great big list is worth next to nothing.

Internet marketing expert Connie Ragen Green wrote in her book, "Huge Profits with a Tiny List," that she earned more than 6 figures one year with a list of just over 600 subscribers! So if your list size is not (yet) where you want it to be, don't let that hold you back from creating and marketing products to them. Just be sure you're spending time building your relationship, and they'll reward you with the profits.

Stay in Touch

This is likely the biggest mistake new email marketers and coaches make when it comes to their list. Sure, you have great intentions, but somehow sending emails just doesn't feel so important when you only have a few hundred people on your list. So, you procrastinate.

Days turn into weeks. Weeks become months. Pretty soon you realize it's been 187 days since you last sent an email. Yikes! That's no way to build a relationship.

Make it a point to mail your list at least once per week, just so they don't forget who you are (and why they subscribed in the first place).

Always Keep Their Best Interests in Mind

Making money is great. Ultimately, that's everyone's goal. But hammering your list with endless offers is not the best way to go about it. Remember, you're building a relationship, and that means always asking yourself, "Is this in the best interest of my subscriber?" When you email with a genuine desire to help your reader, it will always be well received.

Remember, They Need You

Here's another all-too-common mistake newer list owners make: assuming "someone else has already done it/said it/mailed about it."

Which could not be further from the truth, and here's why: Your subscribers count on you to give them the information they need. They're looking to you

for advice. They need your insight into the right training and coaching programs, which software to buy, what blogs to read. And it doesn't matter if other coaches are talking about an offer or new product or have developed an eCourse that's similar to yours. Because for some people, the message will only make a connection when they hear it from you.

The bottom line? As with most things, quality trumps quantity when it comes to list building. Just because you don't have thousands of subscribers is no reason to avoid mailing them, and it's definitely not an excuse for putting off your coaching programs and training courses. Remember, your subscribers are counting on you.

Autopilot Profits (Even with a Tiny List)

Struggling to keep in touch with your growing mailing list? It's a common issue. After all, you have all kinds of other business tasks to do. You have to create new products and programs, manage your social media accounts, write new blog posts, record webinars, and coach your clients.

With all that going on, finding time to send emails can be a challenge. And even if you do find the time to mail regularly, you feel as if your efforts are wasted when an email goes out to only a few hundred (or fewer) people.

Autoresponders are the answer.

Unlike a broadcast email, which goes out only to those subscribed to your list at the time you hit the 'send' button, autoresponder messages hit the inbox of everyone who joins your list, whether today or two years from now.

That means that your no-brainer offer won't be seen by just a handful of subscribers before sinking like a stone in a pond. Instead, it will continue to work for you—and put money in your pocket—for months or even years.

You can approach an autoresponder in two ways: plan ahead or create as you go. For example, you might have an opt-in gift of a printable checklist. When you create your funnel, you'll also want to write a few emails to go out over the following days/weeks to those who download. This helps to build a good relationship with your new fans.

But don't just set that sequence up and forget about it. Instead, repurpose your broadcast emails, too. In other words, when you do send out a

broadcast, if it's a good email with a great offer (and it's not time sensitive) then you want to get it in front of as many people as possible. To do that, simply add it to the end of your existing autoresponder.

Most email providers make it super easy to create a duplicate email and add it to a sequence. All it takes is a few clicks and you're done. Just be sure to edit out anything that's time sensitive, so your future readers don't feel left out.

Autoresponder sequences aren't exactly "set it and forget it" resources, though. You do want to make a point of revisiting them from time to time, just to be sure they're still relevant, that you still offer the products you're promoting, and that you still endorse any others you link to. Also, you'll need to check for broken links, outdated advice, and old branding. Remember, your subscribers are receiving your autoresponder messages today, so to readers, these are current emails. Broken links and other issues make you look like you're not paying attention.

3 Mistakes You're Making with Your Tiny List

Got a tiny list? You're not alone. In fact, every single one of the most successful, "have it all" entrepreneurs once had a tiny list. Marie Forleo, Carrie Wilkerson, Denise Duffield-Thomas—they all begin with a single subscriber, just like you did.

But they didn't let it hold them back. They didn't commit any of the 3 mistakes that are right now causing you to waste time and leave money on the table, so why are you?

1) Failing to Promote

Whether you have 10 subscribers or 10,000, they all likely have one thing in common: they turn to you for advice. And that means they're looking for your emails. When you don't connect with them on a regular basis, you're failing to hold up your end of the relationship. Your subscribers need to hear from you. They count on you to help them make buying decisions, to offer solid information about your niche, and to help them grow.

When you fail to promote your products and services, or worse, when you simply don't email them at all, you're letting your subscribers down. They want and need to hear from you.

2) Not Reaching Out to Potential Partners

While it's true that there are some people in every industry who won't look at you twice if you can't boast a certain list size (5,000 seems to be their target number), there are plenty of others who value quality over quantity. If you let yourself be intimidated into hiding until your list reaches some arbitrary number, you're doing your business a disservice. You're missing out on opportunities to increase your list, earn more customers, and even grow your circle of influence in your niche.

So, the next time you see an opportunity to join in a telesummit, supply a product for a fire sale offer, host a webinar, or get interviewed on a top podcast, don't hesitate. Let people know you're interested.

3) Putting Off Product Development

Waiting for the perfect time to release your new eCourse? Don't.

Just like with having a baby, buying a house, or even launching a new business, there is no "perfect time." The stars will never align, you'll never have "enough" money, and your list will never reach the ideal size. And if you keep waiting for that mythical, magical moment when everything comes together in just the right way, you'll never do it.

So right now, today, is the time you need to begin creating your eCourse. Don't put it off another minute. Your audience—no matter how small right now—is waiting, and they're counting on you to deliver.

Promo Emails

Email 1:

Subject: So, you launched a course and...crickets

Hi [NAME],

We've all been there. First, you cry a little and feel sorry for yourself. But then, if you're destined for success, you pick yourself up and start looking at what went wrong.

The timing was off. You didn't get the support of your JV partners. Your sales page wasn't compelling enough.

There are dozens of reasons why sales might be slow—and only a few of them have to do with you. But regardless of the reasons, it can be a blow to your ego, and might even make you think twice before you release another course.

Don't let that happen. Instead, join me on [DATE/TIME] for a FREE webinar, "5 Reasons Nobody's Buying Your ECourses," and find out the real reasons for your sales slump. It might not be what you think.

>> REGISTER HERE <<

During this one-hour live webinar, we'll go over the top 5 causes of slow sales, including:

- Promotion problems (every new coach gets this wrong)
- Development issues (Kevin Costner was wrong about this, just because you build it doesn't mean they'll come)
- Advertising failures (yes, you can—and should—be advertising)

>> CLICK HERE TO JOIN ME <<

Before you launch your next eCourse, you owe it to yourself to eliminate the potential issues that can cause your sales to falter. Don't miss this opportunity to find out.

[YOUR SIGNATURE]

Email 2:

Subject: Do not launch another eCourse until you read this

Hi [NAME],

I see it all the time. Promising coaches just like you create powerful eCourses, but sales are less than stellar. It happened to me a few times, too. Those courses I poured my heart into, that I thought were so amazing, simply failed to take off.

It took me a long time to figure out what happened, and frankly, I thought it was my fault. I thought I wasn't good enough, or that my course wasn't as beneficial as it could be, or (on my darkest days) that people thought I was a fraud.

None of those things were true. I was making 5 big mistakes, and if you've launched a course with less than stellar results, maybe you are, too.

Join me on [DATE/TIME] for a FREE webinar in which I'll go over the top 5 reasons your eCourse isn't selling...and I'll give you the steps to fix it.

>> REGISTER HERE <<

This one-hour webinar is jam-packed with actionable ideas, including...

- How to quickly expand your reach far beyond your current audience
- How to know—without a doubt—if your idea is a winner (or not)
- Why promotion is critical—and how not to feel as if you're being pushy

>> CLICK HERE TO SIGN UP <<

Launching an eCourse is a leap of faith. You owe it to yourself and your business to build a solid foundation before you launch, so that your risk is minimized. This webinar is the beginning.

>> JOIN ME <<

[YOUR SIGNATURE]

Email 3:

Subject: Here's how you scale your 1:1 business

Hi [NAME],

Coaching—whether it's life or business or parenting or any of a dozen other niches—is a wonderful, fulfilling career. You get to spend your days helping people, actually making an impact on their lives and careers. You wake up every morning excited to face the day and go to bed each night knowing you've made a difference in someone's life.

But there's a downside.

One-to-one client work is simply not scalable. You can only work so many hours in a day. You can only take on so many clients. Unless, that is, you create a self-study eCourse.

Now, I can already hear you listing the reasons this will never work, and right at the top of your list is this: I don't have a large enough audience to make this work.

Stop. Before you go any further I want you to realize that there are many, many ways to gain traction in any niche without benefit of a huge list. Hundreds of coaches just like you are releasing new ecourses every year, and not all of them have huge lists, so what's holding you back?

Whatever your roadblock, my new workshop, "Ecourse Launch Blueprint" has the answer. In four actionable modules, I'll walk you through everything you need to know to launch your new eCourse (and add a valuable stream of income to your business) even if you have a tiny list.

>> CHECK OUT THE WORKSHOP <<

You already know everything you need to know to create a powerful eCourse, and your fans and followers are waiting. Don't put it off another day.

[YOUR SIGNATURE]

Email 4:

Subject: Your audience needs this from you

Hi [NAME],

How many 1:1 coaching clients are you working with right now? Four? Ten? Twelve?

Whatever the number, there are dozens—maybe hundreds—more who want and need your help, but who can't get it. Maybe...

- They can't quite afford your one-to-one coaching rates, so they have to settle for a less experience mentor.
- You don't have room in your schedule for more clients. After all, you have a life outside of your business, too.
- They're not sure you're the right coach for them, so they're not quite willing to take the leap.

There are as many excuses as there are potential clients, but there's only one solution: a self-study eCourse.

Now, you may already know this is the answer—most coaches do. But you may be hesitant to put the time and effort into creation simply because you believe you don't have the audience or reach to make it profitable.

If this is what's been holding you back, then I've got good news: my brand-new workshop has just been released. Inside "eCourse Launch Blueprint," I'll walk you through exactly what you need to do to get your course out to a massive audience—even if you have a tiny list.

>> GET ALL THE DETAILS HERE <<

So, if you've been putting off creating your eCourse, you're going to want to jump on this right now. No one is going to add more hours to your day, so reaching a wider audience means adding a self-study option to your coaching, and an eCourse is the perfect tool for that.

>> CLICK HERE TO LEARN MORE <<

[YOUR SIGNATURE]

Webinar Script

Use this as your guideline when planning and hosting your webinar:

Before you begin: Be sure to open the mics up a few minutes early to chat with the audience. Call out attendees by name if you know them. This will help loosen them (and you) up a bit and sets the tone for the rest of the call.

REMEMBER to press "RECORD"!

Welcome to "5 Reasons Nobody's Buying Your eCourses".

Before we start, get ready to copy and paste the text and URL that you'll see in the webinar chat box and share them over Facebook or Twitter, using hashtag:

[PRESENTER: Insert your hashtag]

You'll also find a Solutions Worksheet accompanying this webinar. Download it right now, if you're a fan of noting points as they are discussed in real-time.

[PRESENTER: GIVE DOWNLOAD INSTRUCTIONS FOR THE GUEST HANDOUT]

Post any questions you have in the webinar text chat box and I will address these during the webinar. I'll pause right now for a moment or two so you can download your worksheet and enter your questions in the webinar text chat box.

[PRESENTER: INSERT]

- ✓ **YOUR INTRODUCTION**
- ✓ **WHO YOU ARE**
- ✓ **WHAT YOU DO**
- ✓ **WHY YOU DO IT**
- ✓ **YOUR WEBSITE ADDRESS**

A TEASER ABOUT THE PROGRAM YOU'LL BE SHARING AT THE END OF THIS WEBINAR] (5 minutes)

Webinars

Creating an eCourse is a win-win plan. You help others while creating passive income for yourself, positioning yourself as the expert you are, and attracting new clients. It helps you make great connections with your peers and other experts in your field, creates loyal followers and generates more links, as well as establishing your brand and gaining you the right sort of exposure.

But it's not always roses straight away: You may have already created an eCourse and had dismal success in getting the word out to people.

Or—more likely—you want to create an eCourse but you are actually putting off creating it because you are convinced nobody “knows” you and you have a small list: But even with a small list, selling even a low number of multiple units makes it worthwhile to create an eCourse—plus the potential of each person who takes your course (a) becoming a repeat buyer (b) spreading the word. (And you don't have to create the sort of eCourse that demands you to teach live: You can even pre-record your modules and create an on-demand course. That's true passive income.)

With eCourses, you can teach what you love without major expenses—no booking rooms, no high-end wardrobe, no meals to provide or transportation costs.

ECourses CAN set you up to sell high-end events: They're proof you've got what others need in your field of interest.

Create the best course you can. Use content you have already created. Focus on your specialty, show why your course is different, make sure its purpose rocks ... and promote it. Spread the word!

If the promotion part is where you're stuck, this webinar is definitely for you.

Five Major Reasons No One is Buying Your eCourse...

1) Waiting till Launch Day Before Promoting

This is one of the most common mistakes made by first-time eCourse creators. It's like having a retail store and not building up anticipation. No articles written about your arrival on the scene by the local paper; no advertising; no signs in your store window saying, "coming soon". No promises of samples, prizes, free food and drink, or opening day specials.

All these strategies are what retail stores or new bricks-and-mortar businesses do before opening for business. The result? By the time your Grand Opening arrives, people are eager to check your store out.

You need to take the same buzz-building approach with your eCourse, and start talking it up well before you launch it. If you simply launch and make one announcement on a couple of social media platforms (plus a page or article in your blog) that's way too sudden. You haven't built up a buzz. There's no ongoing conversation to increase your shares; plus people don't buy if they don't feel familiar with something.

Even in our new retail store example, unless there are really stunning specials for highly popular items, the majority of the opening day visitors will probably look around, maybe even chat to the owner, but it will actually take them anywhere up to seven more visits before they buy something. That's not an arbitrary number I came up with out of my own head: That's the standard specs on how long it takes people to purchase, based on years of sales research by many individuals and organizations.

You can take pointers both from successful online retailers, and from bricks-and-mortar, local stores and let people know ahead of time that your course is going to be launched well in advance of the actual launch date. Do the equivalent of putting a sign in the store window or sending out flyers.

But creating a buzz and building anticipation won't work unless you have created an eCourse that hits them where it HURTS ... and promises to give them the cure.

Your eCourse needs to:

- ✓ Promise to help them tackle and overcome a problem they are looking to solve right now

- ✓ Stand out from other courses
- ✓ Offer a clear and specific benefit that similar courses don't promise
- ✓ Change their lives or businesses for the better—quickly
- ✓ Look easier and simpler than competitors
- ✓ Be free of ambiguity. ONE problem, ONE promise, ONE solution.

If your eCourse ticks all those boxes, then you are finally ready to plan creation of ongoing conversation and buzz.

Social media is all well and good, but it can be hit-and-miss. On any given day, your social platform algorithm can decide to show your post to only a select, tiny number of people, based on its own sometimes bizarre algorithmic decisions. If you are on a fast-streaming social platform like Twitter, your announcement can be there and gone before your ideal student has even loaded in the page.

You need to anticipate where your ideal student is likely to be and plan broad, steady, daily coverage. The best system involves meeting your ideal student in more than one place. You do this through strategies such as:

- ✓ Blogging
- ✓ Getting (and giving) interviews on your topic
- ✓ Maintaining visibility and interaction on more than one social platform
- ✓ Building your email list, attracting people who are specifically interested in the topic you plan to teach
- ✓ Actively seeking out testimonials and reviews BEFORE—as well as after—you present your course
- ✓ Making it easy for people to sign up and take your course

Your power-house topic can either be a truly unique product that hits a little-appreciated niche ... or a new twist on a popular topic.

[PRESENTER]

The way to come up with the twist on your particular topic or method that you teach is to ask yourself (and your audience): “What’s the biggest problem with all these courses on this topic?”

If you asked that about Scrivener, the answer would be that it is complex and difficult to master. So, Joseph Michael made a promise to help people learn it very quickly—in fact, as his beautiful and concise landing page specifically points out, in “less than one week”. (The key word in his course title is “fast”, directly addressing their main complaint; that it takes forever to master.)

Look at the courses on Udemy or Lynda.com and see how many of them “click” and resonate with you. Then ask yourself why. What problem do they identify? What result do they promise?

So, you start with a course that zones in on a problem and promises a specific result, all in its title.

Only then are you ready to start creating that all-important buzz. Without a strong course with a single, identifiable topic and a strong motivator, however, not all the advertising or sharing in the world will help.

Buzz creation should be ongoing, from the birth of your idea onward. It should reach its peak just before your big main launch

2) Ignoring the Power of Leverage

Another mistake course creators make is thinking they have to promote their course all by themselves, and underestimating who they know, and how to use them. Publicity and promotion is not just about you doing your best to spread the word. The best sort of publicity and promotion also strategically uses the power of leverage.

Leverage is when you take advantage of assets you already have and in this specific case, people you already know or have access to. So if you’ve been ignoring the influencers in your field, or just checking their posts on a reactive, hit-and-miss, occasional basis, now is the time to click “follow” and religiously check the posts and blogs of your select favorite influencers.

Start interacting with them. Comment on their social and blog posts. Share their YouTube videos and Facebook posts. Share your best resources with them. Above all, attend their webinars and interact—live. Join their

mastermind groups and actively hang out there. That's where more people than just the influencer you are following will become speedily aware of you.

Taking one of your favorite influencer's courses (and then taking another) is a highly effective way of bringing yourself to their notice—especially if you are virtually unknown.

To return to our example of Joseph Michael's Scrivener course, he gained enormous momentum and saw his list (and reputation) grow in leaps and bounds because he leveraged other people's lists.

He did this by looking around and finding Joint Venture partners; then making it easy for them to help him.

First, he identified who he would need. His course was aimed at writers, so he contacted already-established writers who had solid lists. So last year in 2016, if you were interested in writing and Scrivener, you might have had more than one of your own favorite writers and writing mentors contact you to promote Joseph Michael's course. He had his course introduced and co-hosted by writing coaches like Kirsten Joy, Joanna Penn and Michael Hyatt, to name a few.

That is using the power of leverage.

So, if your interaction with key figures in your niche has been hit and miss, or you have got into the habit of following them without commenting or interacting, change that, right now. Start building strategic relationships—ones you enjoy: Ones that have the potential to be mutually beneficial.

If you are not following experts in your niche, choose at least six favorites—ones that share the same values or philosophies as you—and start following them.

Don't just follow though: Start talking to them. Interact. Answer their questions, take their polls, and make specific comments when something resonates with you.

That way, when you are next ready to launch, you will have even more influential people you can leverage ... and you will have connected with their own audiences too.

3) Sitting Back and Waiting

The third mistake eCourse creators sometimes make, even if they succeed in creating a buzz and increasing awareness, lies in launching and then sitting back waiting for sign ups.

No matter who you are, you are only going to attract a certain percentage, the day of your actual launch.

If you focus on follow-up, however, you may actually pick up more students in the follow-up stage than on launch day. Plus you can generate feedback, ask for reviews, ask for questions, answer them and generally keep that close connection going with your email list subscribers, if you are sending out follow-up emails.

There is going to be a period between the official launch and the start of your eCourse when there will still be time for people to register for your course, so well before launch day, plan and create a strong email follow-up series to keep the conversation going with your list during this period.

You can:

- ✓ Send reminders
- ✓ Share additional insider tips you are not sharing on social media
- ✓ Share links to posts on the topic
- ✓ Send more reminders or showcase another key benefit of your course
- ✓ Run a poll
- ✓ Create a competition
- ✓ Give away a seat in your eCourse—

All these things are strategies you can employ within your email follow-up series.

And if you have a really small list, it's more important than ever that you create an active, consistent follow-up series, whose emails you can release at steady, regular intervals to keep your course and topic in your subscribers' minds.

[PRESENTER:]

Says Nathalie, "I only had a handful of people on my email list when I did my first successful launch: And it's doing that launch that got me over five hundred people on my list in the first place."

She reminisces about hearing that for every 10,000 email subscribers you have, you can factor on making roughly a million dollars. She is the first to admit that obviously that depends on the products you sell and the prices you charge, but that is certainly food for thought.

When you create a powerful email series for your list, it doesn't just keep the buzz and conversation going: It makes your subscribers realize what your course can do for them, how much they need it ... and how much they are going to miss, if they skip this opportunity to get in on the ground floor.

And it builds your following, so that the next time you release your course you'll have even more subscribers to hear about it ... and to promote it.

There will always be people who can't afford it right now but seriously earmark it for the future, with a strong desire to take it. A follow-up email series also helps ensure they don't forget about your course, and primes your subscribers psychologically to be ready for your eCourse offer, when you make it again.

If you start sending your eCourse emails early enough, this can also alert a certain segment so they have time to budget for your course, if they need to do so.

Mistakes commonly made with your eCourse launch email series:

- ✓ Not offering the right SIGN-UP INCENTIVE
- ✓ Not making your emails feel conversational and helpful
- ✓ Focusing on the sale aggressively, instead of on how you can help them
- ✓ Not including calls to action at the most natural points

- ✓ Not offering or promising a mini-email course or Facebook group during your follow-up series to build interaction and connection even more
- ✓ Not noting what they respond most strongly to—and not acting on it
- ✓ Not keeping in touch and (a) reminding them of your existing courses (b) presenting incentives or offers for new courses
- ✓ Not sending reminders before the course closes

You need to plan for and leverage ongoing follow up too. Once you've created your course, you don't just present it once and put it away. Now is the time to decide how many times a year you are going to run your course. Once a year? Twice? Every month? Will it be a live course or have a live component? Will you create a pre-recorded, "on-demand" course that can bring you income 365 days a year?

These are all factors you need to plan for when you create your email follow-up series. Look at each detail of your course and how you plan to present it and decide how you can leverage these details to create ongoing follow up and ongoing buzz.

4) Not Pre-Testing a Mini Version of Your Course

Another great strategy you shouldn't ignore: Creating a mini version of your course to give select followers a "taste".

There are many ways of doing this:

- ✓ Creating a free mini-email course that teaches one complete component of your course
- ✓ Offering it only to your subscribers, or only to a Facebook Group or only to a closed forum
- ✓ Offering it to anyone—but putting limits on it (example: "only 25 spots available")
- ✓ Offering it at a special price to a limited number of people
- ✓ Running a webinar teaching one of the components

Yes, if it teaches part of your main course, or gives people an introduction to your topic, a live webinar can do in one hour what weeks of research can't do half as well—especially if you include a Q&A at the end of it. Your introductory webinar can show you instantly what real people are asking, what their real concerns and problems are, what they get enthusiastic about, what they're frustrated with and what excites them.

Most of all, it can tip you off to their main area of focus and their biggest concerns.

You can also invite select forum or group members to try out either a free or paid mini-version of your course. This is great for testing elements such as:

Delivery—does your delivery system work? Is it easy? Are they experiencing glitches?

Focus areas—what do they complain about? Ask for, that you haven't provided? Point out as a problem?

Engagement—have you made it irresistible for them to engage? Provided a way for them to interconnect with each other? Build a community round your course/course topic?

Incentives—what is the big takeaway from the course? The pay-off for interacting and completing the course?

Timing—do they want to spend more time in a particular area? Do they already know an area of your topic that you were planning to spend more time than they need on? Do you need to slow down on some components? Expand them? Shorten them?

Results—what results did they get? What did they like about the course?

Reviews—have you asked for feedback? Testimonials? Reviews? Have you provided at least three ways for them to do this?

Alice Seba and **Ron Douglas** used the beta testing model when they were rolling out their popular [Elite Writers Lab](#), inviting specific subscribers to take it for a test run in a private Facebook Group before launching it to the general writing community. Elite Writer's Lab is a unique combination of Facebook Group, Job Board, live instruction and pre-recorded instruction

components—all tested and honed to meet the most urgent needs of its diverse but highly active community.

They continue to promote the program. There is no longer a need for beta testing, but they use another follow-up strategy: Offering the interested a ten-day trial of the membership and courses for just one dollar.

Incidentally, since the group encourages the asking for and giving of feedback, an elite membership club such as this is a great place to make connections, find guests to interview, and let people know you are available for being interviewed on your topic. Writing may not be your thing, but this example allows you to see the advantages of taking courses from key people in your niche and joining exclusive communities.

5) Not planning to advertise and expand your promotion

You don't need to stay small. Grow with your course and community. Add more courses, and put your existing, first course to work for you not just once, but at regular intervals (or on-demand).

To do this, once you've generated revenue with your course or at the very least, after you've pre-tested it, it's time to create an ad strategy and plan on expanding that advertising each time you release your course or step up your campaign.

There are a number of places to advertise. If you want to run a local workshop to introduce your topic, even putting up notices in your local library is the birth of advertising. The key is to know where to advertise, when to spend money on it and how much to spend.

Facebook advertising can give your course a boost—especially when your numbers are still small. Using Facebook advertising, you can also indulge in that holy grail of advertising—automatically finding targeted followers who are pre-disposed to be interested in your specific course.

Facebook advertising is unique, in that it allows you to:

- ✓ Target those who “Like” your Page
- ✓ Create Custom Audiences from your contacts, including your email lists and specific Facebook IDs

- ✓ Insert a Facebook Pixel on your website (formerly Facebook Re-targeting) to track and serve ads to visitors who visit a specific page (such as your eCourse landing page or a page on your specific teaching topic)
- ✓ Create a Look-Alike Audience with similar interests
- ✓ Refine re-targeting, based on your results and click-throughs

Facebook advertising uses Facebook's own algorithmic intelligence and tracking to serve your ads up to targeted audiences. It does need you to set up and specify your initial Custom Audience and insert your Tracking Pixel (a small piece of code) on your relevant web page; but once you've done this, your Facebook ad will use what can almost be thought of as Artificial Intelligence to adjust itself for better and more targeted results.

For that reason, give your ads time and plan to keep them up as long as you can, so Facebook learns to distribute it to the widest number of your best targets possible.

And if you're not ready to delve into the world of Facebook Pixels yet, start by simply boosting your best posts on your topic (the ones that get the most engagement).

Facebook allows you different ways to target:

- ✓ By demographic
- ✓ By interest
- ✓ Behavioral targeting
- ✓ By your friends
- ✓ By your friends' followers

You can also use Facebook advertising to grow your connections; specifically generating ads to get more "Likes" for your Facebook Page, pre-eCourse-launch.

You can find guides, tips, eBooks and helpful instruction there, beautifully laid out by topic—as well as a gallery of effective Facebook ads. AdEspresso offers paid products and training too—but it provides great insights for free on how to get started.

Don't neglect Facebook's own resources on advertising, though. Set aside some time to explore this, and visit the social network's Facebook Adverts section to learn more about the types of ads and campaigns you can create.

[**PRESENTER:** **Share this link in your webinar Chat Box:**

<https://www.facebook.com/business/products/ads>]

Remember you can start small, simply by advertising for more "Likes" on your page to grow visibility; or by boosting your best-performing, most relevant posts.

The important take-away to Facebook advertising is to know what you want it to do—that is, decide on a specific goal for each ad. Do you want your ad to build your visibility to right audience first? Or do you want it specifically and in a straightforward manner promote your eCourse? Or both?

Once you have a budget for advertising, keep in mind that you don't have to follow the crowd: For example, if your particular target market spends more time on Instagram than Facebook, you may prefer to add or substitute Instagram Advertising instead.

[**PRESENTER:** <https://business.instagram.com/advertising>]

With Instagram advertising, you can create three primary types of ads:

- ✓ Photo ads
- ✓ Video ads
- ✓ Carousel ads

Instagram ads are best suited to increasing reach and visibility, getting people to visit specific pages on your website, or for getting them to take specific actions. If you have a highly visual component for your eCourse or you want to show highlights from an in-person, live course, or show people what they can create, or dazzle them with vision-board type inspirations then Instagram ads can be highly effective.

You can also advertise giveaways as part of your pre-launch promotion via Instagram: It is less rule-heavy than Facebook. Instagram ads have traditionally been seen as much more expensive than Facebook, but many companies now say that no longer holds true.

Social Media Examiner's article, [How to Create Instagram Ads](http://www.socialmediaexaminer.com/how-to-create-instagram-ads/), is a good place to start.

[PRESENTER: Share this link in your webinar Chat Box:

<http://www.socialmediaexaminer.com/how-to-create-instagram-ads/>]

Social Media Examiner also has several articles on Twitter advertising too, including this one:

[PRESENTER: Share this link in your webinar Chat Box:

<http://www.socialmediaexaminer.com/3-ways-to-advertise-on-twitter/>

Starting out with Facebook ads is most likely your easiest and most cost-effective bet.

Advertising is not essential for attracting people to your eCourse ... particularly if you are happy with, or actually want to start with, a relatively small number of attendees. But if you have created a pre-recorded, on-demand course, you are going to want it to have as wide a reach as possible, so it can be making money for you night and day.

You don't have to advertise ... but it's a mistake not to learn about what advertising can do for your eCourse, so that you can decide whether or not to include it in your eCourse marketing plan.

There's one more big mistake people who create eCourses make, and I'll mention it quickly here: Putting their eCourses on a platform such as Udemy.com and leaving it largely up to that platform to promote their eCourses.

You need to plan and think about actively spreading the word, whether or not your course is up on a paid platform. All of these platforms promote or highlight courses that are popular, and if no one takes your course, they're not going to serve it up first in their internal search results.

The most popular eCourses are not only top-rated courses, they are also the most widely promoted eCourses.

To recap, here's what you need to do, to make sure people buy your eCourse:

Start buzz creation early—the moment you have a solid plan or idea in mind

Use leverage. Connect with influencers, past clients, college buddies, former employers and employees and anyone else in your field you can think of, and make sure you are involved in their social media conversations.

Create one or more strong email series to go with your eCourse: One pre-launch and one follow-up course as a bare minimum. Plan your emails to:

- ✓ Continue creating buzz
- ✓ Build excitement for launch day
- ✓ Continue the conversation and capture those on the fence after launch day

Pre-test your eCourse. Offer a free mini-email version; present it in a webinar; invite select beta testers (free or paid).

And do remember to gather testimonials and use them on your landing page and website!

Consider advertising—and make sure you set specific campaign goals. And even if you don't advertise now, plan for it as soon as feasible.

You've created an awesome course that your target market really needs and is going to love and appreciate. Now make sure you tell them about it so that you can reap the rewards.

I'll be taking your questions at the end of the call, but if you're eager to get started promoting your eCourse but need to build your list, let me tell you about this very special offer.

[Present your offer (10 minutes) GIVE COUPON information, if you have one, for early responders who are already poised to buy.]

It's a four-module self-training system—complete with an Action Plan you can implement at the end of each module, as well as exercise worksheet to help you define your plan, called "**eCourse Launch Blueprint with a Small List**".

You can save time and launch your eCourse with confidence by following the simple but necessary steps in this easy, four-module course and build a highly-responsive subscriber list as part of the launch process.

This quick and easy self-study course will guide you through assessing where you are, what you need to do and creating a launch and list-building plan and walk you through the process of growing your list quicker than you might have thought possible. No, it probably won't give you ten thousand subscribers overnight—but you can look forward to being pleasantly surprised at how effective this system is, if you take action and follow the steps.

Here's what you'll accomplish with each module:

[INSERT OFFER DETAILS, WEBSITE URL, COUPON CODE, DEADLINE, INSTRUCTIONS, ETC.]

In each of these modules, we'll cover topics like:

Module 1: Getting Your Focus in Focus to Attract the Right Subscribers

- ✓ Learning Objectives: How to properly prepare for true launch success with only a small list
- ✓ Making sure you don't skip the most important key core element of successful product launches
- ✓ Creating the right incentive for the right people
- ✓ The one absolute action you must take to ensure eCourse launch success
- ✓ Deciding on your best mix for a successful launch strategy (while ensuring it grows the right list)
- ✓ Setting launch goals and a launch schedule that gets exactly the results you want
- ✓ Getting comfortable with your comfort zone—how to stop it from holding you back
- ✓ Six signs you are veering off course—and how to quickly get back on track

Module 2: Taming the Tech—Quick and Easy List Setup and Tracking

- ✓ Learning Objectives: Set your list up for successful tweaking and tracking the painless way—right from the start
- ✓ Taking the stress out of setting up a launch system (one you can reuse again and again)
- ✓ Making sure you are not missing any essential tools and pieces
- ✓ The ridiculously easy way to set up and manage Google Analytics
- ✓ What to look for and where to find it, in order to make sure your launch is on track
- ✓ The secret to making tracking not just easy, but exciting
- ✓ Two totally essential pages—why you need them, where you need them and the hidden functions they perform
- ✓ Five essential and easy tools you can't live without (how to use them to build your list)

Module 3: Getting the Ball Rolling and Picking up Momentum

- ✓ Learning Objectives: Make the most of strategies to grow the conversation and get people excited about your eCourse launch
- ✓ Avoiding pre-launch mistakes you don't even know you're about to make
- ✓ Three simple ways to give people a taste of your eCourse—the right way
- ✓ Creating strategies that will grow your list as you go
- ✓ Deciding on your platforms (what each one is best for and why your audience will care)
- ✓ Six social media strategies—how to keep them simple and when to use them

- ✓ Email strategies your list will love—fun ways to keep the conversation going
- ✓ Knowing when you have hit the sweet spot (seven signs you are on the right track)
- ✓ Creating a launch schedule, you can stick to (one that really works)

Module 4: Becoming a Launch Pro by Leveraging the Right People

- ✓ Learning Objectives: Leveraging the expertise of others while building your reputation and earning their respect
- ✓ Creating a simple but effective ad strategy with Facebook advertising
- ✓ How to make sure you don't waste your advertising budget—and that your ads actually get results
- ✓ When you think you need to hire a specialist—three things you can do
- ✓ Creating a "Street Team" to help spread the word
- ✓ Blog tours: Should you or shouldn't you—and what this can do for your list
- ✓ When you are not ready for a JV partner—other ways to engage them
- ✓ When to call in the pros, who to call, and how to get the most out of it

If you are ready to learn how to....

- ✓ Make a commitment to ensuring you create an effective launch while building a highly responsive list
- ✓ Feel like you know exactly what you are doing at all times during your launch—and why
- ✓ Take the stress out of the tech stuff and make it ridiculously easy
- ✓ Understand and nurture your ideal audience—and be what they need you to be, without feeling like a phony
- ✓ Actually, get your eCourse finished and launched ... and presented to the right potential students

Then...

[REPEAT OFFER DETAILS, WEBSITE URL, COUPON CODE, DEADLINE, INSTRUCTIONS; INCENTIVE FOR SIGNING UP NOW, WHILE STILL ONLINE.

GIVE INSTRUCTIONS RE THE UPCOMING Q&A SESSION WHEN YOU ARE GOING TO UNMUTE THE MICS; WHERE TO ENTER QUESTIONS IN THE CHAT BOX, ETC.]

Q&A Session

Starting by letting your audience know you are going to answer questions submitted before the webinar is a good way to loosen them up and get their creative juices going. Ask your audience what is stopping them from creating a system that eliminates problems and recurring energy drains, builds their reputations and makes them enjoy getting up for work in the morning.

Have seeded questioners ready and waiting to fill in dead spaces or gaps.

Finish by showing them that your product is the answer to their problems, giving examples triggered by specific questions just asked (if there is time).

OPTIONAL: Encourage them to take immediate action by reminding them of your “live during the webinar” sign up incentive and/or create a special offer for fast action takers – those who buy before the end of the call, or within the next few hours.

Restate the offer, coupon and link to the sales page, and thank everyone for attending.

Sales Page

Attention Coaches & Service Providers: You don't need wait until you have a huge list to create your eCourse. But you do need to...

Stop Postponing Your Success and Finally Launch Your Amazing eCourse! Here's How—Even with a Tiny List!

Feeling overworked and burned out with 1:1 clients, but don't know how to fix it? An eCourse just might be the answer...

Hey there fellow coach,

Here's an all-too-common dilemma. You're growing a fantastic business. Clients love you. You're making an impact on their lives and businesses.

But pretty soon you realize...there aren't enough hours in the day.

Your client reach is limited. Your passion to serve is stifled. You simply cannot find the time to help everyone who needs you.

Or worse, you wear yourself out with too many client calls and your own social, home and family life begins to suffer.

Sound familiar? It's something every coach encounters, so you're not alone.

Even better, the solution is simple. ECourses allow you to reach a much bigger audience and help more people.

But if you didn't prepare for this eventuality by building your mailing list as you were growing your coaching biz, you may be left thinking...

"I Have No One to Sell an eCourse to!"

If you're like most coaches, you have a lot on your plate.

- ✓ Clients to love and support
- ✓ A family and friends to spend time with
- ✓ Your own health and wellbeing to look out for
- ✓ Training and education to improve your coaching skills

- ✓ Other business tasks, such as bookkeeping and social marketing

And somewhere along the way, you're supposed to be building a list, too?

You're not to blame if you just haven't quite got to it yet, **but...**

You Don't Have to Let a Small List Hold You Back!

I know, I know. The money is in the list. Everyone says so.

And a number of coaches make it look easy. Seems like every email they send results in thousands of sales.

Does that mean there's no hope for you? Or that you shouldn't even bother to create an eCourse until you "done your time" in the trenches of massive list building?

Nope. Not even close.

In fact, there are plenty of coaches who will tell you that the size of the list is not nearly as important as the quality of that list. And that when you focus on quality, you can have those same amazing results with your new eCourse.

Of course, it does help to have a plan...

Introducing...eCourse Launch Blueprint with a Small List

This easy-to-follow, 4-module course is custom designed to help you move from 1:1 coaching to the much more scalable eCourse model—even if you have a tiny list.

Each module focuses on marketing and list building strategies that work perfectly for coaches and service providers, and that offer a great return on your time investment. Not only that, but we'll work on growing your list as well, so you can make the most of your efforts and build the business you deserve.

Module One kicks us off by narrowing the focus down to what really works, while eliminating the time-wasters that we can safely ignore.

Module 1: Getting Your Focus on Attracting the Right Subscribers

We're going to start off strong by targeting your efforts to attract the perfect clients, customers and subscribers. You'll discover...

- ✓ **The true value of quality over quantity**—you'll never again let anyone tell you that your list isn't big enough once you know this.
- ✓ **3 eCourse models that work**—and how to choose the right one for your business.
- ✓ **4 questions you must be able to answer before you begin**—if you can't clearly answer these, it won't matter if your list is large or small—you'll struggle to make sales.
- ✓ **6 elements of a top eCourse**—get this right, and the rest will fall into place naturally!
- ✓ **How to prime your subscriber base** with a juicy incentive that will pave the way for sales of your eCourse.
- ✓ **How to choose the right incentive**—compare your options with a handy list of benefits.
- ✓ **How to set—and achieve—your launch goals**—do this, and you'll instantly feel more powerful in your business.

Module 2: Taming the Tech—Quick & Easy Set-Up and Tracking

Once you've decided on the purpose of your eCourse and started thinking about your marketing, it's time to create the infrastructure.

This is where a lot of coaches get stuck, but module 2 walks you through it with:

- ✓ **5 must-have tools**—without these, you won't be able to sell or deliver your eCourse, so don't skip this part!
- ✓ **8 pieces to create before you can call your eCourse complete**—including 2 you probably haven't even considered.
- ✓ **The 4 parts of a beautifully designed landing page**—don't worry, it's not as difficult as you might think!

- ✓ **4 places to post your sign-up buttons**—if you're putting all your efforts into your landing pages, you're missing out on 3 other profitable channels!
- ✓ **2 must-have landing pages**—and why you should never take the easy way out with these.
- ✓ **The dead-simple way to take payments for your eCourse**—even if you think you have zero tech skills.
- ✓ **How to track your click-throughs** and conversion rates using the most powerful (and FREE) tool in your arsenal.
- ✓ **The easy-peasy way to share video**—without showing it to the whole world via YouTube.

Tech issues are what holds most creative coaches back. Thanks to module 2, you'll easily clear these hurdles and be ready to move on to...

Module 3: Getting the Ball Rolling and Picking up Momentum

This is where you really start to see results. In this module, we'll start to build a buzz about your new eCourse and get your current and even future subscribers excited about it.

- ✓ **3 easy ways to give people a taste of what's to come**—do this right, and they'll be beating down your door to buy the second you launch.
- ✓ **How to use quizzes to keep your subscribers interested**—and for powerful intel into their biggest needs.
- ✓ **How to choose the right social channels**—and how to avoid the number one mistake that will cause you to waste time (and won't earn you any sales).
- ✓ **Top 3 reasons people open emails**—and none of them have to do with clever subject lines.
- ✓ **How to write emails your subscribers really want to read**—when you nail this trick, selling is a breeze.

- ✓ **How to use your email goals to create the right message at the right time**—get this one thing right, and your subscribers will love you.
- ✓ **6 killer social strategies** that work to drive traffic, build a buzz, and ultimately make sales.
- ✓ **8 pre-launch mistakes to avoid**—including one nearly everyone makes!
- ✓ **How to create a workable launch schedule**—you don't want to be rushed, but don't drag it out either. I'll show you what works.

Module 4: Becoming a Launch Pro by Leveraging the Right People

Sure, you can build & launch your eCourse all by yourself, but why would you when it's so easy to call on your friends and colleagues for help? In module 4, we'll go over all the details to make your launch day a rousing success, including...

- ✓ **The single best place to find and connect with powerful partners**—in fact, you probably already know some of them!
- ✓ **The inexpensive (and massively powerful) advertising network you must be using**—and how to solve the most common tech issues that might make you feel overwhelmed before you can even begin.
- ✓ **Where to find inspiration for your ads**—and how to use your new swipe files to tame the confusion.
- ✓ **How to know when it's time to call in the reinforcements**—we all like the DIY approach, but knowing when you're in over your head will dramatically ease your stress levels.
- ✓ **How (and why) to create a "street team"**—you can save a lot of time and money with this fun strategy.
- ✓ **How to take your blog on the road**—and what this powerful marketing technique can do for an up-and-coming coach like you.
- ✓ **3 steps to getting interviewed**—land a few coveted spots on today's top podcasts, and you'll sell more eCourses than you ever thought possible.

- ✓ **How to make the most of your growing mailing list**—so you make your next eCourse launch even smoother!

BUY NOW

Stop Putting Off Your Success Just Because You Have a Small List!

Look. Every successful coach started right where you are. Every single one built their subscriber list from one to many thousands, and you can, too.

But what those other coaches did not do is wait for the perfect time to launch their eCourse. Because there is no perfect time. There is right now, and there is never, and only you can decide which it's going to be.

Don't let the excuses hold you back.

This course is the answer. It will show you, step-by-step, exactly what you need to do to finally create and launch your eCourse, even if your list is small.

Stop setting for less, and start attaining your goals, for your business, and for your life.

BUY NOW

I can't promise you'll sell a thousand copies or earn your first 6-figure month, but I can promise you that once you've worked through the steps and launched your eCourse, your list will be bigger, and so will your confidence.

How much is that worth to you?

Warmly,

[YOUR SIGNATURE]

P.S. This course is backed by my 100% guarantee. If you feel it does not help you in any way to build a better coaching business, simply email me for a fast, courteous refund.

[Click here to register today.](#)

Thank You Page

Stop Postponing Your Success and Finally Launch Your Amazing eCourse! Here's How—Even With a Tiny List!

Welcome! If you're excited to finally reach more people with an eCourse, then you are in the right place.

Below you'll find your video modules, links to all your resources, plus some other goodies we think will be helpful.

Please bookmark this page so you can return to it whenever you need a refresher, have a question about one of the topics covered, or need to download a worksheet or checklist again.

And should you have any questions, please [click here](#) to contact our support staff.