

7

STEPS TO CREATING & SELLING YOUR FIRST PROFITABLE COURSE



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*"Formal education will make you a living,
self education will make you a fortune" -*

Jim Rohn

Introduction

Thank you for downloading this introduction on how to create profitable courses. I hope that by the end you will be excited and raring to get started with your very first course.

Courses come in all shapes and sizes and there is no "one size fits all". Some courses (like this one) are just a few pages long in the form of a PDF/eBook but contain valuable and time-saving information, whilst others could be way more grandiose!

Whichever style and format you choose to go with, remember one thing...

★★★★★ **DELIVER EXCEPTIONAL VALUE** ★★★★★

Done well, a course can produce a significant income, worldwide, for years to come.

My Experience with Self Education

I have been teaching online and off for many years but created my first product back in 2008, I knew *nothing* at this point so I bought two superb courses that taught me all I needed to know to write, edit, film, produce and sell my own set of DVD's.

I paid just under \$2000 for those courses and remember the sheer excitement as I started reading and digesting everything inside.

I told my followers that I would be producing a course on Wedding Photography soon (to make myself accountable) and 6 months later, I held the first run of DVD's in my hand ready to ship out worldwide.

Fact: *I still have those 2 courses today but only for nostalgic reasons. Much of the training inside is now outdated. The internet has come a long way in 12 years!*

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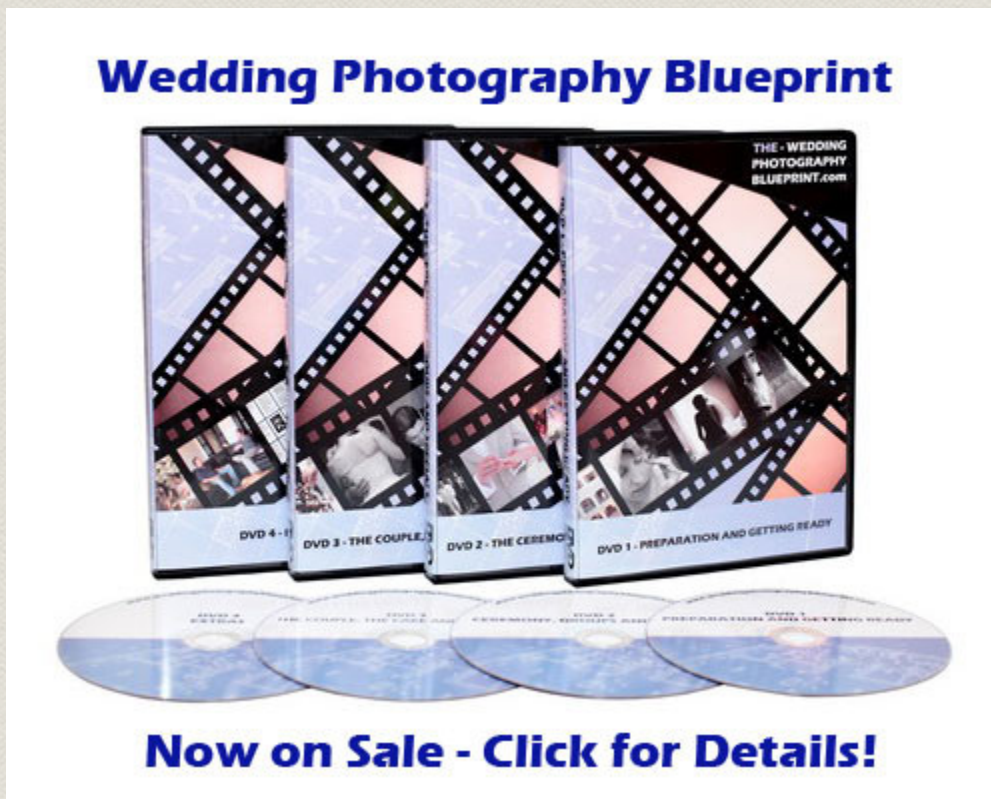


This was by far the best \$2000 I spent and the start of my progression into selling courses online including online training with video, eBooks and membership sites.

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The first edition DVD's were a set of 4 discs on how to photograph weddings. this was the simple ad I put in the sidebar of my blog back then...



Obviously, I had done 6 months worth of marketing as per the course's instructions and on launch day, I was sitting in a small room in our house and hit "send".

The email went out to my list of just over 1000 readers at the time but within 1 minute, I had my first sale for \$214 (launch price, later became \$297). By the time I had gone downstairs to tell my wife, I had another...and then another...and then another.

I can't explain the sheer excitement of those sales coming in and they kept coming. I did 5 figures in the first week and well into 6 figures after a year or two.

Due to their success, and with changes in photography equipment, the internet and business in general, I re-shot the entire course and made version 2.0 back in 2011.

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This time I created a much more classy 8 DVD box set with a ton of new information. I hired 3 lads to help me film a three day course here in Weymouth. They were from the local college and I hired them after doing a quick talk in their class and asking for help.

Of course, they all got a mention in the credits. I designed and did everything else myself including the editing, marketing, website creation, sales strategies and sourced a DVD manufacturer in the UK to produce them. I ordered my first 500 copies and watched history repeat itself. Sales came in thick and fast and the most amazing thing was, many of the original buyers also bought V2.0!

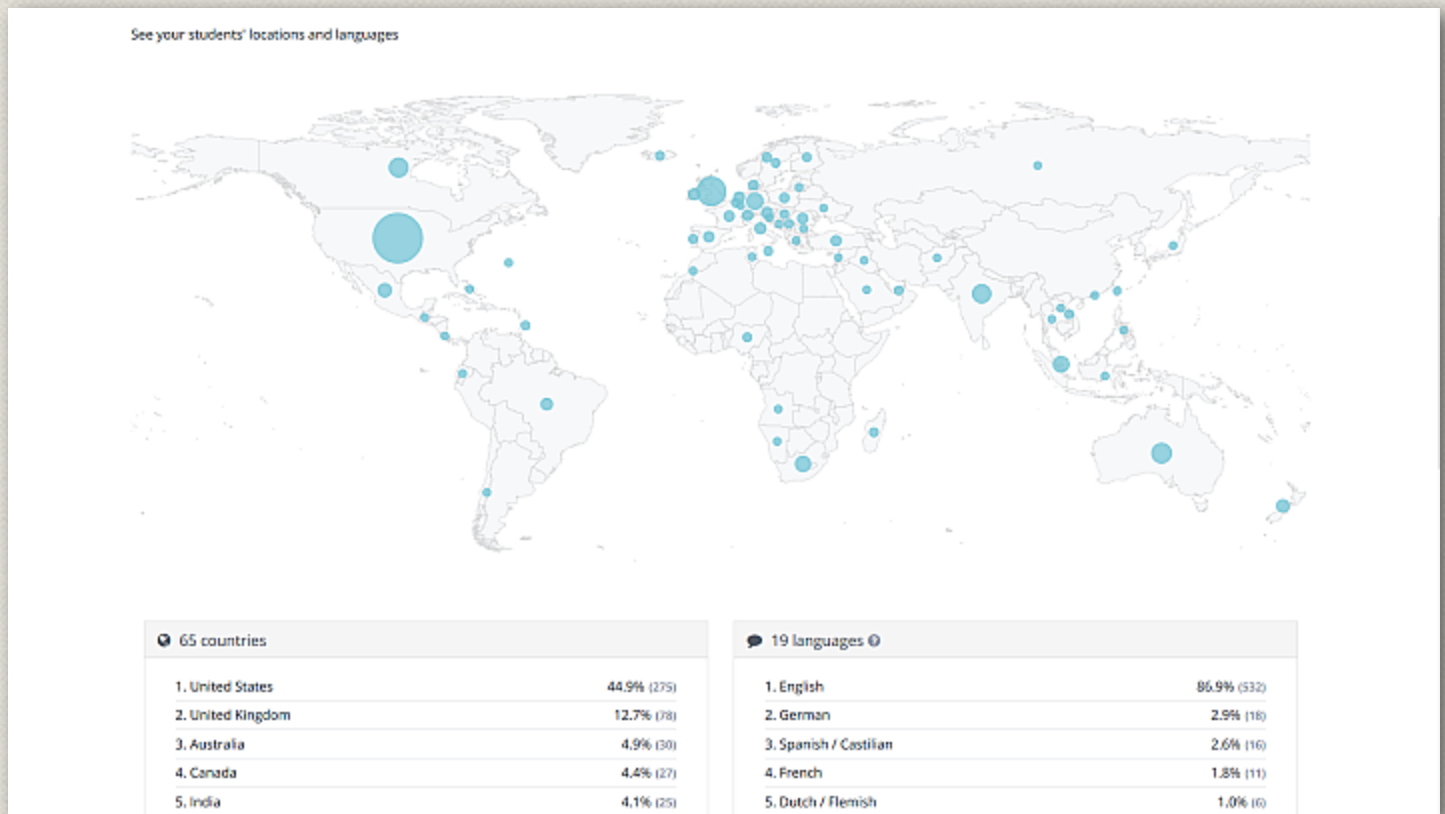
Tip: *"It is easier to sell to an existing client than to look for new ones"*

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Fast forward almost a decade and that course is still selling as an online version on complete autopilot. Six months of hard work creating the course and it is still paying dividends more than a decade later.

Here is a recent screenshot showing its reach around the world.



Since those DVD's were created, I have written and sold other courses online (no more DVD's) and built a successful membership site. I recently invested in another course which is teaching me how to take course creation, delivery and sales to a whole new level but more of that later.

For now, let's dig into how you create your first course.

Step 1 - What will your course be about?

So, what do you know?

Each of us, no matter at what level, has a skill or two. All of us *I would hope*, have things that we are passionate about in life. This is where you start.

The worst thing you can do right now is just think of the money and go chasing an income based around a) something you know nothing about and/or b) something you could care less about. Anyone taking your course will smell a rat within minutes if the passion, enthusiasm and knowledge isn't there, it will stand out like a sore thumb!

Tip: "*You can leverage knowledge and expertise from others, more later*"

For me it was obvious. I had been into photography since I was 13 and had a relatively successful career in running a photography business, including weddings, for a number of years so I chose a topic in that niche.

My problem leading up to that decision was that I was also into a LOT of other things both as a business AND in my personal life:

1. Videography and film-making
2. Aerial video (I am a qualified, professional drone pilot)
3. Website design and SEO
4. Guitar and piano
5. Extreme sports
6. Motorbikes (superbikes and off-road)

My mind was racing but I had to put my sensible head on and think: "*What am I so passionate about that would make me want to work and give it my all?*"

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I chose wedding photography. I knew a lot about photography and had shot weddings for years in the UK, Spain and Italy at some very prestigious venues with some VIP clients and guests.

What's *your* thing?

You need to sit down somewhere quiet and picture yourself 6 months to a year from now once you have created your first course. What are you doing? Are you enjoying it? Is it fun? Do people want and could they get real value from your course?

Maybe you are a mechanic that does up old 1970's American muscle cars. You get a real kick out of taking a beaten up old banger and converting it back to its former glory. Maybe you sell it on a for an amazing profit?

Your course could be:

"How to find and buy cheap muscle cars and convert them into thousands of Dollars!"



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The main thing to think about is will people get value from it?

- Would being shown how to source and get the best deals on an old car help?
- What about telling people which tools they will need and where to get them?
- Then there's all the tips and tricks that saved you heaps of time and money

If you can save people money and a ton of time, your course has value.

You can apply this train of thought to absolutely ANY business or hobby and create a viable, sellable and profitable course. There are nearly, if not more than, 8 billion people on this planet and half of them are online.

Example

Let's say *just* 0.000025% of that 4 billion people online were into the same thing as you, spoke the same language and bought your amazing course. That's 1000 people!

Now, I don't know if you have read a book called [1000 True Fans](#) by Kevin Kelly but in it he says that with just 1,000 *true* fans paying you just \$100 a *year*, you instantly have a **6-figure income doing what you love!** (Of course that is totally scaleable!)

So what you would do is sell them your initial course and enrol them into a paid membership for \$100 per annum. They join a buzzing mastermind community of like-minded souls where you give ongoing tips, tricks, advice and support.

If *you* were starting out doing up old cars for example, would *you* have paid \$100 a year for the most useful, helpful and time/money saving tips?

Tips that perhaps saved you *thousands* on the initial purchase, *hundreds* on spare parts and *then* made you a **small fortune** on the resale?

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Now think about your own niche and whether your knowledge could save people time and money or add tremendous value, excitement or love to their lives?

I'll answer for you. There are more than 20,000 people that I know of doing this right now in over a thousand niches including some that are quite diverse!

What about the competition? There are already people doing this!

Here's a scenario: According to [Hot Cars](#), there are 300 millions cars in the USA alone.

Being conservative, let's say just 1% of those were muscle cars. That gives you 3 million *muscle* cars in just the US.

Now let's assume that some people own 2 or 3 muscle cars, many people aren't interested in doing them up and even more people never hear about you and your course.

Of those 3 million cars and owners then, there are 100,000 muscle car enthusiasts that would be interested in doing your course with the intention of making money from selling them on.

That leaves room for 100 people running a course on doing up old muscle cars in just the US (and of course, you sell your courses worldwide)...how many such courses have you seen?

Again, apply these figures and train of thought to your own niche. Make sense?

Finally, you can factor in people like myself. I am learning guitar and I am a member of three guitar training sites so that reduces the competition factor even more!

Step 2 - What format will it be in?

As you read earlier, my first course was in DVD format which then morphed into an online training course. The only reason I would make a DVD these days would be as a free course given out with the hope of up-selling someone.

For example, I once created a training DVD for a client that showed people how to make 12 of the most amazing things out of ribbon. These would then be sent out to people for free or at a very low cost via their website in the hope of attracting them as a customer to their ribbon store.

Think about it. You watch a craft video on how to make something, you get fired up and ready to have a go yourself but you need the supplies to get started. Where do you go? Oh yes, the person doing the training just happens to have a store nearby with what I need. Cool huh!

Anyway, there are 3 main course formats that work incredibly well right now.

Online Evergreen Courses

This is your standard written/online video course hosted on a protected website. A customer will purchase your course and subsequently given instant lifetime access to a private area of the site where they can start learning straight away.

Since the rise in popularity of tablets and Smartphones, this method has only gained more traction as it is easily digestible anywhere in the world. At work, on holiday, at the beach...

You will learn which tools you need in the next section but the beauty of this type of course is that you can pretty much set it and forget it.

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Saying that though, please don't *actually* forget it. For one, you need to be there for support and to answer any questions you buyers may have. Secondly, you have a customer!

You need to nurture and look after that client to the best of your abilities. After all, they have hopefully just become one of your 1000 fans!

Get enough of these and you can move those fans into the next type of self-education where you get to keep them as an ongoing paying customer.

Membership Sites

Now this can either be a full on membership site where you create regularly updated, useful and up to date content or it can simply be a private Facebook group where you add that content (articles, reviews, videos, training etc) and engage with your people.

I ran a membership website site for a number of years on my own and I must say it was hard work and challenging at times. It was also incredibly fulfilling and I made quite a few friends that I am still in contact with today.

However, the work involved as a solopreneur was unsustainable.

In hindsight, I should have employed someone at the height when I had 900 members. I was doing weekly "photo of the week" contests, answering questions and engaging with the members full time.

In fact one of my members helped me to organise a few meet ups in the Lake District, London and Dorset where we got together and Masterminded, brainstormed, shared tips and stories, took a ton of photos and had a lot of fun. Photo walks, home-cooked meals, restaurants, pubs...I loved it!

Masterminds and Live Training

With the spread of the internet to all four corners of the world, and with ever-increasing speed, live online training is fast becoming the way to go for many people.

Let me give you an example...

You want to teach a course on **self improvement** (confidence, relationships, mental health, depression etc), which is actually one of the fastest growing niches right now. Maybe people are looking to better themselves later in life due to a lack of good education when they were young...who knows?

Local

If you were to advertise locally and teach your course in a hired office space or conference room, you are limiting your reach and doing yourself a disservice.

You would perhaps:

1. Do a leaflet drop around the houses in your area
2. Pay for a radio ad on your local station
3. Join local business groups like BNI
4. Ask friends, family and co-workers to spread the word
5. Put an ad in the local paper or other publications

This is time-consuming, possibly quite costly and your reach is fairly limited so not only might you struggle to fill a class but once the course is done, you will have to find new clients in your area and so on.

Now I live in a town of around 60,000 people so I know the longevity of such a course is limited here. I would need to keep creating new courses to sell to those people.

Worldwide

Now think about this. You have access to the entire world to teach your profession, skills and knowledge to. You also have access to outlets that put you in touch with your ideal clients in the most incredibly targeted way.

Imagine spreading your advertising and marketing efforts to reach thousands or even hundreds of thousands of people that are interested in your services.

Now, you can either direct them to an online course or membership site/private Facebook page, or...

Live Training/Masterminds/Coaching

This is now how myself and a lot of people I know are teaching their courses. Granted, it takes time, practise and courage to be able to do this but that is where you would need to study and learn the best way to go about it.

There are online services such as [Zoom](#) that allow you to teach huge classrooms of students via the internet.

I have used this myself and I have to say I was nervous. However, just 5 minutes into the "call" with a bunch of strangers, I felt like I was chatting to friends.

When you get the hang of it, the world is your oyster.

Would you rather do all that work to get 5-10 people in a class in your town for perhaps one day for £200-£400 a head or would you rather have 20, 30, 50 or more people on a series of 4 x 2 hour weekly calls paying you the same money?

You are not limited by your location therefore your client base is almost *unlimited*.

Step 3 - What tools do you need?

Ok, this isn't a free ride. All businesses cost money and the online world, whilst much of it is free, is no different in business.

You are going to need a whole host of things to get started but the best thing is, it only costs a fraction of setting up a traditional bricks and mortar business.

Also, you should be able to recoup your outlay very quickly and once you do, your profit margins increase dramatically.

Here is a non-exhaustive list of things to get you started (not all are necessary):

1. A domain name for your website
2. Hosting for your website
3. A template/shell/look and feel and plug ins for your site
4. Membership software (if you go that route)
5. Camera equipment (a Smartphone will do)
6. Good audio equipment (important but not expensive)
7. Social media accounts (Facebook, Instagram, Twitter, LinkedIn, YouTube...)
8. A landline (preferably) and good internet access
9. A mobile phone preferably with front and rear cameras
10. A [Zoom](#) account
11. Email marketing service provider
12. Computer or laptop
13. Software

Let's go through these one by one...

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1. Domain Name (this is your "address"...like where you live)

So obviously your business is going to need a name. This can be your own name if you want people to recognise that as a brand, or something entirely different.

It is important to name your business or product something that is preferably:

- Short
- Memorable
- Relevant to the product

The closer your domain name matches your business, brand or product, the better. This helps with brand recognition, marketing and even SEO for your website.

You ideally need a domain name that is short enough to fit on business cards and easy to remember. Having dashes separating each word was sometimes recommended in the past but now it's not so much.

After all, you don't want to be telling people your web address over the phone and having to say "dash" in between each word. Single word domains are now very expensive and hard to come by.

The first thing I recommend is that you buy the domain for your name if it is still available. Even if you don't use it right away, one day you may want your brand to be you.

I bought both of my children's domains back in 2005 and have been paying for them ever since. I am also glad I bought my domain nickstubbs.com when I did. I have so many namesakes competing for that term now...

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If the name you want isn't available, think about slight variations or nicknames that would work. I could have gone a bit "querky" and opted for **stubbsy.com** for example.

Match your passion

One thing I have always told my business clients is to somehow incorporate your passion into your business and/or domain name. Just for fun, let's say your name is Rod and you restore classic cars, a name that springs to mind is **hotrodrestorations.com**. I just looked, that domain is still available :)

Or maybe your name is Kate and you love baking and want to teach that. **kateskitchen.com** is also available at the time of writing.

The domain name is the first thing I think about and buy when producing any new course or product. It will be the basis of my entire branding.

Tip: *As soon as you have searched for a domain and found one you like, buy it there and then. Did you know that when you search for flights and don't buy them, the next time you visit they may have gone up in price?*

This is due to a cookie being placed on your device during your search which then recognises you when you return and presents you with a higher price. Yes, this happens. I err on the side of caution and assume this could happen with domains which is why I buy them as soon as I find the one I want.

My very first photography business domain name, panphotography.com is now for sale at just under £2000 when originally it cost me £10.

2. Hosting (this is like the house at the address where you live)

If your domain name is the address at which you live, the hosting you choose is the house you build at that address. Hosting is where all of the tools, content, media and files are stored for easy access when building your website.

You need to be sure that your host company is well established, reliable, fast and has great support. Your web pages need to load fast and when you have problems, and you will, you need to know that you can get it fixed ASAP. Too much downtime on your site could cost you thousands!

Not all hosts are created equally

Don't just randomly choose the first host you come across (Hostgator, GoDaddy etc), listen to people that have been there and done that. I have been building websites since 2004 and have seen people make some very bad choices.

Choosing a bad host can be the difference between having a site that ranks well on Google and attracts free, organic traffic and one that never even reaches the surface. I used Blue Host for many years...I was frustrated by them and their support was all but useless. I didn't know any different back then.

I would sometimes wait a day or two for any issues to even be looked at let alone sorted. Their control panel was huge and not so much complicated, but more like it made you feel you should be using all the tools and services they had on offer. Not necessary.

My Recommendation

After searching for a long time, I found the most amazing, supportive and super fast host I have ever seen. I tested them with one of my websites and eventually moved

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ALL of my 19 domains and 10 websites over to them. For the past two years I have had zero issues, rapid (and I mean rapid) support from highly intelligent and knowledgeable staff and overall, a wonderful experience with everything.

The company I am talking about is [WPX Hosting](#) (the owner is a charitable homeless/shelter cat and dog lover that feeds 500+ animals every day which suits me just fine). They are also #1 on [G2](#) and [Trustpilot](#).

Here are a few of the things about WPX that make them stand out from the rest whilst attracting any serious entrepreneurs to use them.

Free Migration

Oh man, the biggest headache for me was working out how to migrate a 1200 page website over to my new host but I shouldn't have worried. WPX do the entire process for you for free!

Not only that, they had it done in record time and kept me informed throughout the process.

Multiple Back Ups

If anything should go seriously wrong with your site such as a hacking or virus, WPX store daily back ups of your site going back 28 days from which you can choose to restore. Again, the process is incredibly simple and pain free and you can do it yourself via the simple control panel or ask them to do it for you...for free.

Speed

[WPX Hosting](#) is without doubt (and tested by many webmasters) the fastest host around. Some say twice as fast as their nearest competitor but why is speed important?

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Google, Bing and all the other search engines want to give their users the best experience. As well as showing the most relevant and attractive websites to their searchers, they need those websites to load quickly.

They don't want visitors waiting a minute or more for a super slow website to load. They will simply click away when they get bored and go elsewhere.

Free CDN

What is a CDN? It means Content Delivery Network.

What does it do? A CDN distributes and hosts your website content at servers all over the world. This means that if a visitor comes to your site from the other side of the planet, there is no delay in loading your website to them.

Why is that important? One of the reasons WPX are so fast is that they attach a free CDN to all of your websites. Before they offered this, I was paying a company £178 per year for this service.

By speeding up your load times in this way, the search engines greatly favour your website over other webmasters that don't use a CDN.

It's all about user experience.

Of course, there are other hosts around that will serve you well and the second best that I know of is [Siteground](#). Well worth checking out too but I will let you do your own research as I have never used them...I've only read about them during my research.

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Support

As well as **automatically removing any malware** that enters your site, you have THE fastest support system, not just in the hosting world but in anything I have seen.

Their support team are not only highly knowledgeable experts in this field but they will answer your online support query within **30 seconds** and generally get things sorted in minutes in my experience. Amazing.

Don't believe me? A couple of years ago I tested them and recorded my screen whilst I contacted support. This is how they did:

[Vimeo Support Test](#) (opens video in web page)

Click the image below to visit WPX Hosting and see for yourself what they can offer you.



WPX Hosting

PRICING - ASK ABOUT - LOGIN [Start now](#)

"WPX is still the fastest WordPress host... twice as fast as the rest"

-Matthew Woodward
(award-winning tech blogger)

[SEE HIS NEW TEST](#)

Hey! Need any Help?

We Are Here Live Now

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3. Template/Shell/Look and Feel (this is how you decorate your house)

It is important to mention at this point that I build all of my websites on **WordPress**. When I started building websites back in 2004, I coded all of my sites in HTML. This was a pain!

It took a while to decide and then implement, but eventually, I moved all of my sites over to WordPress. This isn't easy because HTML and PHP (WordPress) are two completely different languages.

I recommend **WordPress.org** (absolutely NOT the free WordPress.com...you never fully own your website) because of the simple functionality and feature-rich plug-in repository available.

I am not going to go into the intricacies of building a website in this eBook, there is far too much to learn that I could fit in here without boring you to death. I will be producing courses on this later so please look out for notifications in future emails.

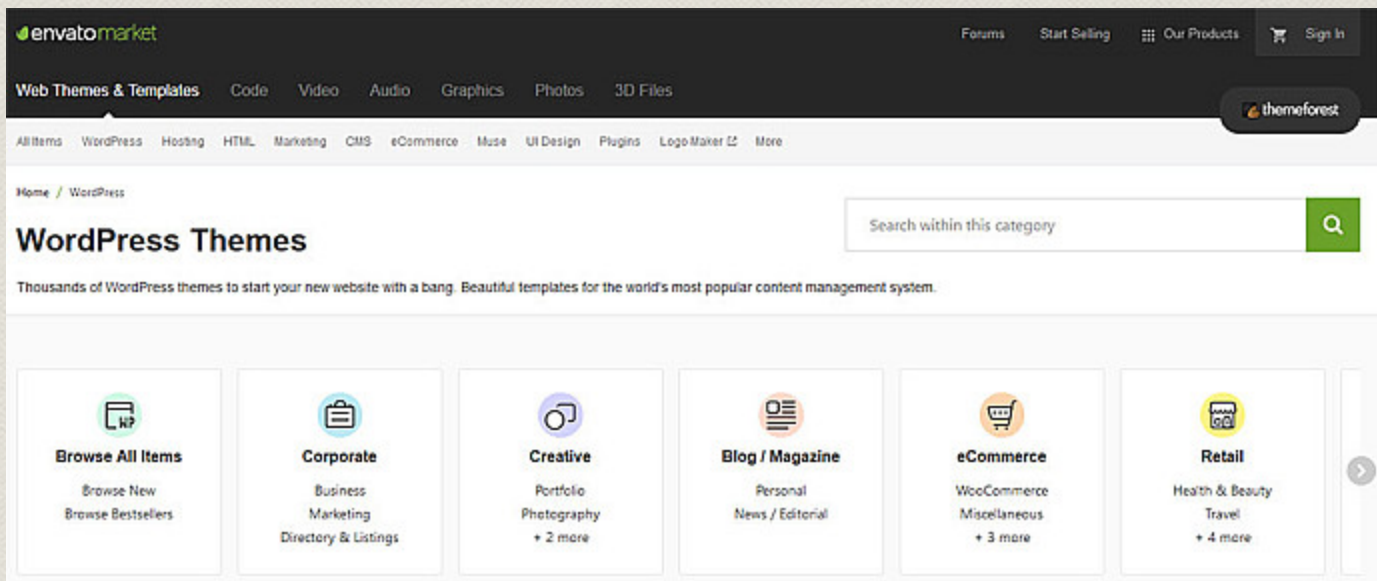
What I will do though is explain a little about how you actually form the shell of a site (decoration) on the hosting (house) at your chosen domain (address).

Themes

When you buy a domain at, say, WPX Hosting, you can then simply click a button and install the WordPress software (for free) to that domain. Then, when you enter that domain into your browser, you will see an actual website with a basic template (look and feel) depending on what year it is. They produce a new one every year.

I wouldn't recommend that you stick with this standard theme, there are far better options out there from companies/websites such as [Theme Forest](#) (Envato Market) who I have used a fair bit in the past.

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All you need to do is trawl through the templates, find one that suits your niche, colours, branding etc and purchase it for a one-off payment.

You then download that theme/template in a zip file and upload it through your website's "appearance" module. WordPress takes care of everything and within seconds, you have your new theme installed onto your site.

If you go this route:

1. Read the reviews
2. Make sure the author of the template is current and updates his templates
3. Check to see that it is both SEO* friendly and works on mobiles and tablets

* *SEO = Search Engine Optimisation*

Once the template is installed, you simply build your pages and blog posts and away you go. Obviously there is a fair bit more to it than that but it's something you will need to learn separately if you don't know how to do it already.

Next, you need to set up the back end of the site and install any plug-ins.

Plug Ins

Plug-ins are much like apps for your Smartphone. You instal them to add various features and functionality to your WordPress site. Things such as a plug in that will help you with SEO by telling you things like:

- You don't have enough content on your page
- You have mentioned your keyword too many times (stuffing which Google hate)
- You don't have any internal or external links from your page

The downside of having too many plug ins on your site is 1) the creator of the plug in may abandon it in the future and therefore leave you open to vulnerabilities and 2) they may slow your website down if you instal too many "heavy" hard-working plug ins.

Would you like another recommendation?

Again, I have used a multitude of themes and plug ins in my time building websites and I have had to renew them or uninstall them time after time for the above reasons.

A few years ago I spent a while searching for the best solution that would kill that stress and free up my time to simply write, create and sell.

Thrive Themes

To say I am in love with this company, their products and their work ethic would be an understatement and don't be fooled by the name [Thrive Themes](#), they are so much more than themes. Check out their website to see more.

The entire Thrive Themes eco system is designed with simplicity, functionality and conversion (leads, sales, traffic, clients, subscribers, fans etc) in mind.

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Again, I'm not going to go into massive detail here because that would be like a sales page and you may not even like Thrive. All I will do is write quickly why I now use Thrive on all my sites and encourage you to research them a little more.

Thrive's In-House Plug ins

Rather than installing multiple plug ins from multiple authors, Thrive have a whole set of their own plug ins that are compatible with all their themes, designed to work fast with your site and integrate seamlessly into the look and feel.

Each plug in would be worth a lot of money if sold separately, which they do by the way, but you can buy an annual membership that gives you EVERYTHING.

That includes some of the best conversion plug-ins on the market such as lead generation, testimonials on autopilot and split testing.

Imagine this.

You build a sales/landing page for your course and want to test what gets people to click. So you build a single page but for the title, you write the main heading but then, in the back end, add a second heading with different colours or a slight alteration in wording.

Thrive's algorithms will then work out, over time as you pump traffic to the site, which version people are clicking on the most. Once it establishes this, it will then only show that version.

You then delete the poorer converting version, create a new one and test that...and so on! Genius right? Many of the other plug ins are just as useful and again, integrate seamlessly.

Go to [Thrive](#), spend some time learning about what they offer and decide for yourself.

4. Membership Software

When I first built my membership site more than a decade ago, the choices were incredibly limited and expensive. I think I paid \$85 a month for the software to run my site and that was also before I converted to WordPress.

Nowadays, there is a multitude of options available to you that are a lot cheaper.

The learning curve with installing and operating a membership site/section is fairly steep but more companies will have substantial training. Here is a short list of some of the best membership plug ins for WordPress:

1. [Wishlist Member](#)
2. [Learndash](#)
3. [Memberpress](#)
4. [aMember Pro](#)
5. [Teachable](#)
6. [s2Member](#)
7. [WooCommerce Memberships](#)
8. [Restrict Content Pro](#)

There are many more out there but these are considered to be the best. Personally, I have used Wishlist Member, Learndash and Restrict Content Pro out of that list. My favourite, and one I am still using is Learndash. The user interface is simple and the recent 3.0 update makes it look visually stunning yet simple.

However, if you were to go with Thrive Themes as I mentioned earlier, they have their own membership plug in called Thrive Apprentice built in and included in the annual full membership price of just (currently) \$19 per month paid annually.

I think that is an absolute steal which I why I am a member. Just so you know, here is a list of what you get with Thrive Themes:

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1. **Thrive Architect** - Drag and drop website page builder
2. **Thrive Ovation** - Automated testimonial collection and management
3. **Thrive Optimize** - Split test your headlines etc as mentioned earlier
4. **Thrive Themes** - Choose from a selection of Themes to get you started
5. **Thrive Leads** - Superb lead generation tool
6. **Thrive Quiz Builder** - So much more than quizzes, this is a genius plug in
7. **Thrive Ultimatum** - Superb plug in for creating scarcity, timers and countdowns
8. **Clever Widgets** - Targeted sidebar content based on different blog categories
9. **Thrive Apprentice** - Create pro-looking courses from your WordPress dashboard
10. **Thrive Comments** - Gamified comments system to keep readers engaged

...and so much more. Hopefully you can see why I love [Thrive Themes!](#)

Just be aware that with any membership site, you will have a new learning curve.

Do you NEED a membership site?

In a word, no. If you are planning on creating DVD's, offline courses, live training or Masterminds, you don't necessarily need to add a membership section to your website.

However, if you plan to host an online course, you will need one of these to keep your content protected, drip fed and behind closed doors. Also, you may want a members area for anyone attending your offline or live course to go to for additional training, or an online version of the offline course they attended.

5. Camera Equipment

You will more than likely need a camera at some point (video) but your Smartphone may do for now. If you plan to do live training/Masterminds via "Zoom" (more on that later), you could use your Smartphone or webcam with no problem. In fact they are the best choice.

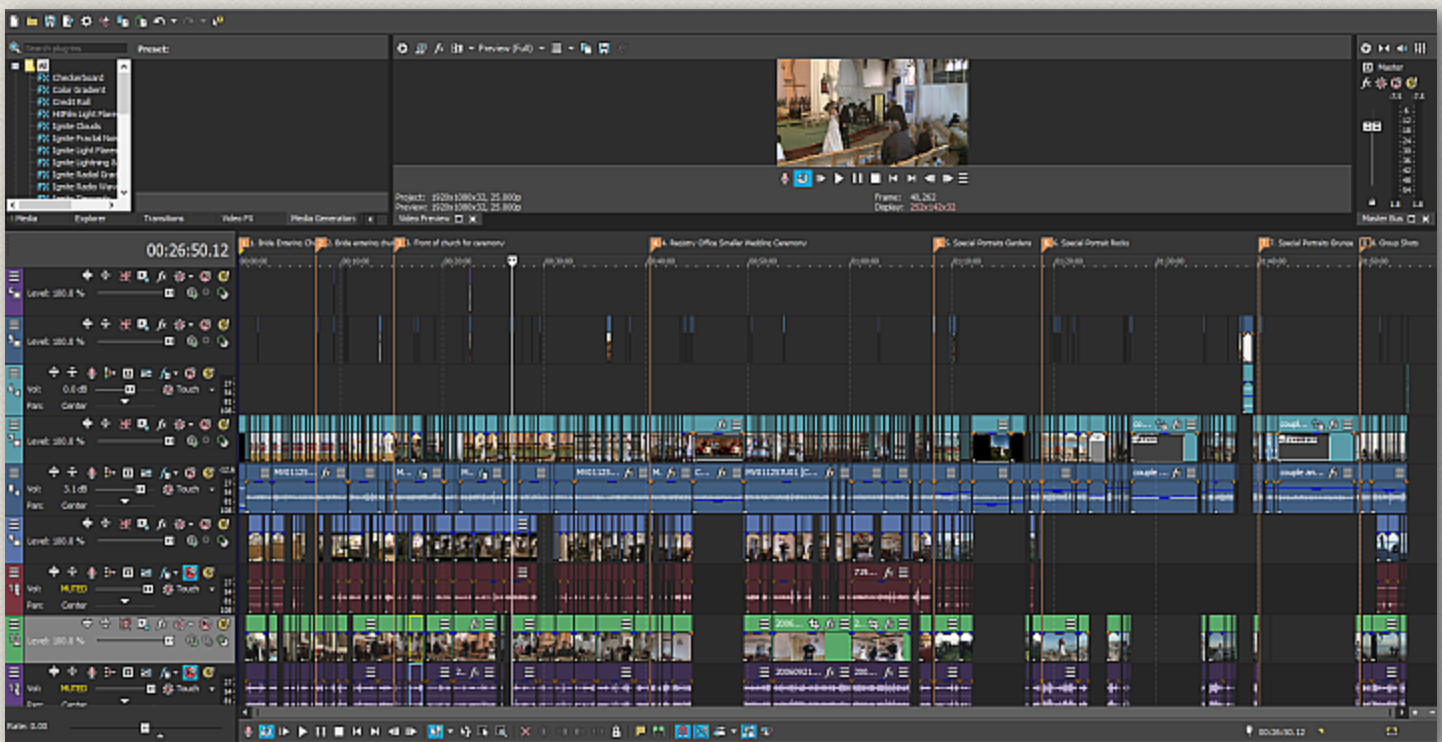
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If you are planning only to do offline, classroom based courses, no camera is necessary. However...

What you may want to do once you are an expert at teaching live events, is to record one of them. Let's say, like me with my wedding photography course, you wanted to convert your live training into an online, private members course (remember I converted mine into DVD's AND an online course?)

To do that, you would need at least 2, preferably 3 cameras recording continuously in which case you may be better off hiring some professional videographers. You would want the filmed course to be absolutely the best quality possible to sell online.

There is a big caveat though. The edit! I used [Vegas Pro](#) below...



This is what the final edit for just one of my 8 DVD's (2 hours) looked like. I had to first align all three cameras along with the audio and then set to work. All in all it took about 6 months to complete (including design, marketing, production, website etc).

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Whatever camera you buy, if you want to do long form recording (over two hours for example), make sure the camera has the capacity (memory card/internal storage) and ability to record for that long. Some hybrid cameras in the Eurozone only allow 29 minutes continuous recording (for tax reasons...I know right)!

The reason you need 2 or 3 cameras is redundancy. What if one fails? Also, you need continuous power because even the best camera batteries have limited run time.

A video camera with no minimum recording, DC power and "hot-swappable" memory cards is perfect! It can then record indefinitely. I used two such cameras once when I was asked to record the [longest ever football match](#) for the **Guinness Book of World Records**. I filmed non-stop for 108 hours (4.5 days)!

Is it worth it?

You bet it is! Once you have the course filmed, edited and made into a wonderful, educational and engaging online course, it is there forever making money on autopilot! Like I mentioned earlier, one of my courses has been doing that for 10 years.

6. Audio Equipment

Trust me, audio is more important than visuals a lot of the time so I would recommend external audio as well as internal audio on the camera. If your camera(s) fail, it is easier to patch in some screen recordings, charts or diagrams to cover it up than it is to overlay new audio seamlessly. I have made that mistake and paid for it.

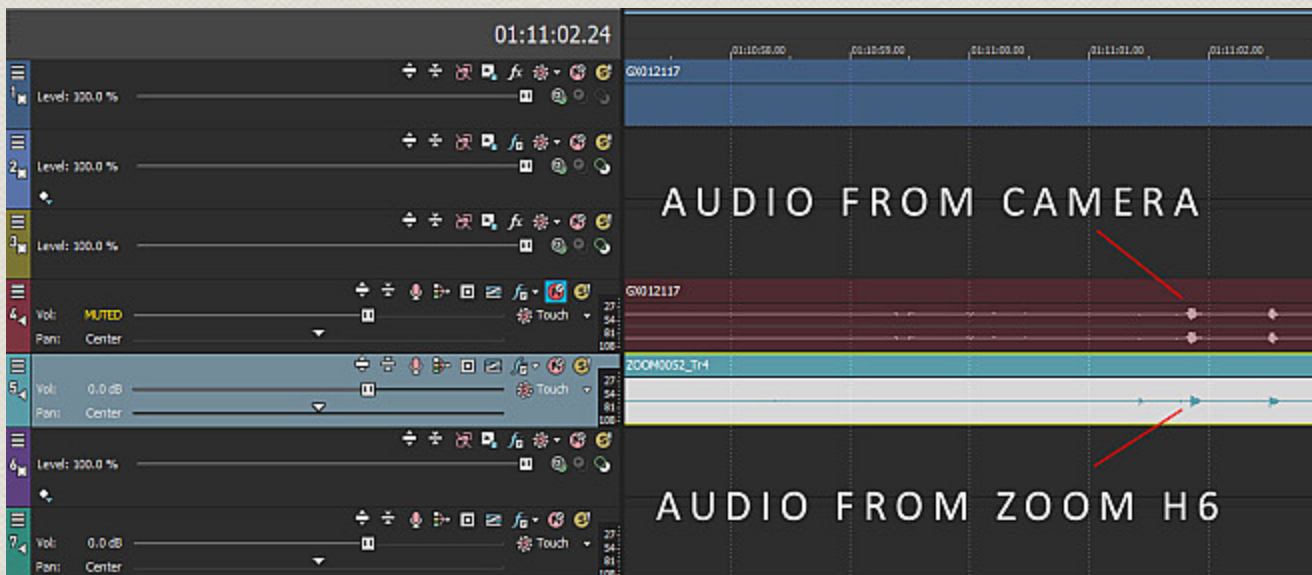
Audio equipment I would recommend (and use myself) is the [Zoom H6 recorder](#) (can take up to 6 microphones and the **quality is sublime**), a [Rode Videomic Pro](#) for your camera and a set of [wireless lavalier mics](#) for your lecturer/teacher/interviewees etc.

Here is a typical set up with the Zoom H6 that I use for filming online tutorials:

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Here I have one shotgun mic on the front of the Zoom H6, one cable coming from the left side which is my lavalier radio mic (that goes on my lapel) and one on the table in the background. I also use the camera's built in audio so I have something to align the video audio to the external audio (think clapper board...the spike in sound allows you to align the audio on the timeline)..



7. Social Media Accounts

Unless you've just arrived here from Mars, I assume that you at least have a personal Facebook, Twitter, LinkedIn or Instagram account? If not, I would go with Facebook first. Once you have a personal account at Facebook, you can build a Business Page and set up Private Groups for that page.

Social media is by far one of the best ways for getting in front of your target audience. Paying for ads is by far the quickest and easiest ways to get them to take action. Advertising has worked for decades and will continue to do so for a while yet!

The amount of data that Facebook holds on us, information that we freely give up every day by the way, makes targeted ads a breeze. For instance, if you created a course for single women aged 40-60 that are looking for love and living within 50 miles of London, you've got it!

But how do you attract them? How do you get warm leads to join your email list (see note 11 below on email service providers)? **The money is in the list!** Posting every day on your personal page won't cut it. Nor will spamming people in private groups and chat rooms. Nor will hassling your friends and family.

You need to have an ad budget. Not huge to start with as you test your market but an ad budget nonetheless. Once more, this is worthy of an entire course so I won't go on too much here. Just remember that paid ads are the fastest way to grow a business.

How do you get people to join your list via paid ads?

How do you think you are reading this eBook? The chances are that you saw my offer of a free product that gave some great, free and useful advice (I hope), and you entered your email address to receive it.

Nothing underhand, just an honest, simple business transaction.

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If you were to pay \$100/£100 a day for ads to a landing page where you just asked for someone's email address, what do you think the chances of them giving it to you are?

Zero. Money wasted.

If you were to *still* pay the \$100/£100 on ads but now offer a free eBook that gives massive value to your readers, you should expect a healthy response and sign up rate but you are still spending money with no return until you offer a product such as your course on weight loss, personal growth, hairdressing, property investment or whatever.

However, if you offer, say an eBook like this one (*NOT this actual one please...that's copyright infringement and I have had happen that too*), but charge only \$27/£27 instead of the usual \$97/£97, you would *still* get people to buy and join your list but you would also get your advertising spend covered.

This is called a *self liquidating offer*.

That way you could spend more and get more people to your list. Make sense?

I was going to, and will eventually be selling this eBook and not giving it away so I hope you see the value I am giving you here?

YouTube

Youtube is, for a lot of people, under utilised. If the course you choose to teach is visual in any way, and most are, a YouTube channel will help enormously. If you haven't already, get a channel set up, looking good and ready to receive your amazing, free, short but valuable videos.

Some of which should have a call to action for people to join your Mastermind or online/offline course!

8. A Landline - Obviously for internet access and a mainline telephone. If you can, get the fastest broadband or fibre internet possible.

9. A Mobile Phone - I think most of us own one of these by now. A Smartphone with front and rear camera is perfect for a lot of things but live Zoom calls are the best. You can switch from front to rear camera to show people either yourself or something you are talking about.

Again, make sure you have a good phone that receives WiFi loud and clear, a good battery life and a healthy data plan in case you need to do a live call, course or Facebook post whilst out in the sticks.

10. A Zoom Account

[Zoom](#) is an absolutely brilliant way to go live in front of your audience. This could be used for a free, 1-2 hour webinar or short course or for a full on paid masterclass. I use Zoom and love it. I won't go into all the details as I don't want this to turn into a review but here are some of the main points.

Free version

To get you started, this is perfect. You get:

1. Host up to 100 participants
2. Unlimited 1 to 1 meetings
3. 40 mins limit on group meetings
4. Unlimited number of meetings
5. Online support
6. Video Conferencing Features
7. Web Conferencing Features
8. Group Collaboration Features
9. Security

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So, for absolutely nothing, you can download the software and have a meeting with up to 100 people for free, but for just 40 minutes.

This could be perfect for a free taster course for potential students/clients. It would also be great for support calls or announcements. I particularly like the unlimited one to one calls which can be used for 1-1 specialised training or coaching!

If you want to increase your time on Zoom calls, you get up to 24 hours at a time (!) for just £11.99 per month and to add up to 300 participants, it is £15.99 per month and you get a ton of other features.

Perfect to get you started and of course, this is scalable should you reach the dizzy heights of more than 300 students at a time which is totally doable!

Recommendation for Kit Needed

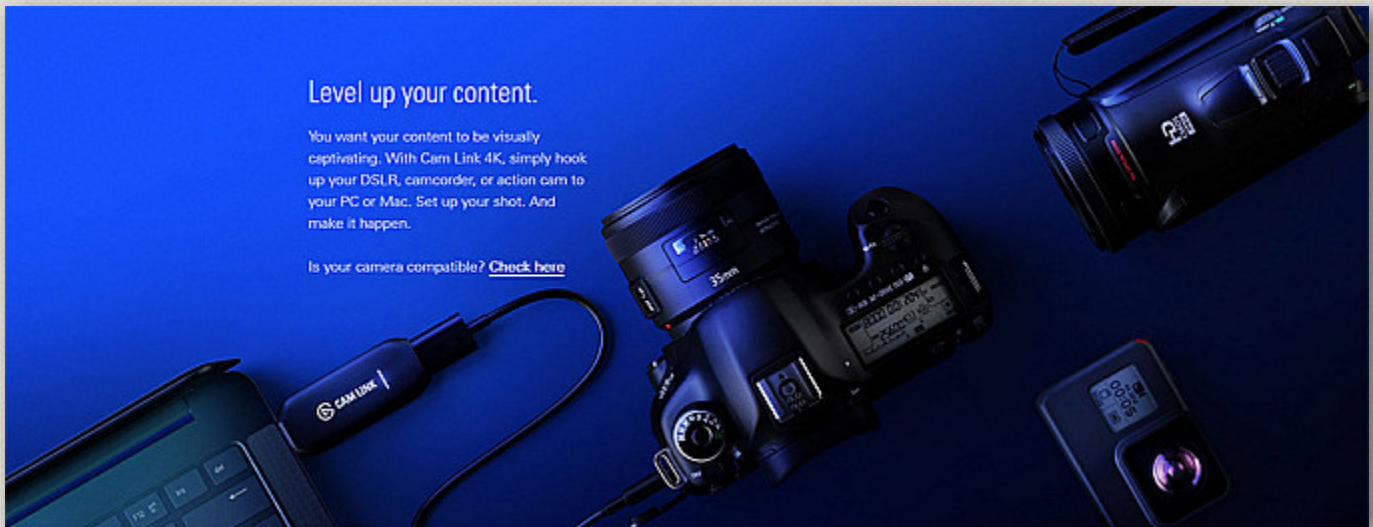
Now obviously for this you will need a camera and internet connection. You can use the Zoom Smartphone app or the software for your computer. Then, for your Smartphone you can use your front and back cameras and for your computer, a webcam.

Now, if you don't have a webcam right now but you do have another camera such as a modern DSLR or, even better, a Go Pro (I use the Hero 7/8), you can use this. However, you need some additional kit.

In order to connect your camera to your computer, you need a video capture card inside your computer. Most don't come with these and they can be pricey BUT...

There is a SUPERB device I use called the [Elgato Camlink](#). This bypasses the need for an internal video capture card and allows you to connect a 4K (!) camera to your webinar or Zoom call. That quality will absolutely impress your students/clients!

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I highly recommend [Zoom](#) and the [Camlink](#) so check them both out if you intend to do live call, training or Masterminds.

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11. Email Marketing Service Provider

"The money is in the list!" I think I have heard that from just about all the other internet and online marketers I have come across. If someone tells you email marketing is dead, it's not.

Think about some of the emails you receive on a daily basis. Have you signed up for free courses, piano lessons, notifications of a certain product, from your bank and so on? I am willing to bet that the majority of you have.

So what is an email service provider and what do they do? Before we go into that, here is a list of the top companies in this field (in no particular order):

1. [aWeber](#)
2. [Mailchimp](#)
3. [Get Response](#)
4. [Constant Contact](#)
5. [SendInBlue](#)
6. [Mailerlite](#)
7. [Drip](#)

I won't advise you on which to use but will say I have used aWeber since 2005 with no problems. I would suggest checking them all out and decide which one suits your business and marketing efforts.

So, what do they do and why do you need one?

An email service provider it just that. They provide a service that allows you to market to highly targeted customers who have willingly joined your email list for whatever reason. You probably signed up to my list to get hold of this book and perhaps the desire to find out more about teaching through online courses (and making money of course).

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The idea is to grow an email list of fans that enjoy the sort of content and information you provide through your work, hobby or downtime.

For example, I run a photography help site and whenever I get the chance, I like to tell my readers about a new camera or related product coming out that they may be interested in or a new Photoshop tutorial that I have just made on YouTube.

When growing a list, you need to keep the niche fairly narrow otherwise you run the risk of annoying people and alienating them or worse, drive them to unsubscribe.

I.e. Let's say you have a website teaching people about overcoming mental health issues. Of course, you add people who are interested in that but if you try to attract just *anyone* to that list, it won't work.

Also, you might send an email promoting a course you are about to launch on that very topic one day, but the following week you email them regarding an entirely different subject altogether.

Most of us receive way too many emails as it is right now so the more targetted and "to the point" your emails are, the better.

How does it Work?

Ok, so on your website, you embed an email capture form that you previously set up in your account at your chosen service provider (aWeber etc). You can also set up a sequence of follow up emails that get sent on autopilot (on pre-determined days) once they have signed up.

These are usually packed full of great advice, tips and useful information. Just a way of introducing your new follower to your site and newsletter.

The main point here is not to spam and start trying to sell stuff right from the word go.

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You need to "*warm people up*" to you and you do that by giving stuff away and providing amazing value. Then, once you have established an email, you could gently try to sell them your eBook, course or something else.

On occasion, you will want to do an instant broadcast telling your fans some exciting and hot-off-the-press news. These you simply write there and then and hit send asap.

It is a fantastic system where everyone wins so make sure you start building a list as soon as you can. It is too much to go into here but there are certain techniques, plug ins and other things you can use to attract the maximum number of people to sign up.

Pricing

Again, this varies from site to site but as an example, for aWeber, you would pay just **\$19 per month for up to 500 subscribers** which is great. (There are some [free services](#) available). Once you get over 500 subscribers on your list, you should be earning enough to pay for the next tier which is **\$29 a month for up to 2,500 people!**

My biggest piece of advice is the minute you get a website, YouTube channel, Insta account or whatever set up, start growing your list and look after them!

12. Computer or Laptop

I am pretty sure you have one of these. In theory you could run a business from a decent Smartphone or tablet but I wouldn't recommend it. At the very least, you will need a decent laptop with preferably Windows 10 installed (if you use a MAC, great)!

To be honest, I am not the biggest fan of Windows 10 but when they announced the end of life for Windows 7 Professional, I begrudgingly upgraded. Also, if you intend to eventually do live training to a few people, the software required works best on Windows 10 or above.

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We've already spoken about cameras and aiming to use the best kit possible for seamless, high quality video. Therefore, you don't necessarily need a webcam on your laptop or computer although having one on your laptop will help if working away from the office (although once again, your Smartphone is good enough for this).

If you are using an old system and are serious about setting up a professional business, I would recommend thinking about upgrading your computer as soon as you can. You will need a few bits of software too so the more power the better.

13. Software

If you intend to create and run a variety of courses (online, offline, live etc), you will need the appropriate software to make life easier.

Online Evergreen Courses

This is when you create a course with content (text, images, downloadable PDF's etc) and video training. Someone joins your course and digests the information at their own pace. You don't need to be there.

1. Video Editing

Your videos don't need to be Hollywood standard but they do need to look professional. To achieve this, just a touch of editing will suffice. For example, if you tend to "Um, and Ah" a fair bit in your narrative, it is a good idea to try and cut that out.

Also, you may have long pauses in the footage where you are thinking about what to say next, looking for a piece of paper etc. This also needs editing out.

Then there's things like transitions and adding music or other snippets to your clips.

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You don't need to go overboard with your spending so maybe look at one of these:

1. [Adobe Premiere Elements](#). Superb software with a ton of features and good price
2. [Any of the Vegas line](#). I use Vegas Pro 16 and have used Vegas since V6.0!
3. [Free Software](#). Again, check out some of the free software available online

Screen Recording

I can't emphasise enough how useful a good screen recording program is. Again, I am not going to turn this into a product review but simply tell you what I have been using for well over a decade and that's [Camtasia](#).

With Camtasia you can do so much more than record your screen but I will let you discover that for yourself. Look at some of the YouTube tutorials and head over to their website to see what it can do for you. It's particularly good for those of you that aren't comfortable being in front of the camera right now as you can create infinite tutorial videos using Camtasia alone.

Photo Editing

Being a photographer (just one of my hats), I use [Adobe Photoshop and Lightroom](#) for most of my work. If you think you could make the most of those programs, you can get both for just £10 per month which I think is a bargain.

A much cheaper alternative, and one that I also use is [ACDSee Pro](#). I have used this for over 15 years and love it's organisational features. I also use it for viewing all of my images because it is fast and easy to navigate. In recent years, the editing features in ACDSee have come along in leaps and bounds.

At \$70, it's a snip!

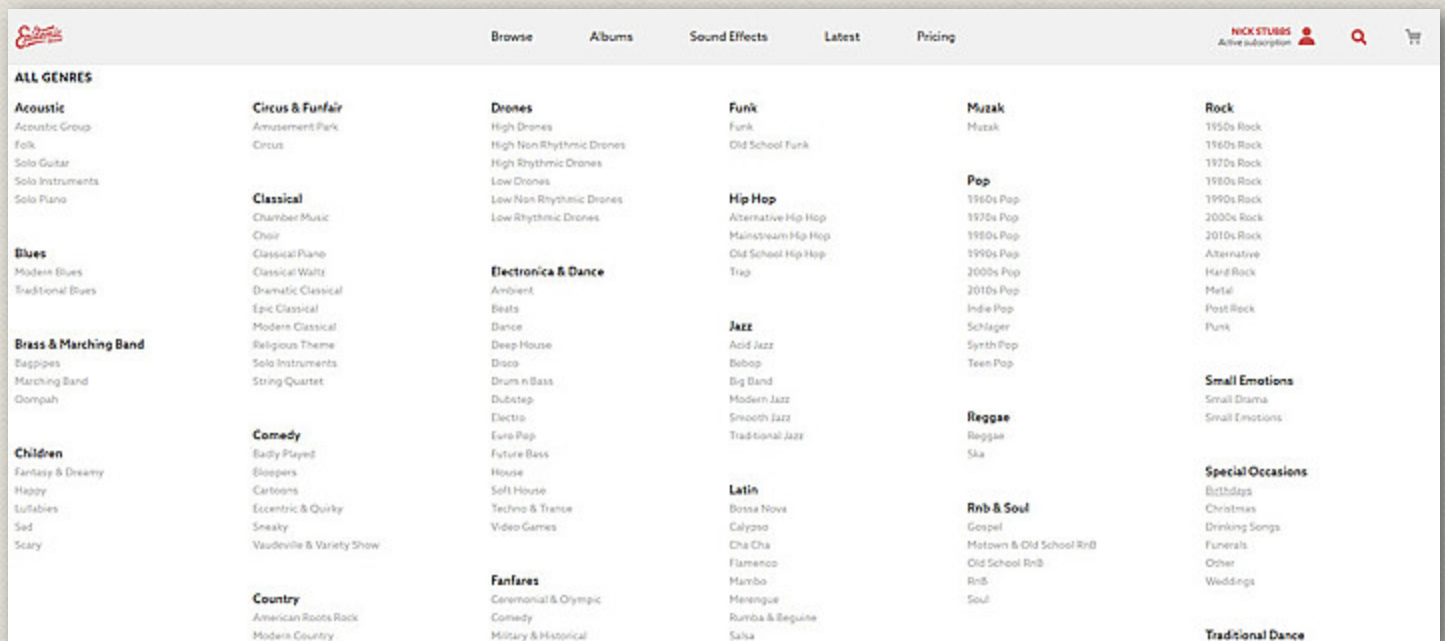
Music

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Not strictly software but I HIGHLY recommend using high quality, royalty free music for your videos. whether it is background music, intro music, segment music or whatever, nice, quality music will add another level to your productions.

As a start, and one I use for almost all of my videos is [Epidemic Sound](#).

Their library is superb with music from all genres available...



You can download each track in full or just the "stems" as separate files:

- Melody
- Instruments
- Bass
- Drums

...and then edit and create your own sound entirely.

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£10 a month will get you:

1. Unlimited downloads of tracks and sound effects
2. Cleared for YouTube, Facebook, Instagram, Twitter, Twitch and podcast
3. Unlimited views and followers
4. Monetize on Youtube

SonicFire Pro

If you really want to step it up a notch, check out SonicFire Pro. This is a piece of software that you install on your computer and what you can do with it is out of this world.

I have used it for commercial clients for over a decade and love it. It is currently selling for \$199 (with some free music) but each additional track will cost you \$49.95 and up so really specialised and good for your epic productions.

The cost of tracks may seem high but of course, you factor this into your course price or client pricing. Just for fun, go to [the royalty free music page on their site](#) and have a play with some of the tracks. You can mix your own versions all day long...really cool software!

Other than those, there are obviously a lot of choices out there and even a lot of free royalty free music download sites so get Googling!

Step 4 - Why Am I Teaching You This?

Good question and one I ask *anyone* that is teaching something that is successful for them. You may be way younger than me reading this but if you are close to my age (mid 50's), you may understand a little better.

I have lived a fairly hectic life, sometimes a little selfish and more "playful" perhaps (motorbikes, skiing, skydiving, scuba-diving, golf). However, many of my activities involved charitable causes for cancer research, children's hospices, 4 African charities and so on.

Some of my activities had "close calls" where things could have ended mightily different for me (4 skydiving malfunctions, 2 dead friends through the sport and numerous motorbike accidents for a start).

As we age, there is a tendency to look back and think "What is my legacy? How will people remember me?" and this is a huge "why" for me. I also want to inspire my children (14 and 16) to live the same way.

I hope that you feel the same way (or will in the future) because that is the whole point of creating your own courses. To pass on your life-accumulated knowledge to others in the hope that they will build on it, reciprocate and impact *other people's* lives one day.

That is simply the evolution of humans and society in a nutshell!

Once you see the brief outline below, try to think of any other business that *could*:

1. Allow you to work from home all day, every day
2. Bring in a very nice income pretty much on autopilot (once the work is done)
3. Scale up through other and more personalised coaching methods if you wished
4. Do all of this legitimately and to an audience just waiting for you to teach them

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This is completely genuine, honest, above board and being done by many people like myself right now.

I have been teaching online for years.

As I said, I am currently building a membership site with multiple courses that will be my final, humongous project. It will be the ultimate set of courses in my niche and undoubtedly take up a lot of my time so I plan to outsource a lot of the work.

That will give me a residual income that I can put to good use elsewhere...

My wife and I have recently started a property investment company and I want to help her more with that as well as maintaining my "super-site".

I love teaching and seeing others succeed (I think I get that from my father who was a senior accounting and business lecturer). Plus there is plenty of room for everyone to make a superb living at this right now and for at least the next 5-10 years.

Make hay and all that...

Running Costs

The following is a non-exhaustive list of running costs to get you started. Please bear in mind that your actual costs may vary depending on which way you choose to go.

You may opt to start slowly and just host online courses or you may want to go full on and arrange Zoom live training and offline Mastermind courses.

See the cost list below as a "pick and mix" of sorts, after all, you may opt to simply do live one to one training via your Smartphone in the beginning in which case your costs are incredibly low.

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1. **Domain name** - \$10 per annum on average unless you opt for a super pricey one
2. **Hosting** - Look to pay \$20-25 a month for super fast hosting such as WPX
3. **Website Theme** - Around \$50 for a single theme or \$19 a month for everything that Thrive Themes offer
4. **Zoom** - Free to start and then around \$13 a month for 100 students
5. **Epidemic Music Subscription** - \$12 per month
6. **Email Service Provider (aWeber)** - \$20-\$30 per month to start (or free)
7. **Various additional website plug-ins** - \$30 per month max (guestimate)
8. **Membership Site Plug In (E.g. Learndash)** - \$189 (One off payment)
9. **Training** - Take it from someone who has spent well into 5 figures on additional, specialist and ongoing training, it is well worth it. More on this in a bit...

You then have the standard living costs on top such as Broadband/Fibre connection, telephone etc, and hotel costs if you decide to do offline training. However, at that point you should be earning so much, these costs will seem miniscule.

So if you wanted to build a fantastic, SEO-centric website with private members section holding all your courses, AND host live zoom calls to your students (when you are ready), it would cost around \$120 a month*!!!

**Doesn't include one off costs such as camera, audio, software etc...*

What other business that could easily generate \$100k+ a year working from home could offer that sort of value?

...and the chances are, some of those costs you may not need at all.

Step 5 - How much will you earn?

I love this question.

It's like asking "how long will I live for" when you are born. With *that* question, it is entirely up to you how well you look after yourself, how well you calculate any risks taken in life and how well you stay out of trouble.

The same pretty much goes for this business. The earnings you can make are only limited by one thing...you.

Let's say you are a bit nervous to start with, we all are to a degree.

Your confidence isn't great right now, you are a little nervous and have a ton on self-limiting beliefs...like we all do at some point. You want to start slowly and see how it goes so you opt to simply write an online course.

Of all the research I have done, a standard, simple, targeted and niche course *should* sell for \$/£200 a time on average. That's what you should charge to start with. This is still pretty low but it seems to be a sweet spot for attracting the maximum amount of buyers.

When I launched my first course back in **2008**, it cost me \$6 to manufacture and ship anywhere in the world once I had created the master DVD, and I sold it for \$297 a time.

If you do the right amount of marketing, and employ a team of affiliates, there is no reason why you couldn't sell one a day.

That would give a gross income of **£6,000 a month/\$72,000 p.a.** on autopilot. How does that sound?

Of course, you have to take your costs off that which could include:

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1. Affiliate commissions depending on how much you pay them. I paid 30%/ \$64
2. Advertising costs etc

Think about this hyperthetical scenario.

On average, it takes 100 eyeballs (visitors, clicks, views) of your product/sales page for someone to buy it. So, if you are paying \$100 in advertising for 100 clicks to your sales page, you are making \$100 a sale on a \$200 course. That is a basic 50% profit margin which is excellent.

Obviously you can reduce this cost over time with affiliates, organic traffic, email lists and so on but great start!

Using a mixture of advertising, affiliates, organic traffic after a while and a solid, growing email list, you could well get 3-4 sales a day giving you a net profit of:

$4 \times \$200 = \800 less \$200 advertising and say \$120 in affiliate commission = **\$480 a day** profit or **\$175,000 per annum**.

Think that last figure is a bit out there for you?

Well, my first ever, *non-perfect-by-a-long-shot* product made back in 2008 made well into 6 figures and is still selling after a decade and someone I know that started last year (a bassist in a heavy rock band with zero experience in this) made close to that in his first few months!!!

It is more than doable. You just have to have faith in yourself, the system and people that are looking for you and what you teach.

Ask yourself this, do you think there is someone, somewhere in the world that could benefit from what you know in some way? Do you think your helping them would save them tons of time and maybe a lot of money too? Of course!

Other Options

This is where it gets really exciting! "*What if I don't know what to write a course about or don't have enough knowledge to even consider writing a course*"? I hear you ask.

All you need is a massive *passion* for something. For me it could be motorbikes, guitar, skiing, GOLF...you can still make this work incredibly well in three more ways.

Become a Reporter

Let's say you are really into making money with the stock market. You could simply spend a few months researching and interviewing some of the wealthiest traders anywhere in the world (personal visit, Skype, Zoom etc) to find some of their secrets.

You could then formulate all that research into a course and sell it for thousands.

Would *you* pay \$1000 for a course that could potentially earn you a 6 figure salary by trading using all those secrets, tips and tricks? Of course you would.

Buying such a course would save you years, if not decades of research, trial and error and money!

It would probably sell for a lot more.

Now imagine having 30 people in a conference room for two days all paying \$500 to hear all of these tips and secrets that work. **\$15k for two days teaching!**

It is not only NOT unheard of for people to make this much money this way, it is happening every day!

What else?

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Become a Broker

How about this then?

Let's say someone like myself is running a high ticket Mastermind or offline course for \$2000. Most people are already, or at least open to the idea of becoming a broker for their course. As an affiliate.

You get trained up by possibly attending one of these courses so you know what it is all about and then head out to promote it. You then get the benefits of that course plus you have all the credentials, tools and skills required to sell it for them.

You could earn between \$300 and \$500 a sale as an affiliate.

When I first started out, I was an affiliate for a lot of companies including Amazon. I knew nothing to start with so paid for a couple of courses and away I went.

I even became a "super affiliate" for a company in the US and was earning €3,000 a month (I lived in Spain at the time) for a system that took me less than a day to set up.

I was taken out to dinner by them after a conference and got to meet some ex-MTV boys (and even gave them some advice for the business they had just started...and they used it!

Life as a broker/affiliate is fun, simple and potentially lucrative but requires work on your part. *All* of this does but what a way to make a living right?

Become a Partner

If you didn't want to do any of the above, or wanted to increase your earning power, you could become a partner. This is actually a really popular way for people to get started in this wonderful business.

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Let's think of another, perhaps more off-the-wall scenario.

The Poker Player

You have a friend or someone you know that is a star poker player, he never seems to lose:

- He understands the psychology of people in the game
- He knows how to read the cards
- He knows what signs to look for in someone's body language
- He knows the odds of certain hands or cards being dealt
- He understands the odds and a whole lot more...

...but what he doesn't know is how much money he could be making, on autopilot, while he is sleeping, without the risks that come with poker.

You are now an expert in creating and selling courses to people via multiple ways and you approach him or her with your idea. They agree and you go halves on the entire project!

Massive win-win!

You could do this multiple times until you have multiple courses earning huge sums that you know very little about. Like it?

Think this is all pie in the sky?

My wife and I were *customers* of this very process last year.

We had just sold a business and moved house so my wife was looking for something to get her teeth into as a new career.

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I saw a webinar online that caught my eye so I watched the free, 2 hour training. It was on property investing through serviced accommodation. My wife had been running a guest house for years so knew the industry well.

After the webinar online, we were invited to a 2 day(!), free course in London with lunch included. We went along. The free training was so good, we signed up for and paid for two courses that were niche'd more towards what we wanted to do. Total cost of the courses was about £3,500.

HOWEVER...

We learned how to source under-valued properties and gain finance on them and within a couple of months, we had bought our first apartment ready to rent.

Not only THAT, just ONE snippet of information we learned on the course, that not even our solicitor knew about, saved us just under £4,000 in tax!!! Do you think those courses were worth the money to us? Damn right they were!

This is EXACTLY how self-education works. They reckon that if your students get just ONE absolute nugget that makes them leave your course super-excited and raring to go, it has been worth it.

A student of mine last year was so excited after our one to one meeting, she practically ran home to tell her partner all about it and set to work on her business. We have had people hugging us and giving our kids pocket money before leaving. It is the best feeling in the world when you have that sort of effect on someone!

Would YOU like that lifestyle? Earning great money, working from home, making friends for life, making people like my wife and I happy, leaving a legacy by impacting other people's lives in the most amazing way!

Step 6 - How long will it take??

Good question and this differs for everyone.

When I have created any of my courses, I have had the advantage of being self-employed already and working from home most days.

Also, the nature of my work means that I am able to re-arrange my time to enable me to spend blocks of time writing and filming. Your life may be very different.

For Example - A Case Study

With my afore-mentioned DVD's, I was starting from scratch. I had never done anything like this before and the only advantage I had was I knew how to film and edit video...nothing else. If you have no experience in this, simply employ a team to do it for you.

The cost will be well worth it. So, I ran a 3 day course for which I charged around £600 per person. I think I had 7 people on that course so the revenue went 100% back into the project.

TOP TIP: *I didn't have a decent video camera, tripod or audio equipment at this stage so I did something a little cheeky (and smart if I do say so myself).*

I saw an online media retailer offering 12 months interest free credit WITH a "pay nothing for 12 months" deal!!! What!?!?!? Bonus and too good to turn down!

I went to their store about 100 miles away, chose a £4000 professional video camera, a ton of cool audio equipment and a super professional, sturdy tripod.

I think the bill came to about £7000 in total. This is what I call making myself accountable! I HAD to make this work and pay for itself. No other option.

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Note: I only sold the camera a couple of years ago and still use the superb audio kit and tripod to this day.

Anyway, I hired three students from the local media college to film it for me (after interviewing a few) and paid them £50 each per day. Total £450.

I got some cheap but reliable labour and they got some of the best on-the-job training as well as a copy of the DVD's with their names on for their coursework.

So, I taught the course and the students left with a ton of knowledge to get them started well on their way to a new career. I tried to offer as much value as possible and they would all get a copy of the DVD's as well.

At this point, my finances for the course were (**check out some more handy tips here**):

1. **Income** = £4,200 course fees
2. **Outgoing 1** - £450 to the students
3. **Outgoing 2** - £400 hotel room hire for classroom training
4. **Outgoing 3** - £300 for daytime food, teas and coffees
5. **Outgoing 4** - £650 for three nights B & B for students
6. **Outgoing 5** - £200 for model bride and groom for a day
7. **Outgoing 6** - £0 for stately home location to film in with the promise that I would mention the holiday property in the DVD's and eBook (which I did)
8. **Outgoing 7** - £0 for the hire of a wedding dress and suit for the day with the promise that I would mention the shop in the DVD's and eBook (which I did)
9. **Outgoing 8** - £0 for the bouquet from a florist I know with the promise that I would mention her store in the DVD's and eBook (which I did)

There are some super handy tips in there that I hope you find useful for saving money on costs. Right now, I am still £2,200 in credit which went towards the camera equipment.

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Lastly, I used a drop-shipping company in the US to manufacture and ship the DVD's directly to any paying customers.

There is a bit of work to do to get them uploaded in the correct format but once done, it only cost me about \$5 to make and ship the DVD's anywhere in the world!

Note: 10 years later, this is now \$13.20 (I just checked).

I expect you want to know the company right? It's [Kunaki](#). Don't be fooled by the simplicity of their website, it all works incredibly well, they are super efficient and the DVD's are pretty good for a starter effort.

Here are my DVD's again along with the current price for manufacture and shipping...



Kunaki digital cd / dvd manufacturing, publishing, distributing, fulfilling machine.

[home](#) [prices](#) [distribution](#) [gallery](#) [frequent questions](#) [samples](#) [new publisher/product vinyl](#) [customer login](#)

Enter quantity and destination to compute an invoice with shipping options, shipping prices and estimated shipping transit times.

disc: case: quantity: country: [Show Invoice with shipping](#)

shipping options (select one)	shipping cost	shipping transit duration
<input checked="" type="radio"/> Economy Air	\$8.80	10-21 business days
<input type="radio"/> Air Mail	\$11.55	7-14 business days

INVOICE	price	quantity	total
DVD / DVD Case	1.10	4	4.40
Sub Total			4.40
NV State Sales Tax			\$0.00
Shipping with Economy Air			\$8.80
Total			\$13.20

All in, the whole process took me about 6 months to produce and launch but remember, it was just me...no-one else...I did everything from start to finish. If you had a team, or at least another person helping, you could smash this in way less time!

On my first day of launch, I made close to £6,000 and by the end of week one, well into 5 figures so the cost of equipment purchase was covered multiple times already!

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So that is for creating and selling a course via DVD. Obviously times have moved on and most people moved from creating DVD's to hosting the videos online.

This way, they can now be streamed anywhere via a Smartphone or tablet so this is my most recommended way of selling courses right now.

Creating a course this way will still need a lot of preparation and forethought and depending on the amount of time and resources you throw at it, could take anywhere between a few weeks and a few months.

It all depends on the size of the course and how deep you go with the training.

Masterminds and Offline Courses

These are superb and take a lot less to organise and set up.

You simply need to find a venue, book it for 1-3 days depending on the course, and get people there. Sounds easy but obviously there is a bit of work to do to sell the spaces.

Writing the course notes (for both presentation and for students to take away), can be done fairly quickly. Just make them concise, relevant, easy to digest and packed with amazing content that will blow them away.

You want your students to leave knowing they got great value for money so overdeliver. Give them what they want, what they came for and a whole lot more!

Once again, if an attendee leaves with just *one thing* that they can take away and use in their business right away, one thing that can move the needle forward in their work or personal life then you have done well.

Step 7 - Selling? Where do I start? What's next?

Now you have a better idea of how to create your own profitable course, using any of the methods outlined in this eBook, I bet you are at the very least thinking of a way to get started?

Selling Your Course

Ok, so this is a huge topic and there are multiple channels and ways of selling your course. A lot of it depends on your character, what you feel comfortable doing, what you are prepared to do to get it sold and so on.

You probably already have some of the skills required to sell your course but this is an area for most people where you:

- a) Will most likely need some training
- b) Need to get a little out of your comfort zone

Nothing really good in this life comes easily, you should know that by now but that is the beauty of the whole self education system. You can take it as easily and anonymously as you like to start with and then as your confidence builds, so do the opportunities and avenues available for you to sell your course.

The channels and techniques through which you can promote and sell your course are endless and for me, this is the most exciting part. Once you have a few sold and the feedback is good, you know your course is good.

That gives you the confidence to really smash it out of the park!

Where to sell your course

7 Steps to Creating and Selling Your First Profitable Course

Here are a few places and methods to sell your course but yes, you guessed it, there is simply too much to explain in a short ebook like this.

The main reason being that advertising methods, Google algorithms, rules, regulations, trends and techniques change so much, I would have to be constantly updating this eBook.

However, some methods are more "evergreen" and need less "fiddling" or effort.

A well maintained website for instance can bring a steady stream of traffic as long as you keep it up to date. Sending *offline* traffic to the site via more traditional methods is also a way of bypassing the sometimes fast and ever-changing rules online.

So, you have...

1. Website(s) for organic traffic over time (you need to learn good SEO).
2. Blogs, influencers, product reviewers (although make sure your course is good).
3. Free giveaways (like this eBook)
4. Facebook (personal page, business pages, groups and advertising).
5. Twitter (as above).
6. Instagram which is fast becoming better at advertising, especially for visuals.
7. LinkedIn is ok if you have a large following although improving over the years.
8. YouTube is great if you are ok being on camera or doing screen recordings.
9. **Affiliates!** Master this and get yourself some good affiliates. Leveraging at its best.
10. Free masterclasses/short courses (online and off) leading to a sales pitch

Each of those could be a standalone course and many do have entire courses built around them.

So, where do you go and what can you do to make sure you create the best course you can and ensure that it gets the "eyeballs" and sales that it deserves?

7 Steps to Creating and Selling Your First Profitable Course

This is where I promote something to you. You *knew* it was coming right? After all, what you are experiencing is one of the best and most effective ways to attract new clients that *you* would need to learn.

However, it isn't a course that I have created but before I go into that, (and please read on), I hope that at the very least, what you have read in this book has opened up new possibilities in your life that you perhaps hadn't thought of?

I hope that you see the incredible potential for not just making more money than you thought possible but doing it by helping, empowering and impacting the lives of other people in a really positive way. After all, it is in our DNA to help others right?

Go it alone

At this point, you could easily head off and start spending weeks, months or even years trying to figure out what to do. I never did that as I explained earlier. The first thing I did was to search for, buy and complete the course that I needed to get me where I wanted to be through self education. And I followed a path just like this one.

The whole point of courses (including college, university, open university etc) is to learn what you need to know in the shortest time possible to allow you to quickly and efficiently set up your business.

You could now spend your time looking around the web searching for relevant courses that will teach you what you need to know. I can guarantee you will need at least 3 or 4 *different* courses to get you where you want to be with all of this.

Well, there is a **single, unrivalled and incredible course** that not only teaches you ALL the things you need to know but it does SO much more. It has a community of more than 22,000 people just like you that are all helping each other to succeed and they do it with honesty, a huge smile on their faces and a ton of grace!

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As the saying goes, "*The tide rises all ships*"

...and that is why they help each other. Remember how we learned that there is enough to go round and that you only need 1000 true fans that like *you* and want to learn from *you*?

Learn from the absolute best

I have been both *teaching* online for more than 15 years and *buying* courses (like it is going out of fashion) since 2005:

- Guitar (x2)
- Piano
- Website creation and SEO
- Product creation
- Photography and video (yes, even as a professional I still buy those courses)
- Marketing
- Specialised imaging techniques and editing

...and more. I absolutely love learning and it helps my career move ahead every year without fail. Last year, I graduated from what is undeniably the best course I have ever seen let alone enrolled in myself and my business is about to sky-rocket to a new level...

Yes, I am a **fully paid up member and graduate** of what I am about to show you. I haven't been paid to write this book because this is what I have been doing for 15 years. I buy, use and promote products as part of my business.

However, I never promote anything I haven't bought or used myself or think people will like. There is enough "tat" in this world without me adding to it by promoting crap!

The Knowledge Broker Blueprint

Let me just honestly and sincerely tell you that you will not find a better course than this on the internet *or* off it. This course was written and produced by arguably two of the finest business brains around. [Tony Robbins and Dean Graziosi](#).

Between them, they have sold billions of dollars worth of products online and have perfected the art of marketing, selling, product creation and self improvement to a T!

I thought I knew a lot about internet marketing, product creation and sales but after taking this course, I realised there is a reason why I haven't reached the dizzy heights I truly wanted to reach.

Sure, I have made really good money over the past 15 years but there is a reason why the true market leaders get where they are. They usually keep it to themselves...

Tony and Dean teach this all over the world but you would have to go to one of their 5 figure seminars to learn this much. *Some* of the techniques taught by Tony Robbins in the course are only usually available to people on his \$1m per year round table.

Both Dean and Tony have reached a point in their lives where they are starting to give back. Tony is half way to feeding 1 billion people on the planet amongst other things and Dean is involved with a multitude of charitable events.

You *could* see this course as one of them.

They both want to see anyone and everyone get the education they deserve in a world where the standard education system is broken. They don't want to do it themselves, they want to teach you and I to make self education the new norm whilst making a really good living in doing so.

Win - Win - Win

I'll be honest with you...

I *was* going to create my own online course on this topic before doing this course and writing this eBook...but not now. There is no way I can compete with:

- Their knowledge and expertise
- Their support system
- The sheer number of experts working with them
- Their AMAZING community of more than 20,000 wonderful people like you and I
- The ridiculously effective tools and resources they have available
- The amount of time and effort they are able to dedicate to myself and the other Knowledge Brokers
- Constant updates and ongoing live and recorded training...it's amazing!

Your Choice

If you see other courses online offering to help you to create your own course, I can almost guarantee that it won't offer a fraction of what The Knowledge Broker Blueprint offers.

This is so big you can do this business with your spouse/partner or team up with any local KBB'ers near you. Yes! That is happening. People are pooling their resources and joining forces to create some incredible businesses. But like I taught earlier, this is so new there is plenty to go around.

I am currently finishing off one course, re-writing 4 of my old courses using this new format with one more waiting in the wings either next year or the year after.

This industry WILL, with the help of people like you, me and the Broker team, become the new norm in education. Do you want to be at the forefront of this incredible movement and change your life by impacting the lives of others in a massive way (and make a fantastic living)? Or do you want to look back in 5 years and say "Damn"!

7 Steps to Creating and Selling Your First Profitable Course

All you need do right now is check out the free training session with Dean and Tony below and decide whether this is for you or not. You have nothing to lose, everything to gain and if not this, what else?

Knowledge Broker Blueprint

Hit the button below to register for Dean and Tony's incredible *free* training with some very special guests. Grab a coffee, switch everything off and immerse yourself in some of the best training you are ever likely to see regardless of whether you take their course or not and regardless of whatever industry you are in right now! This is for everyone...

[Learn more](#)

Think back 5 years. Are you today, where you thought you would be? Have you realised the goals and dreams you set in January 20XX?

Have you even started to pursue the goals and resolutions you set for yourself this year? How would you feel if in another 5 years you are in the same place having never taken that leap of faith? I don't just mean this course, I mean in anything.

My biggest regret is that I spent 10 years in London, in the boring finance world and not fulfilling my dreams of becoming self employed due to fear. And that was at a time when I had no commitments.

No wife, no kids, no mortgage. Don't look back with regrets, check out the [Knowledge Broker Blueprint](#)

[Visit The Knowledge Broker Blueprint for Free World Class Training](#)

My Private Number for Questions

So this is something I have *never* done before, especially in an eBook, and may never do again so please don't abuse it.

I am giving you my mobile number for you to call with any questions but please note that **the phone will only be activated on February 27th 2020** *after* the live training.

I am happy to speak with anyone after the live training for 5-10 minutes to explain it in more detail, from someone that has done the course and is putting it into action.

Also, check your emails from me after the training on Feb 27th as I might have something special for you!

+44 (0) 7858 126109



**"Carpe diem
quam minimum
credula postero"**

Seize the day, put very little trust in tomorrow (the future)

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