

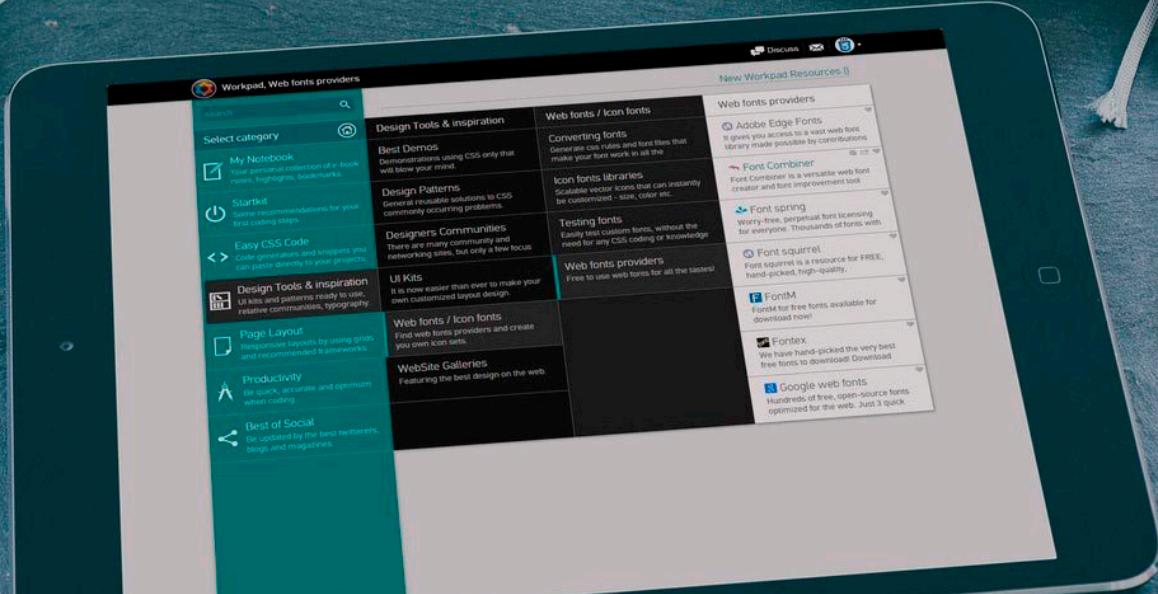


learnWorlds



VOLUME 1

The Ultimate Guide to Selling Online Courses



About LearnWorlds

LearnWorlds is an e-learning company that is transforming self-paced learning. We wish to become the best “educational amplifier”, empowering trainers, educators and content authors to create unique, enjoyable and social learning experiences.

Our cloud-based, white-label, e-learning platform offers to professional trainers, businesses and organizations an easy, hassle-free way to create their own, personally branded, online schools and professional training centers, and share or sell interactive, self-paced premium courses to their learners and employees.

CONTACT US

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This book is brought to you by the LearnWorlds Business Development Team.

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Foreword

The online course is the ebook of the future. And the online school is the e-commerce store of the future.

A great online course, created with passion and packed with valuable professional, life- or recreational skills, can be life-changing for its consumers. As a digital product it brings prestige to its author - who is no longer a mere seller, but elevated into the role of a teacher. And of course (pun intended), selling a great course can be profitable too.

BUT WHO IS THIS ABOUT?

- ◆ Professional trainers or training business who find it increasingly difficult to grow their reach with in-classroom training.
- ◆ Coaches, trainers and free-lancers jump into online courses as a means to diversify their business and reach new audiences
- ◆ Blog authors, youtubers, podcasters, social media or professional celebrities are using online courses to complement their income .
- ◆ Small and medium-sized business, large corporates, even non-profits turn to online courses in order to cheaply and more effectively train their employees, associates, and customers.
- ◆ Numerous amateurs all over the world who create online courses about the things they love (food, health, fitness, diy, coding, graphics design, stem, you name it), fulfilling a passion, making a name, and making a buck for themselves.
- ◆ And even businesses that seem to have nothing to do with training find online courses to be a potent marketing tool for promoting their products and services.

If you see yourself in any of the above then this ebook is for you. We hope we can bring new growth tactics to your arsenal and help you get to the next level.

Check it out and we are looking forward to your feedback!

Panos and the LearnWorlds team



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CHAPTER 1

How to Make Your Online Course Sales- Ready





Making your online course ready for sales can take up a considerable amount of time, but with the right plan and a visually-promising platform, you can sell just about any course on the spot. Adopting a well-rounded effective marketing strategy can guarantee that you are in the right direction guiding you to success.

Most experts say that the first step in everything is always the hardest but it's also the most important. As far as it concerns success in the e-learning world is threefold and it requires the following essential tools:

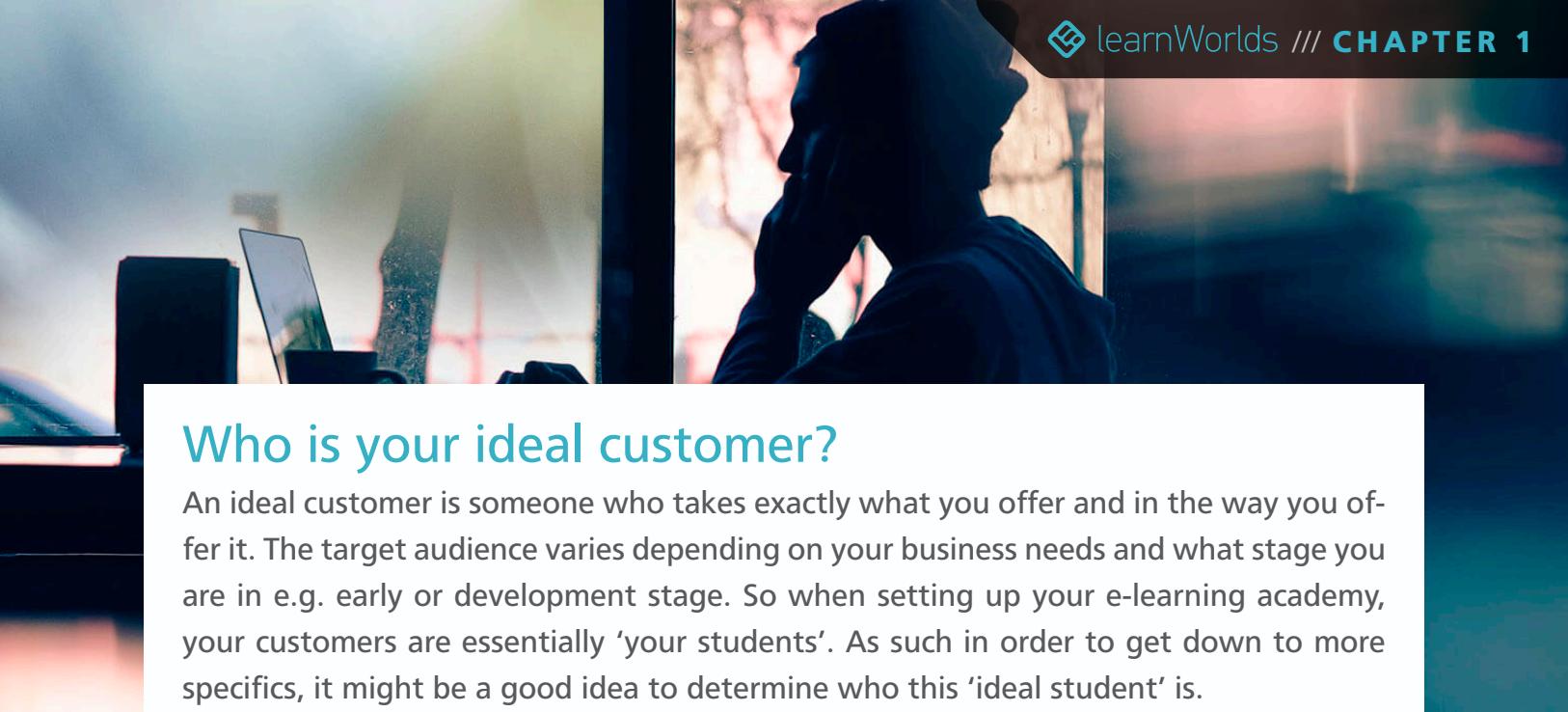
- a) A dedicated website to showcase your services and materials
- b) A blog where you will communicate with your target audience
- c) An active social presence to share content with your target learners

Apart from these, choosing the right platform to promote and sell your courses holds a significant role in your advertising efforts. With [LearnWorlds](#), you can get a fully professional, social, engaging and interactive online school, equipped with beautiful sales pages, an intelligent sales engine, rich interactive courses, a complete built-in social network, advanced analytics, and a customizable front-end amongst many other special features.

This e-book can be useful to anyone who has their learning materials ready-to-go and are prepared to launch a website on a platform that works, where they can interact with their customers and offer their products and services. If this is you, go through it to find out what you need to do.

A) IDENTIFY YOUR IDEAL CUSTOMERS

Once you have managed to set up your online school and equipped it with the most stunning courses, all that's left now is to get your first customers. Just like in every marketing campaign, the first step you need to take is identifying your valuable customers. This means that you will need to get as much information for your chosen 'target audience' as possible. Doing so should help you associate their needs with your services and products, thus increasing the chances of making a sale.



Who is your ideal customer?

An ideal customer is someone who takes exactly what you offer and in the way you offer it. The target audience varies depending on your business needs and what stage you are in e.g. early or development stage. So when setting up your e-learning academy, your customers are essentially 'your students'. As such in order to get down to more specifics, it might be a good idea to determine who this 'ideal student' is.

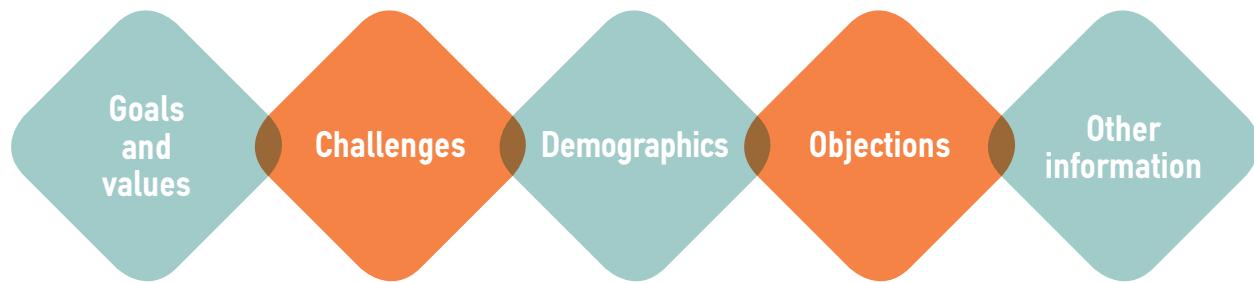
Going through this process can ultimately help you do the following:

- ◆ **IMPROVE QUALITY:** You will do a better job in creating a quality course that is going to get students results.
- ◆ **SELL MORE COURSES:** When you know who your ideal student is, you can address their needs and also perform better in your marketing promotions and sales pages.

When creating your ideal customer/student

When working on your ideal customer/student profile, it's best to do it in such a detail where you would be able to visualize them. This is particularly important when designing your promotions and sales pages, because the more tailored these are to their needs, the more response you are going to get. If it helps, think of your ideal student as your co-course creator. This way, it helps to imagine as if you are working with them whilst working on the course you intend to provide them.

Focusing on the following five areas can help you identify your ideal customer's profile for your unique course:



In order to get to know who your ideal customers are and eventually reach out to them, you will also need to take into consideration the following:

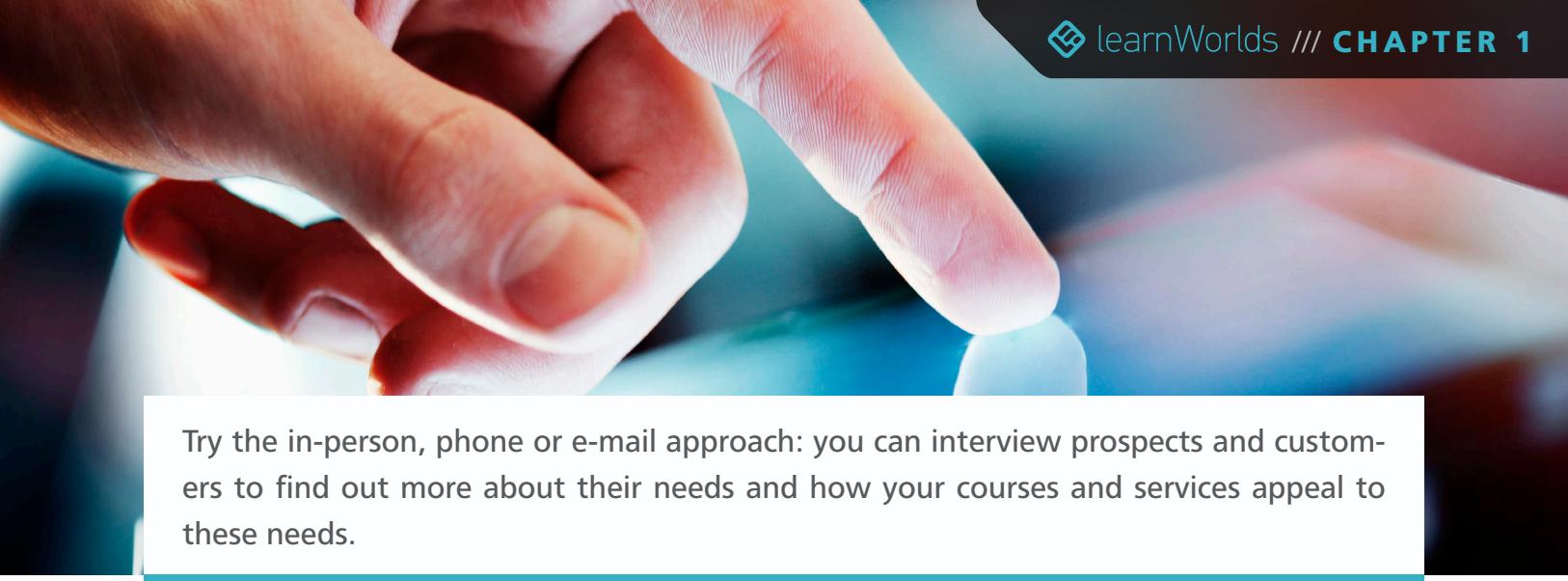
- ◆ **KNOW WHAT YOU ARE OFFERING:** To be more effective, you will need to have expert knowledge of what your business does and how can it help the customer. Try getting in your customer's shoes to understand their own needs and perspective.
- ◆ **DEFINE YOUR GOALS:** You can't get anywhere without some concrete goals in place. Setting clear targets can help you adjust your marketing strategies so that you reach to outcomes you want to achieve.
- ◆ **CONSULT PREVIOUS CUSTOMER INTERACTIONS:** Look back to what you did right or wrong in the past or those things that didn't go as planned, and be prepared to improve your strategy in order to match with your customers' needs the best.
- ◆ **BUILD A CUSTOMER PERSONA:** Coming up with a customer profile can help you anticipate your customers' needs and gain a useful insight into what there is to know about them.

How to build a customer persona

Building a customer persona is quite simple. All you need to do is gather information about your customers or your target audience in general through research, surveys and/or interviews.

To help you out, here a couple of ways you can collect this information:

- ◆ **CHECK YOUR CONTACTS DATABASE:** go 'behind the scenes' to find out how your customers are finding and using what you have to offer.
- ◆ **MAKE APPROPRIATE USE OF SURVEYS:** Make sure that when using surveys (like Google forms), you ask for particular important persona information depending on the variables that make your customer personas vary.
- ◆ **CONSULT YOUR LEADS FEEDBACK:** Make generalizations for your customers by drawing conclusions from your leads feedback (e.g. How big is this operation, what is this industry about, for whom does that customer work for?)



Try the in-person, phone or e-mail approach: you can interview prospects and customers to find out more about their needs and how your courses and services appeal to these needs.

If you want to find out more about building a customer persona, check out HubSpot's article on [How to Create Detailed Buyer Personas](#) for your business, that offers a free template you can use.

Conducting research for your customer personas, can offer your business great insight into what can make it more profitable. In regards to what you are already offering, a market research can help you distinguish the material and services that can satisfy your customers' needs and the ones that cannot.

There are many types of market research you can choose, some of which are: the Primary research (gathering data from your current sales and practices) collected with interviews, surveys, questionnaires and focus groups, and secondary research (analyzing data gathered from primary research that are already published so as to distinguish your competitors and the people who are part of your target demographic pattern). The data collected can be acquired through either quantitative (mathematical analysis that gives statistical results) or qualitative (insights for problems arisen or for developing ideas or hypotheses upon quantitative results) data collection.

B) EXPLAIN YOUR UNIQUE SELLING POINT (USP)

If you are not familiar with the term 'USP' (unique selling proposition), is a marketing concept that describes a pattern for successful advertising campaigns. This helps to make unique propositions to customers convincing them to switch brands. At LearnWorlds, course authors can create landing pages for their courses' store all by themselves and without the need of hiring a professional designer. With beautiful and ready-made templates you can achieve both a clear USP and an effective 'call for action'. These templates can get customized with your own texts, images and video.

To find out more about our amazing templates you can take a look at our article on [Clear USP and Primary CTA for Your Online School](#).

Description

When writing your course description, be reminded of your USP and integrate this in your customer persona. Doing so should be a piece of cake if you make sure to follow the steps below:

STEP 1

WRITE FOR YOUR TARGET AUDIENCE: Create your ideal customer persona (more on this in 'Chapter 8: Marketing for Online Schools') and register your writing tone so that what you are saying can appeal to potential learners effectively.

STEP 2

GET THEIR ATTENTION: Write an intriguing story that will accompany your offered service or course and watch them feel connected, dazzled and inspired.

STEP 3

PROVIDE DETAILS: Don't forget to include all the important information that will help potential customers understand how your services and courses will help them.

STEP 4

CALL TO ACTION: Always provide your potential customers with clear information as to what they need to do next in order to purchase and don't expect them to search for it.

STEP 5

MIND THE FORMAT: Make sure your text is easy to read, and it's written in a bulleted format highlighting what your course features and materials are.

Think you are ready?

You'll get access to awesome mentorship, hands-on sessions with startup experts, and you'll be connected with other smart, talented founders from all around the world.

[Sign-Up Now](#)

We specialize in taking ideas
from the drawing board to the launch pad.



Wireframe

Define all aspects of the final product necessary to test your idea: value hypothesis, feature set, data, customers, end-users.



Design

Interactive sketches of the idea's flow, content, and structure to create an intuitive and engaging product or service.



Develop

Find all necessary needs to create a reliable and efficient product or service that captures your vision and your audience.

C) COME UP WITH THE BEST COURSE TITLE

When you have finished setting up your online school and created your course, you will have to come up with a unique course title. The process is of huge significance since it can determine whether a potential learner will “click” on the course to find out more, or will just keep scrolling on the page. For better effectiveness, you will need to create a title that catches the attention of the learners but also one that works well in terms of SEO.

If you are clueless in title creation or just wondering how to begin, this short handy checklist can help you out:

- ◆ **START WITH KEYWORD PHRASES:** Your keywords can be easily found through a search engine and directly inform target learners what your courses and business are all about.

- ◆ **SPECIFY YOUR AUDIENCE:** You need to decide what your course is referring to but at the same time you should be careful not to narrow it down too much.
- ◆ **FOCUS ON KEY BENEFITS:** Try to share enough information to present the key benefits your course offers rather than telling your audience what it is about.
- ◆ **KEEP IT SHORT AND MEMORABLE:** Make sure your title is easy to remember, so that people can spread the word easily.
- ◆ **MAKE IT LOOK AS GOOD AS IT SOUNDS:** Say it out loud as many times as possible to make sure you don't stumble. If it sounds good then it most probably is.
- ◆ **USE KEYWORD RESEARCH TOOLS:** With the help of such tools you can generate plenty of keywords to use for your course and blog titles that will also play an important role on SEO related purposes.

Make it Google-Friendly

When working on title creation, you will find that Google is your best friend. The reason behind this is that SEO optimisation has become essential in the digital world as it helps you get found by potential customers easier and quicker. As such, before you can start with your online business, you will have to learn how to use it and come up with some real results.

The screenshot shows a Google search result for the course "How to Start a Startup". The result includes the course title, a link to "https://startup.learnworlds.com/", and a snippet describing the course as "Everything we know about how to start a startup, from some of the world's top experts. Course brought to you by Sam Altman". The result is displayed on a mobile device, indicated by the "Mobile" tab in the interface.



SEO optimization

The title tag is the single most important tag on your page. Why? It informs search engines what your page is all about and increases the effectiveness of your SEO strategy. To help you understand this better, we have prepared a checklist that gives out a few tips on how to optimize your title tags. Let's go through it:

- ◆ **KEEP YOUR TITLE SHORT:** Your title tags should be at a maximum of 70 characters long (including spaces).
- ◆ **THINK OF KEYWORD PLACEMENT:** In your title tag you will need to have the most important keywords first and your least important ones need to be last in the title tag (i.e. from most to least).
- ◆ **SEPARATE YOUR KEYWORDS:** You can use pipes (e.g. |) to separate keyword phrases - unless your keywords are written in such a way, in which you should avoid using commas, underscores, dashes or any other punctuation.
- ◆ **PAY ATTENTION TO YOUR WORDING:** Your most important phrases need to be short and simple while words like 'and', 'if', 'but', 'then', etc. should be left out.
- ◆ **ADD YOUR COMPANY NAME:** If your company name is not one of the keyword phrases, you can put it at the end of the title tag. In case it's one of your important words, you can put it as the first words in your title tag. This is important for branding purposes since people will be able to see the brand and click to find out more.
- ◆ **DON'T DUPLICATE YOUR TITLE TAGS:** These should be written in a different way for every page. Avoid mass duplication of your title tags.
- ◆ **MAKE IT RELEVANT:** Your title tags need to be written in a descriptive way so that they are relevant to the content of your page.

To find out more about title tags visit [MOZ](#) or simply go through this article on [How to Write Title Tags for Search Engine Optimization](#).

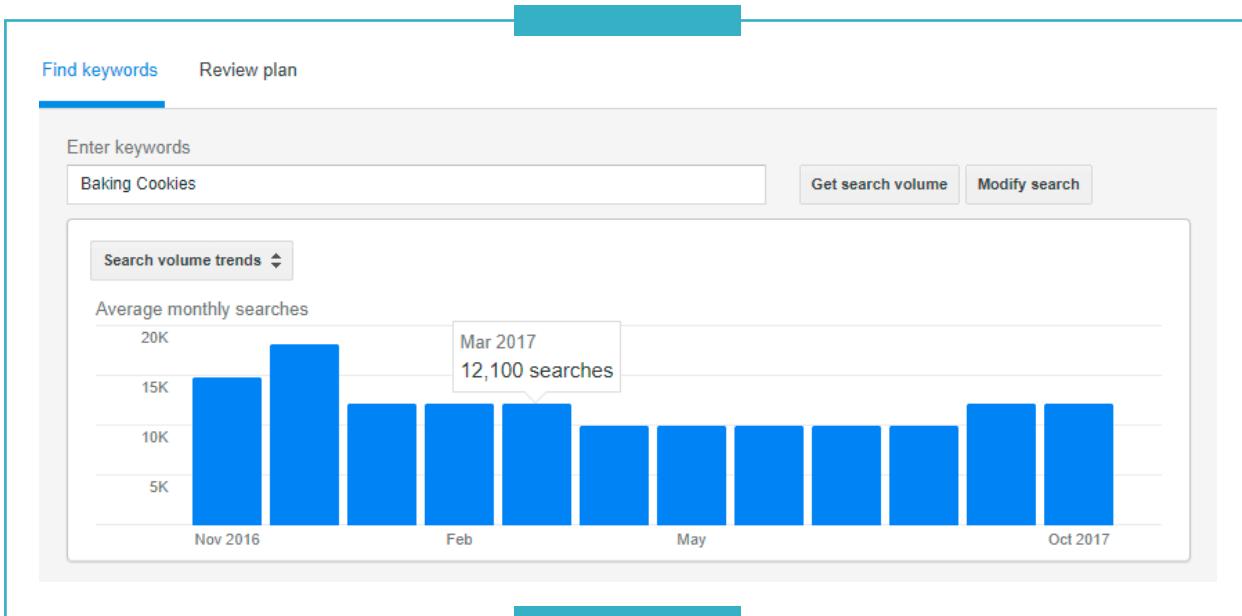
Keyword Research with Google Keyword Tool

When searching for the most appropriate keywords that will draw potential customers, there is a very promising tool you can use to boost your marketing efforts. The [AdWords Keyword Planner](#) is an incredibly useful and powerful keyword research tool that is built into the AdWords interface combining Google Keyword Tool and AdWords Traffic Estimator to guide users through the process of finding keywords and creating new Ad Groups and/or Campaigns.

This Google tool allows you to try various keywords in order to see how many times they have been searched for. With it, you can look for keywords that are relevant to your courses and then estimate the size of your target audience as well as your ad bids. Also, it provides suggestions upon keywords, which can help to target your ads better. For example, when searching for “Baking Cookies” the app will show keywords that are relevant to it to help you get more customers at a cheaper price.

Generally, the AdWords Keyword Planner supports three key use cases:

- ◆ Searching for keywords and ad group ideas
- ◆ Entering or uploading keywords to get estimates
- ◆ Multiplying keyword lists to get estimates



Search Terms	Avg. monthly searches	Competition	Suggested bid
baking cookies	1K – 10K	Low	€0.72
Show rows 30 ▾			
Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid
chocolate chip cookies	100K – 1M	Low	€1.22
cookie recipes	100K – 1M	Low	€1.59
cake recipes	10K – 100K	Low	€0.67
dessert recipes	10K – 100K	Low	€0.63

D) WRITE TO SELL: COPYWRITING TIPS FOR COURSE SELLERS

i) Prepare Your Course/Description

When editing your landing page you need to take certain factors into consideration so as to make sure that no visitor will turn their back on your services, but they would rather stick to it and find out more about what your school has to offer:

◆ USE BRIEF BUT TO-THE-POINT HEADLINES

A good landing page should have a heading at the beginning of it with large and bold text that gives visitors an idea of what they will find on your page. For a course sales page, using just the title of the course won't suffice. A better approach would be to briefly state significant benefits that the potential learner can receive when joining the course. A catchy title on your landing page is most likely to stimulate the customers' interest into wanting to find out more about your services. Your headline must predispose the reader positively based on their needs and wants, as well as promise them an intriguing result if they stick around and read what comes next.

◆ PUT THE IMPORTANT STUFF AT THE BEGINNING OF YOUR PAGE

Internet users have the tendency to focus on what they see first on a page and to

skim the rest of the pages content. In that sense, your best shot is to put every important aspect of your course and services on the top of your landing page for everyone to see it right upon loading.

◆ **KEEP IT SHORT AND SIMPLE**

When creating your course description, it is important to remember to keep it straightforward, short and concise. It is a window for you to relate to your audience by letting them know how the information in your product will help them achieve their potential goals. Above all, it should not only explain who your product is for and what they'll learn or receive from it, but should also act as a promise, that you need to communicate towards potential online courses customers.

◆ **USE ACTION WORDS AND PHRASES**

When visitors enter your landing page, they need to be engaged, excited and drawn into your courses otherwise it's "arrivederci". Your best friends in such occasion are action words and phrases that can build their motivation to learn. Words like "discover", "emerge" and "explore" are bound to make them feel like they are part of the e-learning experience you are offering.

◆ **PRESENT SOCIAL PROOF**

Since what you are selling is in digital form (and not a physical object), you need to provide social proof that you are a trustworthy authority on your topic. Your testimonials can really come from anywhere — emails, tweets, Instagram posts or comments, blog posts, etc. Whenever a customer talks positively about your courses you definitely want to add that commentary on your landing page.

ii) Write as an Expert Marketer

Attracting more potential customers is a challenging task. Some people find it hard to convey the message when it comes to promoting a product or a course in the written form. Writing a marketing copy can make this a lot easier and effective provided that you follow the three phases of writing: Pre-Writing, In-Writing and Post-Writing.

PRE-WRITING:

Before writing your marketing copy you should practise and eventually improve your writing skills in the prospect to get a better outcome. The pre-writing phase involves the following:

- ◆ **RESEARCH:** Always be on the lookout for new ideas and resources which you can store to inspire on later.



- ◆ **PLANNING:** Plan a marketing writing strategy using a diagram of the content's roadmap so as to always be aware of your work's progress.
- ◆ **READING:** Get exposed, on a daily basis, to other material and content relevant to your services and keep a backup for future use.
- ◆ **WRITING:** Commit to regular writing so as to not only loosen up your hand and mind but to also be able to connect your thoughts with your words and with ways to express them.
- ◆ **KNOWING WHAT TO WRITE:** Focus on a key idea and make your proposition prospect-centered to address the needs of your readers. Write about something you love so that your readers will love it too. Collecting insight about your audience can increase customer attention, inspire action encouraging more sales on courses.

IN-WRITING PROCESS:

The second phase deals with some of the issues you need to take into account when writing your marketing copy. Writing is not strictly a technique used in the academic field and when it is exploited in the right ways it can trigger important emotional factors in you and your learners. Paying attention to the following elements can help you achieve this effect:

- ◆ **TITLE:** Create a headline that emanates interest and also foretells the basic information that the rest of your text encloses.
- ◆ **FIRST SENTENCE:** both your title and first sentence should guide readers to the main point of your copy as smoothly as possible. Still, you will need to write something eye-catching.
- ◆ **INTRODUCTION:** Make your introduction captivating but at the same time not too long.
- ◆ **DEPTH AND LENGTH:** Find out what your readers want and provide the depth and length that gets them engaged. Some audiences prefer long, in-depth texts to convert to buyers while others prefer the short and sweet version.
- ◆ **TALK ABOUT ONE THING ONLY:** Having in mind what your bottom-line point is



will help you stay on track whilst wandering around can confuse your audience. Each piece of content point should be analyzed in isolation.

- ◆ **SHOW, DON'T TELL:** Readers want specifics, examples, arguments and stories that back up everything you are presenting. As such, it's always better to show them rather tell them what you can do for them.
- ◆ **MAKE IT EMOTIONAL:** Purchases are not driven by logic and this is exactly why you need to spice it up a notch. Your learners' needs and emotions can coincide well with what you are proposing.
- ◆ **SPEAK THEIR LANGUAGE:** Determine which potential learners your marketing copy is addressing to and choose your vocabulary accordingly.
- ◆ **CLOSING:** Summarize your main points and underline the ways in which learners can benefit from the info you have provided.
- ◆ **HAVE FUN:** A strict and dead-serious text creates unnecessary distance between you and your potential learners. The best thing you can do is avoiding a dull text, so try to enjoy what you are doing and channel that through your work.

POST-WRITING:

When you complete the write-up of your marketing copy, you will need to backtrack to the beginning of your work to re-evaluate your effort. More specifically, you should be doing the following:

- ◆ **EDIT:** Write first and proofread later. Your first go on writing this will most probably end up as a draft because great writing never occurs in the first attempt.
- ◆ **GET FEEDBACK:** Collect feedback from friends, family, peers, readers and people you trust and apply their own writing experience into a document revision.

Do you want to write like Ernest Hemingway and make the most of a marketing copy to promote your courses? Get more information from our article on [How to Write Like an Expert Marketer](#).

CHAPTER 2

Publishing Your Online Course





A) WHAT IS AN ONLINE COURSE PLATFORM?

An online course platform is a digital school that offers a complete set of tools to create, advertise and finally sell your courses. Educators, trainers, entrepreneurs and all kinds of experts can offer online courses to learners through an online course platform, providing an innovative teaching and learning experience with tools that make both processes more enjoyable.

B) CREATING YOUR ONLINE SCHOOL

Creating an online course, it's like offering a gift to your loved ones. This means that it should come with a unique and beautiful 'wrapping paper'. Even though you are not giving out a 'physical' present, your goal here is to provide education that offers high-quality learning and an interactive online space delivers an excellent customer experience. In order to do this you will have to think about concepts like getting a domain, getting the right appearance, content and design which are topics we are going to cover in more detail later on. If you have never attempted doing anything like this before, we suggest that you check out our beginner's guide on [How to Get Started With Your Online School](#).

C) WHITE-LABELLING YOUR ONLINE SCHOOL

i) What is white label?

White labelling is an approach in which you can advertise your online school. This helps to make your brand stronger since you can keep control of how you present yourself to your audience. Your school will use your own domain name, feature your own logo, colour theme, etc. Having your school white labelled can help you personalize it and make it even more custom-made especially for your potential learners. Your school will work as a seamless extension of your existing website/web presence and help you grow your brand attracting more loyal students - or else customers, instead of sharing your brand and school with others.



ii) How does it help grow your brand?

White-labelling can help you grow your brand's name in the following ways:

1. IT HELPS BOOST YOUR BRAND'S VISIBILITY

White labelling your school will not only increase public awareness of your brand but will also help you grow the amount of your learners.

2. STRENGTHEN CLIENT LOYALTY

Every time a client visits your white labelled school and sees your brand attached, they will immediately associate it with quality and professionalism, leading to the increase of their loyalty towards your brand.

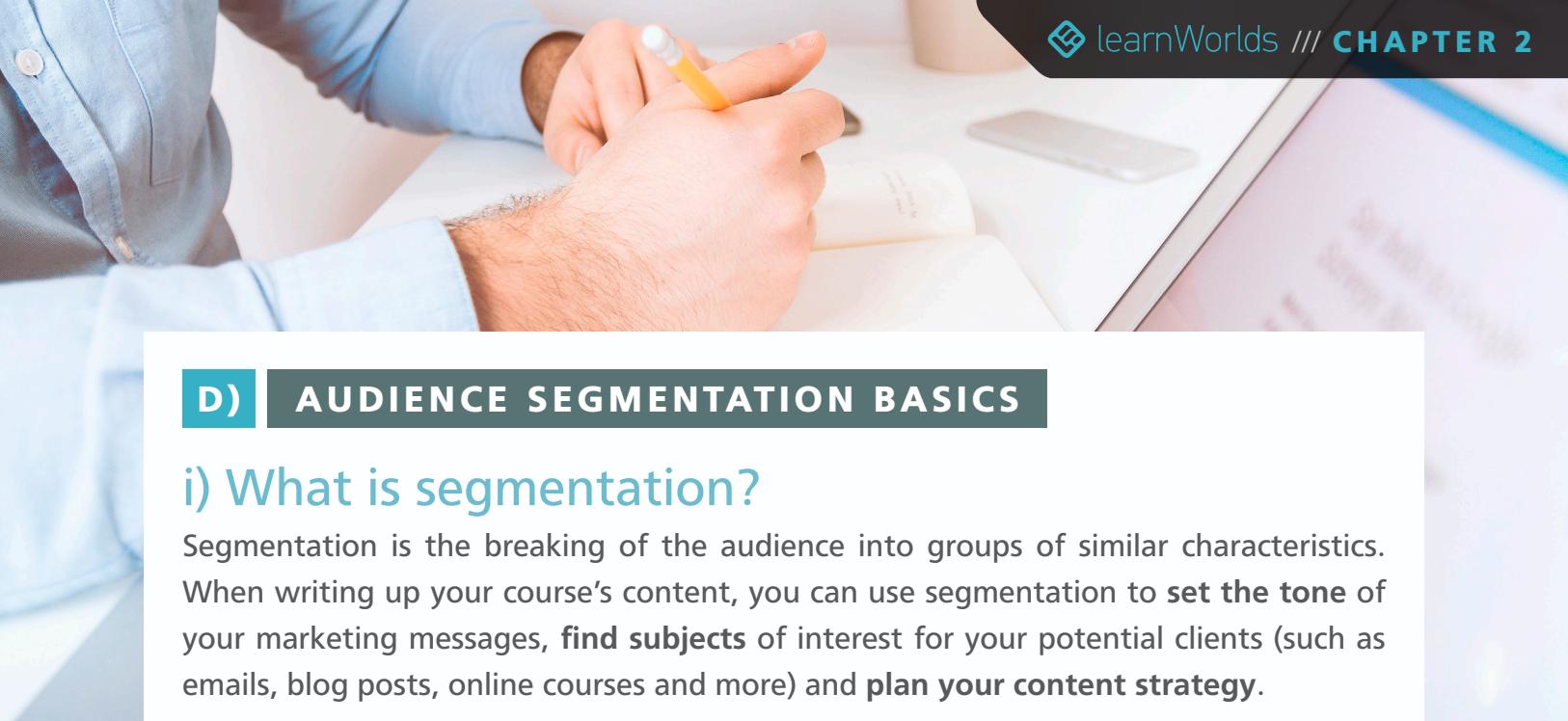
3. IT'S UP TO YOU

Apart from white labelling your domain name and your e-mails, there are so many options for you to select on how your school will present the essence of your business and the efficiency of your courses.

iii) How to Setup a White Label Online School?

With LearnWorlds you can transform your school and services to a course that reflects the ethos and 'personality' of your business. You can get this with white-labelling:

- ◆ **GET YOUR OWN CUSTOM DOMAIN:** With LearnWorlds, white labelling allows you to use your company or business website domains to customize the URL fully to something like "mycompany.com".
- ◆ **CREATE PERSONALIZED, BRANDED EMAILS:** You can completely customize the communication systems of your school with addresses and names from your own company. This also means that you can create a custom "reply to email" address such as "support@mydomain.com".
- ◆ **WORK ON YOUR OWN LOGO:** Having a logo automatically grants your brand with an easily recognized visual identity. By placing it in all the relevant places you give people consistent exposure to your brand and strengthening its value. You can get more information about logos by checking our article on how to White Label Your Online School by Creating a Logo.



D) AUDIENCE SEGMENTATION BASICS

i) What is segmentation?

Segmentation is the breaking of the audience into groups of similar characteristics. When writing up your course's content, you can use segmentation to **set the tone** of your marketing messages, **find subjects** of interest for your potential clients (such as emails, blog posts, online courses and more) and **plan your content strategy**.

ii) Using a Customer Persona

Just as described in the previous chapter, your customer persona can be a powerful instrument in your marketing efforts. A customer profile includes a collection of characteristics, demographics, attitudes & behaviours that create a fictional "average" character for a group of your audience. Buffer has an [immensely helpful template on customer persona](#) which you can follow.

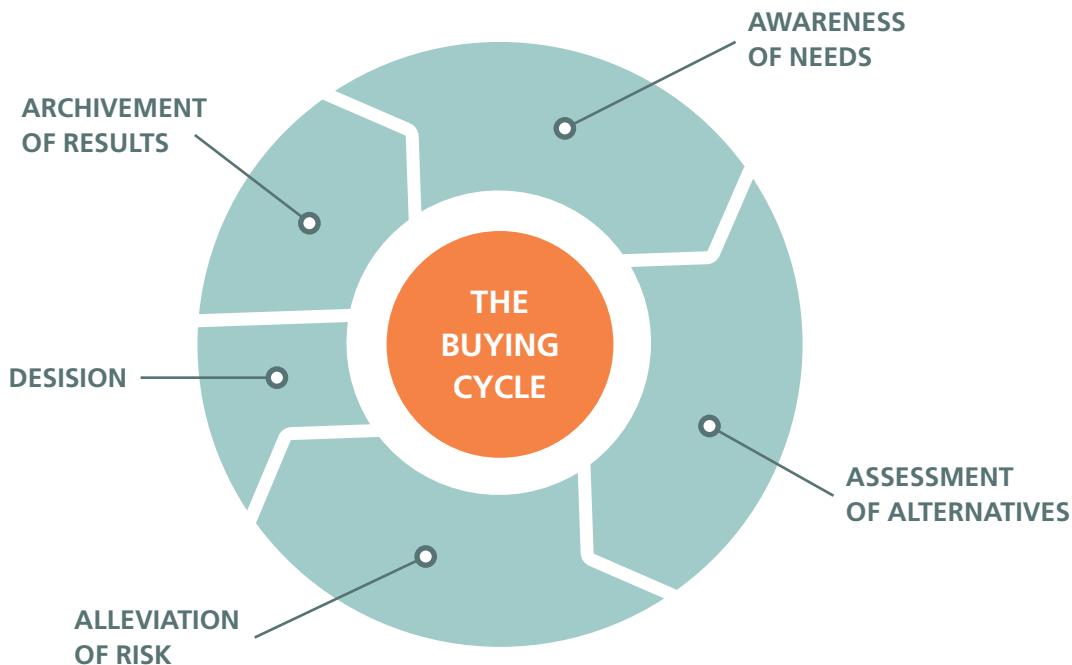
Using your customer persona effectively requires that you consider the following:

- ◆ HOW TO FIND / APPROACH MY AUDIENCE?
- ◆ WHAT SHOULD I WRITE?
- ◆ WOULD THIS PAGE MAKE SENSE FOR MY AUDIENCE?
- ◆ WOULD SOMEONE BUY MY COURSE?

When you finish answering these questions, go back to your persona and see it as a real person (naming your persona can help). So for example, would 'Mike' or 'Sarah' buy my course or read this blog? If the answer is yes, then you are going the right way, if it is a no, then you will have to rethink on how to talk to them.

iii) Exploring the Buying Lifecycle

The buying lifecycle is the second stage of your segmentation, and as you would expect it's a bit more advanced than the previous one. This can be used to find out at which stage of the buying cycle your customer is, but it's not essential that you do it immediately. So, here it goes:



- ◆ **AWARENESS:** Are you trying to reach out to someone who doesn't know about you?
- ◆ **ASSESSMENT:** Is he/she comparing my product with my competitors?
- ◆ **DECISION/RESULT:** Is he/she ready to buy?
- ◆ **LOYALTY:** Is he/she a loyal repeating customer or unsatisfied/leaving?

Combining the information you have from your customer persona and determining the appropriate stage in the buying lifecycle you can be more confident about the message you create. For more effectiveness, you can also test different messages to a number of your customers and then create a process around their response for similar ones.

E) SELLING ONLINE COURSES FROM YOUR OWN WEBSITE

Now, in order to sell your course, you will need to [setup the online course platform](#) and make it sales-ready. At this point you need to be reminded that a very important factor in all your marketing efforts is your personal brand. Investing in a strong personal brand is what makes your sales premium because it gives greater incentives to potential customers, showing them that you are providing a service that's worth signing up for.

When using a [premium online course platform](#) you will need to white label your brand as much as possible. Generally it's a good idea to [use your logo, brand's colours](#) and [your email](#). That way, you differentiate from a massive online course marketplace and place yourself into the premium course category.

**F)**

CREATING A WINNING LANDING PAGE

i) What is a landing page?

A landing page is your first point of contact with your customers and serves as the 'homepage' of your online academy. Since this is essentially your welcoming page you want it to be as attractive as possible and make potential customers fall in love with your business at first sight. When implemented right, you can collect precious leads and then convert these into your students. Unbounce offers [some useful information on landing pages](#) and explains the two types of landing pages, click-through and lead generation in more detail.

ii) How do you create a landing page?

As LearnWorlds, we offer a page builder you can use to create your ready-made, beautiful landing-page zones, templates and components that help to unleash your creativity and marketing processes. With LearnWorlds there is no need for expensive third-party tools to setup your landing pages. As you can see we've got you covered, so if you want to let your inner web designer do wonders [follow our proposed instructions](#).

G)

MAKE YOUR SCHOOL AND ONLINE COURSES ATTRACTIVE

Publishing your online school just for the sake of doing so won't work. If you want to be more effective, you will need to pay attention to its visual appearance and how attractive can you make it so that it looks as professional as possible.

i) Visual Presentation: Getting it Right

(IMAGES, CLIPS, VIDEOS ETC.):

In this quest, you will have to supplement your landing and sales pages with interactive images, clips or videos that will entice potential customers and make them want to find out more in terms of what you are offering.



ii) Use of Images

In order to make your online school more attractive, you can include images from your courses such as screenshots, photos from your course-workbook and your sales page. Your images should also be in high resolution so that they look professional and more visually-appealing.

Furthermore, they should be simple since 'less is more' and direct in terms of the message you want to convey to customers. If you are a photographer, artist, graphic designer, or interested in any other highly visual field and you want to sell relevant courses, you can showcase your own portfolio of illustrative images.

Another excellent idea is to create static visuals or animated HTML5 banner ads. To get more information on that, have a look at [Bannersnack.com](https://www.bannersnack.com).

iii) Create Videos That Sell

Google is king when it comes to searching the net. But so it is [YouTube](https://www.youtube.com), which is the second largest search engine in the whole world and it's owned by [Alphabet](https://www.alphabet.com), the parent company of Google.

Its success in terms of search ranking is obvious in Google results as many videos are being featured as top results. Having your own video featured on top of the page can give you an even more prominent position in the YouTube search results.

Creating a promotional video for your sales page improves the quality of the customer experience and has the potential to increases your sales. A single video from YouTube or any other video hosting service can makes your site more searchable in the online world and maximises your reach. To get it right though, you will need to come up with a nice title, description, tags and some social media exposure to begin with.



If you are considering of using video, here are five good reasons why to do so:

- 1) THEY CAN STIMULATE THE VIEWER'S INTEREST
- 2) THEY ARE MORE ENGAGING IN CONTRAST TO OTHER TYPES OF CONTENT
- 3) THEY ASSIST IN MEMORIZATION
- 4) THEY HELP VIEWERS VISUALIZE DIFFICULT CONCEPTS BETTER
- 5) THEY MAKE LEARNING MORE PERSONALIZED

To find out how you can incorporate videos, check out our article on [How to Use the Innovative Pages Builder](#).

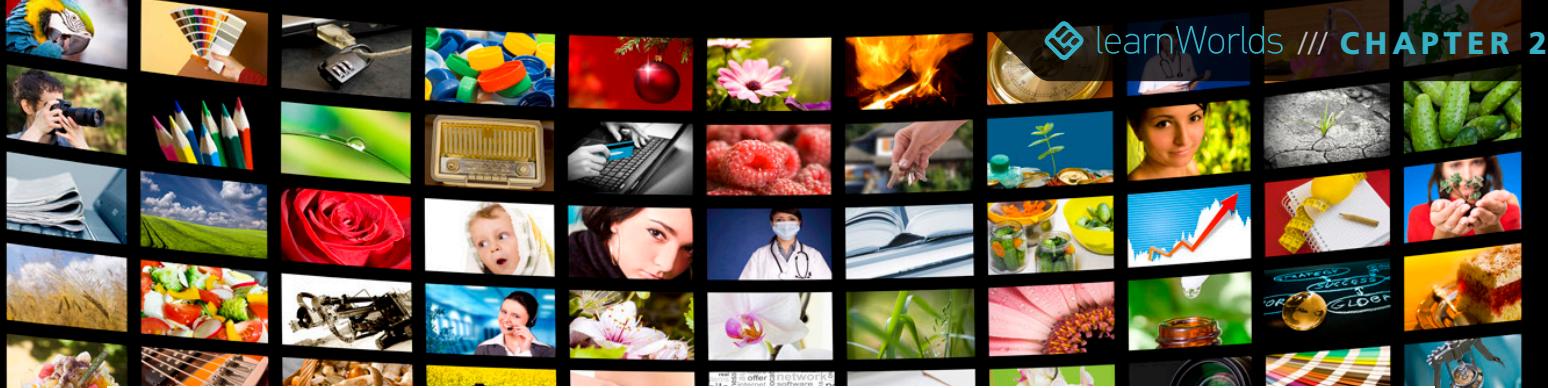
WHAT KIND OF VIDEO WOULD BE THE BEST TO SELL COURSES?

If you are looking for ideas on how to sell your courses using videos, take a look below and choose which ones suit you best:

◆ HOW-TO VIDEOS

One of the most looked out phrase in the internet and YouTube is “how to [complete your industry/niche]”. If you are going to use YouTube to allow people to find you while searching for your videos, it’s essential to create a few how-to videos. This can be especially helpful for DIY and cooking courses where you can share some small tips on a how-to video and then include a ‘call to action’ or a link to your courses.

You can also create a few how-to videos for your sales page or as a preview for specific chapters of your course to show your skills.



◆ EMOTIONAL APPEAL SALES VIDEO

An even more effective sales video is the one that generates emotional appeal. When these types of videos are used, they can help us connect better with our audience. So, let your potential students 'hear' you or 'see' you to feel a deeper connection with you. One step further could be to include a subtle 'call to action' in the video to make them buy.

It helps to speak about yourself, explain your story, your background and expertise. Start a discussion about your course and focus on the benefits they can get from signing up with you and your subscriptions will start to increase.

◆ NEWS, REVIEWS AND COMMENTARY

Again, having a YouTube channel with up-to-date information can be excellent for you. An easy way to produce short, relevant and current videos is to provide your opinion on industry news. Don't be afraid to comment, explain or review news to increase the chances of being on top of searches for current events.

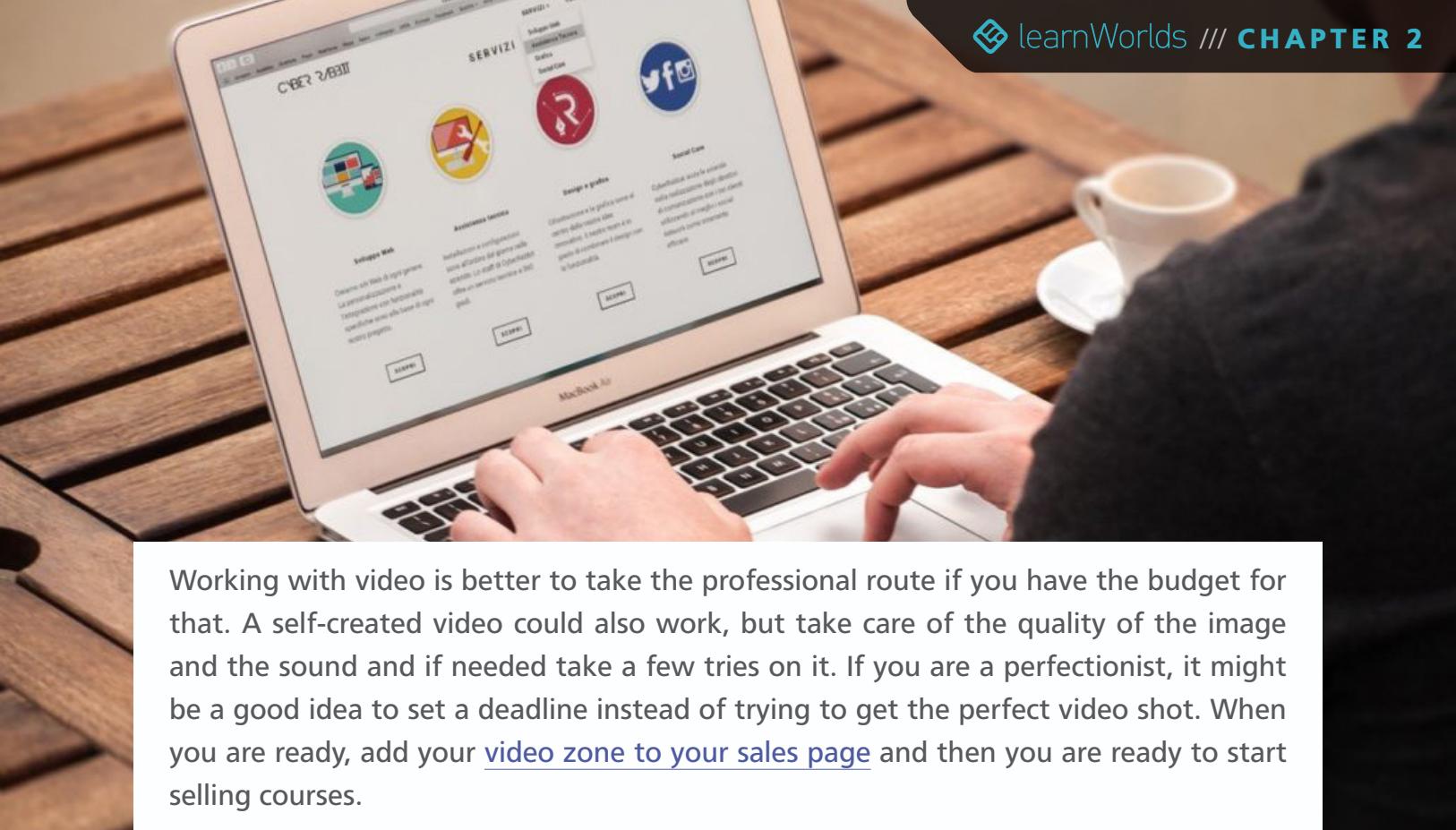
◆ TESTIMONIAL VIDEO

Handpick a few of your students that already provided you with good reviews and ask them for a testimonial video. If you are also carrying out workshops on the course you are teaching or have business relationships with people you trained or worked with in relevant projects, ask them for a video testimonial.

Those who will speak for you in the video will help to create a bigger impact as opposed to using a written testimonial - which can easily be faked, and encourage a strong emotional response in your customers.

◆ BEHIND THE SCENES VIDEO

When including a video, you will notice that by the end of the editing process you are going to have a lot of unused material from your shootings. What you can do with it is adding some nice parts to create a few behind-the-scenes videos. This should give a lighter mood and more personal feel to your sales page or YouTube channel and social media posts, making it friendlier to the page visitors.



Working with video is better to take the professional route if you have the budget for that. A self-created video could also work, but take care of the quality of the image and the sound and if needed take a few tries on it. If you are a perfectionist, it might be a good idea to set a deadline instead of trying to get the perfect video shot. When you are ready, add your [video zone to your sales page](#) and then you are ready to start selling courses.

H) ADDING CREDIBILITY

i) With author bios

Author bios are a powerful marketing tool and have a proven record of success in the market. Just think about the kind of impact they make on LinkedIn - the top networking professional platform, job candidates use to get found for a job. As an entrepreneur, you can follow the job's seeker example and come up with a strong summary of 'who you are' and 'what you have to offer'. This can help you enforce your personal brand and build your credibility in the online world. If you need more help on how to come up with a winning author bio, check out [some useful tips from Bookbaby](#).

ii) With student testimonials and quotes

Students are more likely to trust other students since their opinion is more valuable than yours. What you should be aiming at is creating a professional image about yourself through the words and experience of those who are already your customers. Student testimonials, feedback reviews and quotes can draw in as many people as a promotional video can do. Positioning yourself as a true entrepreneur is the key here as well as showing that you are offering something unique in contrast to others who are offering the same service.

CHAPTER 3

Pre-Launching Your Online Course: Get Your First \$1



A) DETERMINE THE BEST PRICE FOR YOUR COURSE

Deciding on a price for your course can be a tricky job, but this is the reason why we make e-book guides and the following outline can work as a basis designed to help you out:

BASELINE PRICING

The number one rule as far as it concerns pricing is that your courses are worth much more than the credit you are giving them, and here's why:

◆ NO COURSE SELLING EXPERTISE IS NEEDED

You don't have to be a professional to teach or sell online courses. What you need is having an awareness of your learners' wants and keeping in mind the struggles you faced when you were a learner yourself.

◆ YOUR COURSES DON'T NEED TO BRING PROFIT

The courses you offer may cover more artistic and hobby related topics rather than ones that can help learners make money. Either way people will be more than happy to buy what's on offer as long as they are interested in it and can earn important knowledge and experience.

◆ WHAT YOUR PROPOSITION IS ALL ABOUT

There is a possibility your target audience can learn more about your topic on their own through a single Google search. As such, you need to make it clear that you are offering a quicker, more structured and effective way of reaching that particular level of knowledge.

◆ YOUR COURSES ARE UNIQUE

There is always going to be others teaching the same course topic as you and at some cases they may be offering it for less money in exchange. But this doesn't mean that your target audience will prefer others to you. What you need to do is pinpoint what is it exactly that makes your online school special and unique to others'. Make sure you provide tangible evidence (images, videos and testimonials) that can support your arguments.



◆ PEOPLE RESPOND TO WARMTH, CARE AND PROVISION

It only makes sense for people to think twice about spending their money on the internet, especially on a stranger's business. However, if you make sure to warm up your leads and offer them clear value, then the chances of them spending money on your services are pretty high.

When deciding on a price, you need to make sure that your courses are worth at least \$100. Generally, it's good practice to avoid charging a low price for your course for the following reasons:

◆ EDUCATION IS HIGHLY VALUED

Over the last few decades, education has become an essential part in our lives and encouraged people to work in unconventional careers. In a knowledge-based society, education is greatly appreciated as more people are becoming interested in learning new things and building their skills. So, why wouldn't they spend their money to get it?

◆ YOU NEED TO PROVIDE MEANS TO EDUCATION

Regardless of the reason behind your learners' decision to enrol on your course, you will need to be able to offer them a clear path to their education and show that you care about their personal development.

◆ CUSTOMERS KNOW WHAT THEY ARE PAYING FOR

People are willing to pay more for an online course than they would for an e-book. This means that you can easily integrate your online courses with the information that would be presented in your e-book and make more profit through it.

◆ ONLINE COURSES ARE CONTROLLED, ISOLATED AND EXPLICIT IN CONTENT

Learners have access to exclusive and valuable content that under other circumstances they wouldn't be able to find.

◆ YOU DESERVE EVERY SINGLE CENT

Online courses not only take a significant amount of time to create and edit, but also run on experience, knowledge and skills, so you deserve to make more money for your effort.



Charging a low price for your online course isn't the best of options because:

- ◆ **IT IS A LAZY MARKETING APPROACH:** The lower the price of your courses, the less incentive you will have to invest in the appropriate time and effort to market your courses.
- ◆ **THERE ARE SOME ADVERTISING LIMITATIONS:** Courses that come with a low price are hard to get advertised since they do not generate enough money needed to cover advertising expenses.
- ◆ **YOUR COURSES' VALUE GETS DEGRADED:** A low price gives the impression that you are offering a low value product.
- ◆ **ONLINE TEACHING IS AS VALUABLE AS THE IN-PERSON TEACHING**
Most of the times online teaching offers more convenient and easy solutions, but this also depends on the learners and their willingness to learn.
- ◆ **COMPETING ON PRICE IS A NO-NO**
There will always be someone else who sells their courses cheaper than you. Competing with that has a guaranteed unpleasant outcome. Besides, you want to get more quality customers – and sales, coming from your targeted audience. As such, it's best to focus on those who will value your courses exactly as you offer them.
- ◆ **THERE IS THE SAME EFFORT REGARDLESS OF SELLING IN HIGH OR LOW PRICE**
The process of selling is the same thing so why not aim towards higher charging?
- ◆ **JOINT VENTURE PARTNERS ARE MORE ATTRACTED BY HIGH PRICES**
Low prices tend to set obstacles when it comes to attracting Joint Venture partnerships that can promote your work.
- ◆ **COURSE PRICES CORRELATE WITH THE QUALITY OF THE CUSTOMERS THAT BUY THEM**
The lower the price, the lower quality the attracted customers will be.
- ◆ **INCOME GOALS ARE EASIER TO REACH**
Lower priced courses take a lot more time to get enough students for you to reach your revenue goals.



- ◆ **THE SMALLER THE AMOUNT OF LEARNERS, THE BETTER THE COURSE EXPERIENCE YOU ARE OFFERING**

Having to deal with less than 20 learners means that you can provide more of your effort, focus and time to satisfy their needs. Gradually you can convert them to recurring customers and then get your work recommended to others.

- ◆ **ENGAGEMENT IS INCREASED WHEN THE COURSE PRICING IS HIGH**

Learners are more bound to complete the course if they have “invested” on their education and learning experience, whereas buying a low price course is probably going to lead to even forgetting they have bought it in the first place.

- ◆ **THE HIGHER THE PRICING THE GREATER THE VALUE COMMUNICATED**

A low-priced course does not inspire trust and value whereas a higher price conveys significantly more value.

- ◆ **SETTING THE BAR**

If you set a high pricing for your courses, then the learners enrolled will not only be enthusiastic and eager to learn but they will also be serious about the whole learning process, whereas lower priced courses can attract less determined learners that are out of your targeting audience.

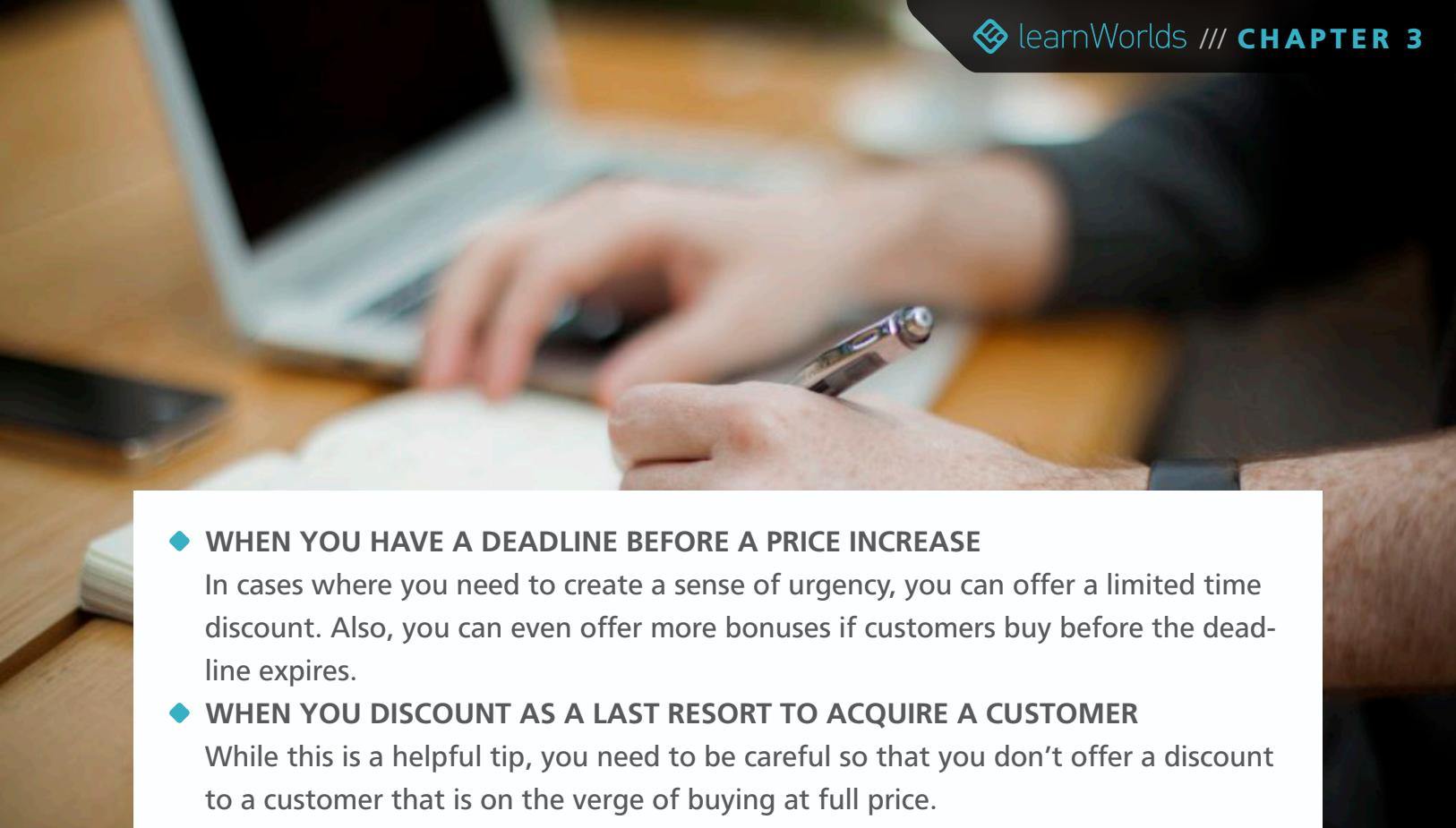
How much you should charge?

While all this information is useful, it doesn't answer to the main question which is 'how much should you charge'. At a larger scale this depends on the nature of your course, as well as your company needs and expenses/profit calculations. If you are not sure about the price, you can give it a go and try out different approaches:

WHEN TO GO LOW IN PRICING

- ◆ **DURING A PRE-LAUNCH TESTING PERIOD**

You can pre-sell your courses to a limited group of customers before you fully launch. Doing so will help you receive valuable feedback and testimonials both of which you can use to revise your work and make it even better.



◆ WHEN YOU HAVE A DEADLINE BEFORE A PRICE INCREASE

In cases where you need to create a sense of urgency, you can offer a limited time discount. Also, you can even offer more bonuses if customers buy before the deadline expires.

◆ WHEN YOU DISCOUNT AS A LAST RESORT TO ACQUIRE A CUSTOMER

While this is a helpful tip, you need to be careful so that you don't offer a discount to a customer that is on the verge of buying at full price.

WHEN TO GIVE AWAY COURSES FOR FREE:

◆ TO GENERATE LEADS

Offering free access to a course can help you collect plenty of email addresses you can use to promote other courses in the future.

◆ BOARDING NEW CUSTOMERS

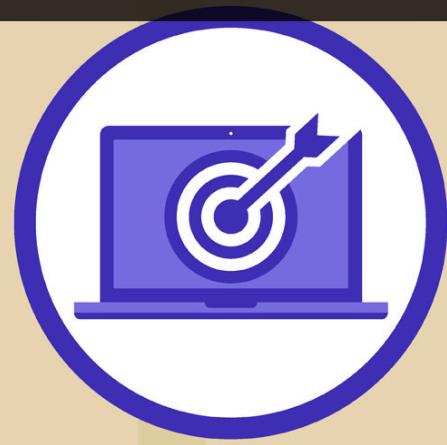
When you welcome new customers, you can provide them with free training and simultaneously reduce cancellation rates.

◆ BONUS RESOURCES

You can give free access to a course as a bonus for purchasing another course or a product you offer.

CREATING INCOME GOALS

Since planning plays an important role in whatever you choose to do, you will need to set some income goals for your online course as well. Regardless of what personal goals you hope to achieve (whether it's more money to leave your full-time job or to cover the expenses for your kid's field trip), you should come up with a solid number that will function as a beacon of light guiding you towards the completion of your goal. Setting such goals can help you form a clearer picture that inspires confidence in terms of the number of customers you need to sell to achieve a successful launch.



B) BETATEST YOUR COURSE

The best way to check whether what you have created works is beta testing your course before releasing them to your students. While this is optional, getting the opinion of your friends, family and beta testers, will not only highlight potential improvements but will also provide you with useful feedback, on what is incomplete or might need change.

Beta testing involves a step in which you need to expose your materials and course to a small group of people who will offer you valuable testimonials. For more information on Beta Testing, check Learning Solutions Magazine's article on how to [Beta Test an Online Course](#).

C) "KNOW THY STUDENT" WITH USER ANALYTICS

Investing your time in getting to know your students can help you learn how to approach and speak to them, where to find them and what their concerns are as customers. Ultimately, this can create a direct approach to selling your products and services. Every successful entrepreneur today, uses Google Analytics to monitor the 'search behaviour' of their target audience.

i) Google Analytics

Google Analytics is the industry-leading tool for tracking and reporting web traffic that can assist you throughout your business journey every step of the way and the best of all, it's free! LearnWorlds offers seamless integration with Google Analytics so that you can easily see how many people are visiting your website, where they are coming from, how long they're staying, how they are interacting with the site and much, much more.



But what exactly makes it so useful and necessary? Well, Google Analytics makes it easy to keep track of your customer's journey by connecting customer behaviour with channel performance, along with other criteria, across your sites or apps presenting information through robust reports and dashboards.

Google Analytics can give you answers in the following questions:

- ◆ How many people visit my website?
- ◆ Where do my visitors live?
- ◆ What websites send traffic to my website?
- ◆ What marketing tactics drive the most traffic to my website?
- ◆ Which pages on my website are the most popular?
- ◆ How many visitors have I converted into leads or customers?
- ◆ Where did my converting visitors come from and go on my website?
- ◆ How can I improve my website's speed?
- ◆ What blog content do my visitors like the most?
- ◆ How can I identify poorly performing sales pages?

Google Analytics is an extremely useful tool which you will need to have ready when setting up your AdWords campaigns. With this tool you can use important web usage data to [promote your training course](#) and eventually attract more customers. You can also view and analyze the received feedback so as to understand how customers behave on your sites and make it easier to use your customer insights to drive marketing performance.

Finally, Google Analytics examines user behavior across three broad, different areas:

- ◆ **USER ENTRY:** how users get to your site and where they get their first impressions.
- ◆ **BEHAVIOR FLOW:** where users go and what they do once they're on your site.
- ◆ **ENGAGEMENTS AND CONVERSIONS:** how and why users engage with your brand (the ultimate measure of success).

If you want to get more information on Google Analytics and how it can benefit your business, [Google Support](#) and [Audience Bloom](#) provide some useful data on interpreting user behaviour. User Analytics can prove very valuable for your business, also when using [Mixpanel](#) or [Hubspot](#).

For more information on Google Analytics when using LearnWorlds, check out our relevant article on [How to Monitor Your Web Traffic on Your Site.](#)

ii) Entry Point

The entry point is a significant feature of Google Analytics due to the fact that it shows you how and why users are coming to your site, what exactly they want, what do they look for on your site, and what are their concerns.

iii) Key Insights

Your key insights will help you evaluate your success at reaching targets. You should mostly focus on the following key insights:

- ◆ Pages that have the highest bounce rates
- ◆ Page connections that are most significant
- ◆ Time people spend reading your content
- ◆ The amount of interactions you receive
- ◆ Pages that see the greatest overall traffic

iv) Free/Sample courses and previews

By offering samples and free material you not only strengthen the bonds with your existing customers (which means that they will stick around for more) but you also “hold” the door for more potential customers. You can send coupons for free courses to influencers and relevant websites that can review, share or suggest them to further expose people to your school and business. Also, you can send them offers for their readership, which can help you both.



D) SELL YOUR ONLINE COURSE BEFORE CREATING IT

One thing most top course sellers agree on (and they would probably advise you) is to promote individual courses or even your whole school before releasing them. This follows the idea that from the very first day you create your course, you need to share your idea with the rest of the world.

So, here are some valuable tips when pre-launching your business:

- A. DON'T WASTE YOUR TIME:** The sooner you start promoting your courses, more and more people will hear about it and your target audience will anticipate eagerly for what you have to offer.
- B. FEEDBACK:** When promoting your courses before launching them, you give your audience the opportunity to decide which features looks promising and which don't.
- C. MAKE IT A DEADLINE:** For the most effective pre-launching, all you need to do is set a deadline upon which leads will anxiously wait for your brand's new course release.
- D. USE THE MONEY TO IMPROVE THE FINAL RESULT:** When it comes to preselling (like pre-launching but instead of gathering leads, you sell) you can use the money you earned to improve your material quality.

E) HOW TO INCREASE THE VALUE OF YOUR COURSES

◆ CREATE A CONTENT UPGRADE

You can create an editable worksheet that works as a lead magnet, which you can give out to your learners as soon as they purchase a course. This worksheet will contain the curriculum of the course, and learners can fill it out while they move from one learning unit to another.

◆ HOST LIVE Q&A'S

This tip is really helpful especially when the launch time of your course is on a set date. You can significantly increase the value of your courses by simply scheduling a few live Q&A's throughout the route of your course.



◆ OFFER CONSULTING

When one of your courses at a high enough price gathers a handful of learners, you can offer one-on-one consulting via mail or skype. Offering consulting within your courses will undoubtedly increase their value.

◆ CREATE A COMMUNITY

From the learners' side, a student community is a place where they can hang out, interact and share their ideas and experiences throughout the whole course online. You can provide them this opportunity through the creation of a Facebook group or on [Slack](#).

◆ IMPROVE THE PRODUCTION QUALITY OF YOUR COURSES

You can significantly increase the value of your courses by improving their production quality. You can do that by either using professional tools to create your course, or even hiring professionals to help you out.

◆ PROVIDE WEEKLY OFFICE HOURS

It is important for your learners to know that they can reach out to you if a problem arises or when they simply need more guidance. What you can do is set up a specific time each week where you can be available to all your students and answer their enquiries.

◆ A PENNY FOR THEIR THOUGHTS

It makes sense that having an exclusive course means that you can be available to each of your learners. You need to devote more time to every individual and focus on their concerns, goals and feedback.

◆ THINK OUTSIDE THE BOX

There is not much to say here. Just get creative and use any type of supplementation as long as it makes the learning experience more engaging and the learning outcomes are more reachable.

◆ TEACH SOMETHING SPECIFIC

You can set a higher price for your course, when you make your courses specific and determine who your target audience is.

◆ INCLUDE DOWNLOADABLE RESOURCES

Give your learners the option to download your material which will help them complete the course route and build on their knowledge on the topic.

◆ OFFER A COURSE COMPLETION CERTIFICATION

You can award personalized certificates to students when they complete your online courses. This will not only provide them with some incentive so as to complete the course but it will also boost their confidence by reminding them that they have successfully passed the tests and exams needed.

Pricing tiers

As it is expected, not all your students will have the same goals when enrolling to your courses, which means that they will not all be interested in everything you have to offer. This is also the main reason why you need to create pricing tiers and decide what kind of bonuses or ‘packages’ are the best to offer. Once you do that, all that is left for you is to decide on the price of each piece.

Payment Plans

An alternative solution is to come up with a payment plan that works as a separate tier itself. With this, you can offer learners the option to pay in instalments, rather than purchasing the whole course price at once (deal-breaker).

So, how much should you charge?

◆ COURSE LENGTH AND COURSE PRICE ARE TWO INDEPENDENT FACTORS

Make sure to set a price for your course based on the value of its content and not its length.

◆ MIND YOUR COMPETITORS

While it is not advised to compete with the price others set for their own course, sometimes this approach can be effective. When checking on your competitor’s pricing you can check whether your topic has a certain degree of attraction, and then you can calculate your expected sales potential.

◆ MEASURE THE VALUE OF THE OUTCOME FOR THE STUDENT

When deciding on a price, you need to ensure that you are also providing your students with insight on the amount of money and time they can save, when purchasing their ‘product’. A quantifiable outcome or a case study that explains how they can benefit from e.g. helping someone get promoted, or develop their skills is the most powerful example.



◆ TEST VARIOUS PRICE POINTS

While this advice can be time consuming, it can help to determine the best course price. You can test different price points to see how each one affects your sales. The key is to start with a low price (not bottom low) and then increase it little by little. You should go up to the point where your sales numbers start to show resistance. The key lies within the sweet spot of revenue generated and number of students enrolled at each price point.

◆ CREDIBILITY AND AUTHORITY IN YOUR MARKET

Focus on factors that can help to explain why you are charging a higher price for your course. Some good examples involve growing your audience, publishing a book, attending industry related conferences, being featured in the media, gathering positive testimonials from clients etc.

◆ THE COST OF YOUR LEARNER'S ALTERNATIVES

When looking at your learner's alternatives you can get a more objective view on your course pricing. An excellent idea would be to check the amount of time and money you set as well as figuring out how accessible is it for the learner. This should help you avoid having the learner leaving your site in search for another service provider.

◆ THE GOAL OF YOUR COURSE

Consider the reasons for creating the course in the first place and the revenue you are aiming to reach. Determine your course's objective in order to work methodically and keep everything in place.

Try out this [course revenue calculator](#) to help you set your course pricing straight.

CHAPTER 4

Launching Your Online Course: A Step by Step Guide





So, your online school is ready, your courses have been created and you have made the first step into marketing. Now, it's time to get those leads and convert them into paying students!

A) LEVERAGE YOUR NETWORK

Sales begin with the people that are close to you. Your network including your family and friends can help you make your first sale. These people are the first to check whether the whole concept works, and are often your first supporters and first clients.

If it helps, you can start with collecting all the business cards, email lists, old and new contacts and take a look at which social media and online groups you belong to. At this point it would be a great idea to share your first course at online places and wherever it can be made relevant. You can also send it to your friends along with a personal message offering it for free and asking them for feedback or encouraging them to share it with their friends.

When you are done with collecting contacts, you will notice that you already got a network of a few hundred people and possibly email lists with some more thousand. If that's the case, it's time for email marketing. Invite your old business contacts or your current business partners, your blog's audience or social media followers to check your new course. You can also make a compelling offer like the 'early bird discount', and that gets us to the next point regarding your offers.



B) PREPARE YOUR OFFERS

Have you ever seen a raging crowd running towards a good offer? Sales, discounts, limited offers! People respond to incentives in a better way than a simple price tag. Thus, creating urgency leads to more impulsive buys. In plain English, a special offer with limited availability suspends deliberate thought decisions and gets potential customers into an “act quickly” mind-set. The result you get is ‘impulse buy’, and it’s a phenomenon that can greatly increase your sales.

If you want to urge people into buying, prepare to use the following tactics accompanied with your offers:

◆ SCARCITY

When a resource is running out, then people will want it even more. Think about news of a food product becoming scarce in the supermarket, how many people will run to buy that in the next day?

◆ COUNTDOWNS (TIMERS, CLOCKS ETC.)

Time makes your heart pound? It also raises the urge to act NOW. Countdowns can create the sense of urgency and it's an excellent way to get in more customers instantly. When following this tactic, consider using some time related-words such as ‘now’, ‘fast’, ‘quick’, ‘hurry’, ‘approaching’ and ‘instant’ to increase your conversion. As far as it concerns [pre-launching countdown templates](#), at LearnWorlds we have gathered a few, to offer you some ideas.

◆ INCREASED DIFFICULTY

A tricky point here. People tend to think that the more difficult it is to get something, the more valuable it is, and this raises an important question: Can a premium class – in which you will need to get approved before you get accepted or pass a test, be more valuable than one you can just drop in? The answer is yes, it is because it provides a challenge.



You can use this method within a game, a sharing contest or any other way that makes it difficult or dare to say competitive, to enrol in your course.

◆ LOSS AVERSION

Creating the impression that something catastrophic will happen soon if you do not act, increases the chances of an impulsive decision towards buying a product. Fear of loss will get you to act quickly and the same can do to potential clients. Here is a good example: "Missing this class, might cost you the next promotion!"

◆ UNPLEASANT CONDITIONS/SITUATIONS

We are hardwired to avoid bad situations and that is especially true, if we have had a personal experience with them. Many people are working hard to improve their speech/presentation skills, what their body and appearance looks like, or want to develop their work skills just to avoid these kinds of situations.

As a way to help them out, you can create a scenario where people would most likely experience those "awkward feelings", and then offer a possible solution. As The Guardian explains, these negative situations can [kick your brain into action](#). Combining this with some great storytelling, can help you create a strong sales tactic!

◆ PULLING THE OFFER AWAY

Last minute offers, one-off courses and time-limited discounts can go a long way to increasing your sales. As such you wouldn't want to risk losing a paying customer when they can sign up just as quickly by adding their email.

How can you implement all those tactics? Let's have a look.

i) Coupons

Use coupons to share discounts or special offers. Then, share them to your email lists or submit them at different websites for offers/discounts. You can also share them on your social media pages/profiles or groups.



You have the option to time-limit your coupons and also create multiple with the same offer and a different name or occasion e.g. 10% discount for current students and 10% discount for the audience of a blogger/influencer. You can even create super discounts e.g. 90% for the next 24 hours or free courses (100% discount) to collect new leads that will pay for their next course!

If you need more help, check our relevant articles on [How to Create Coupons with LearnWorlds](#), as well as [How to Increase Your Sales with Coupons](#).

ADVANCED SALES AND SEGMENTATION WITH TRIPWIRES

In order to get deeper into a buyer's mind, make sure to segment each one based on their preferences. Then get them into the psychological state of spending the first money and encourage them to become a paying student.

It makes the process easier if you break down your larger courses into smaller ones. This should help to solve specific needs and hook them up, so that you can later get into upselling with bundles, larger courses or smaller bits. Learn more about [Mastering the Tripwire marketing](#), checking out some useful advice from [AutoPilotYourBusiness](#).

ii) Discounts

Keep in mind that not all offers are discounts. Some might only be limited-time course offers or free material, offers can vary depending on your audience and what you are trying to achieve.

Selling discounted courses is a tactic that can serve the following:

- ◆ Increasing your short term sales
- ◆ Rewarding / upselling to loyal customers
- ◆ Promoting new courses or getting new students (customers)



Having a year-round discount could increase sales, but could also hurt your brand - if you are not careful. Discount course marketplaces such as Udemy can lower your brand's perceived quality and the price you can ask for your courses, though you can create the perception by having a "normal" and discounted price in your course.

With LearnWorlds you have the option to do what you prefer and control your prices and discounts, but our experience shows that premium pricing is the best option, with discounts being only a marketing/sales tool.

The screenshot shows a laptop screen with a white background. At the top, there is a teal header bar. Below it, the main content area has a white background. In the center, there is a large image of a laptop displaying a course landing page. The landing page features several course thumbnails and a yellow banner that says 'special offer'. Below the image, the text 'My favourite Course' is displayed in a dark font. Further down, there is a call-to-action button with the text 'Join our best online courses!'. At the bottom left, there is a black silhouette icon of a person next to the name 'Nick'. To the right of the name, there is a price tag showing '\$150' crossed out and '\$75' in red. The entire screenshot is framed by a thin teal border.



iii) Course Bundles

Finally, you can upsell. Upselling is when you convince someone to buy more than they intent to do so. For example, you want to buy a t-shirt for \$20, but the store employee tells you that you can have two t-shirts for the price of \$30 instead of \$40. If those t-shirts cost the store \$5 each, they have just earned an extra \$5 because they convinced you to buy both of them! This is what course bundles are for.

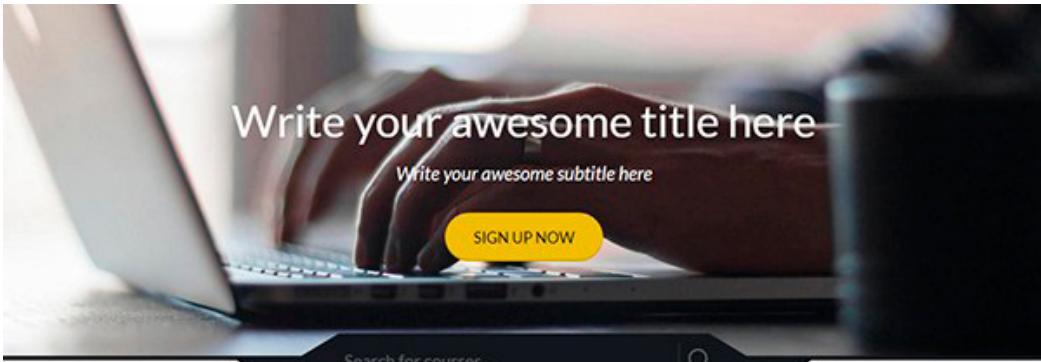
If you want to give it a go with bundles, get a few together in a category such as "Life Skills Bundle" at a total discounted price. If you bundle together 5 courses X 50\$ each, you can offer them for a discounted price of 200\$, and there you have it - you have just sold five courses in the price of four instead of one. If you want to learn how to do this yourself, read our very own guide on [How to Create a Course Bundle](#).

C) EFFECTIVE 'CALL TO ACTION'

Writing your sales page or sales pitch might seem like a struggle, but as long as you keep to the following three points, you can get over it quickly:

- ◆ IDENTIFY YOUR TARGET CUSTOMERS
- ◆ MAKE SURE YOU TALK THEIR LANGUAGE
- ◆ TARGET THEIR NEEDS AND WANTS (even when they don't even know they exist)

Conveying your message in a way that encourages an action e.g. clicking on the "buy button" is called [Call to Action \(CTA\)](#). In theory this sounds much easier than putting it in practice, but we have prepared some [examples and templates for Call to Actions](#) that are ready to be used in your online school.



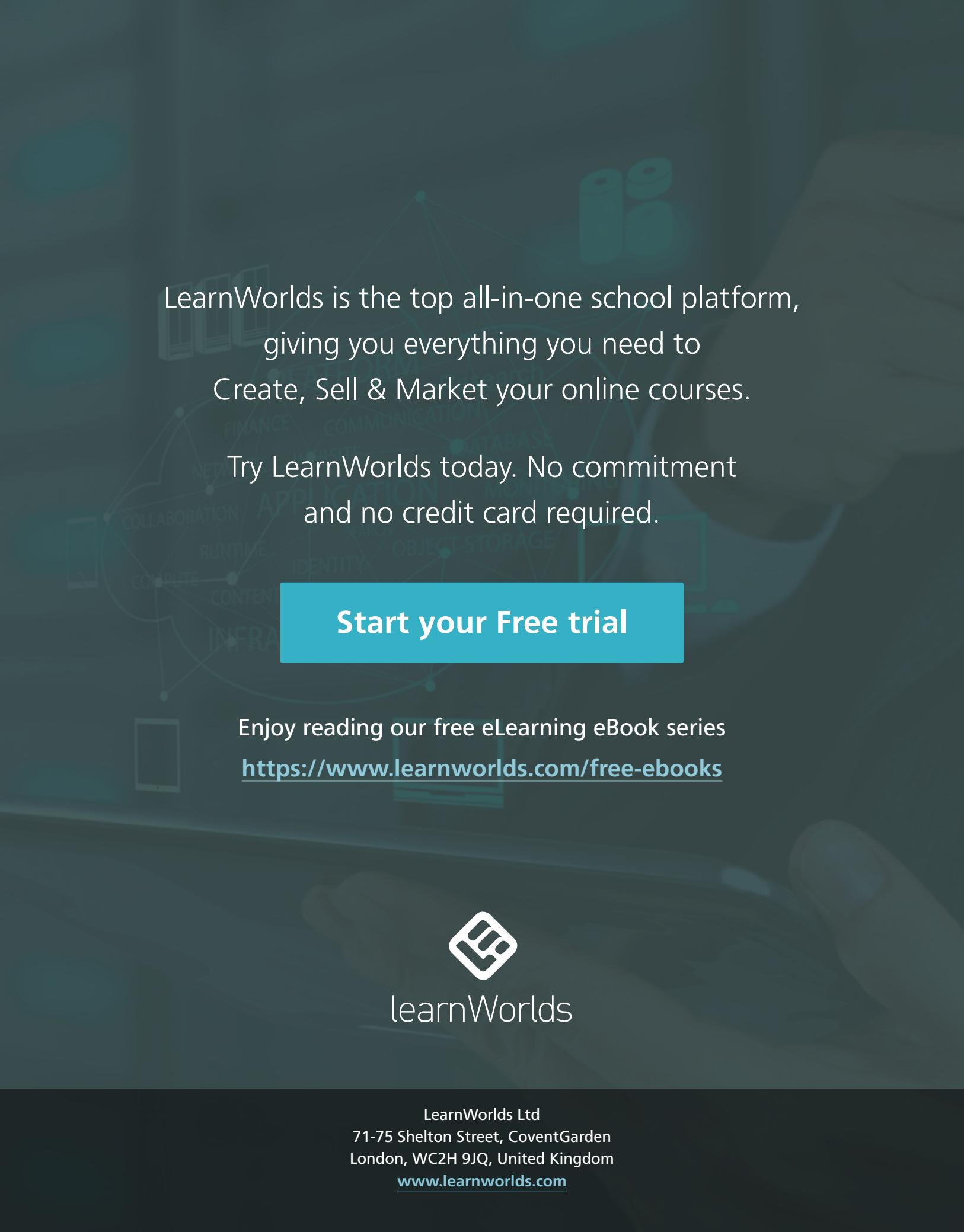
Apart from templates, what you need to do is write a few words in that call (or button) that can prompt someone to take action. A short – but useful, cheat list you can use as your CTA includes the following words:

- ◆ JOIN
- ◆ GET
- ◆ BUY NOW
- ◆ TRY (LEAD CAPTURING)

These should be followed by your course title, the name of community or a proposed solution. For example, you can think of something like this: "Get the only course that will teach you how to be rich" or "Join the training programme and be fit in 6 weeks". An ideal solution that tells you how to do something in a given time or deadline can attract the right amount of attention and action.

Your CTA should be the catalyst from a good sales page. However, sometimes a simple landing page with just the CTA can also work out pretty well. The best thing to do is to test what works for your audience. After testing, don't be afraid to change your text. This along with [writing marketing copy for your course](#) could take a while. Your call to action can always be improved and provide better conversions at a later time.

If you need some inspiration, check out [31 Call-to-Action examples by some of the greatest companies online](#), as listed on Hubspot.



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