

9 STEP GUIDE TO YOUR PROFITABLE ONLINE COURSE

FOR ENTREPRENEURS & ASPIRING ENTREPRENEURS WHO WANT
TO GENERATE CONSISTENT INCOME IN THEIR BUSINESSES



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The 9-step Guide To Creating Your Profitable Online Course

For Entrepreneurs And Aspiring Entrepreneurs Just Like You Who Want To Generate Consistent Income In Your Business!

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INTRODUCTION



To create a profitable online course which sells and make you money in your business, or to hit the income generating ground running is determined by several different things. These things tie together, make for a course which your target audience will buy.

In this guide, I'm going to expose you to those things to get you started. Bear in mind that this guide alone will not get you all the way. In fact, it will get you far, if you pay keen attention.

I must tell you that if you get the first step correct from the get go and keep working on it every single day, you are definitely setting yourself up for success.



STEP 1

MASTER YOUR MINDSET

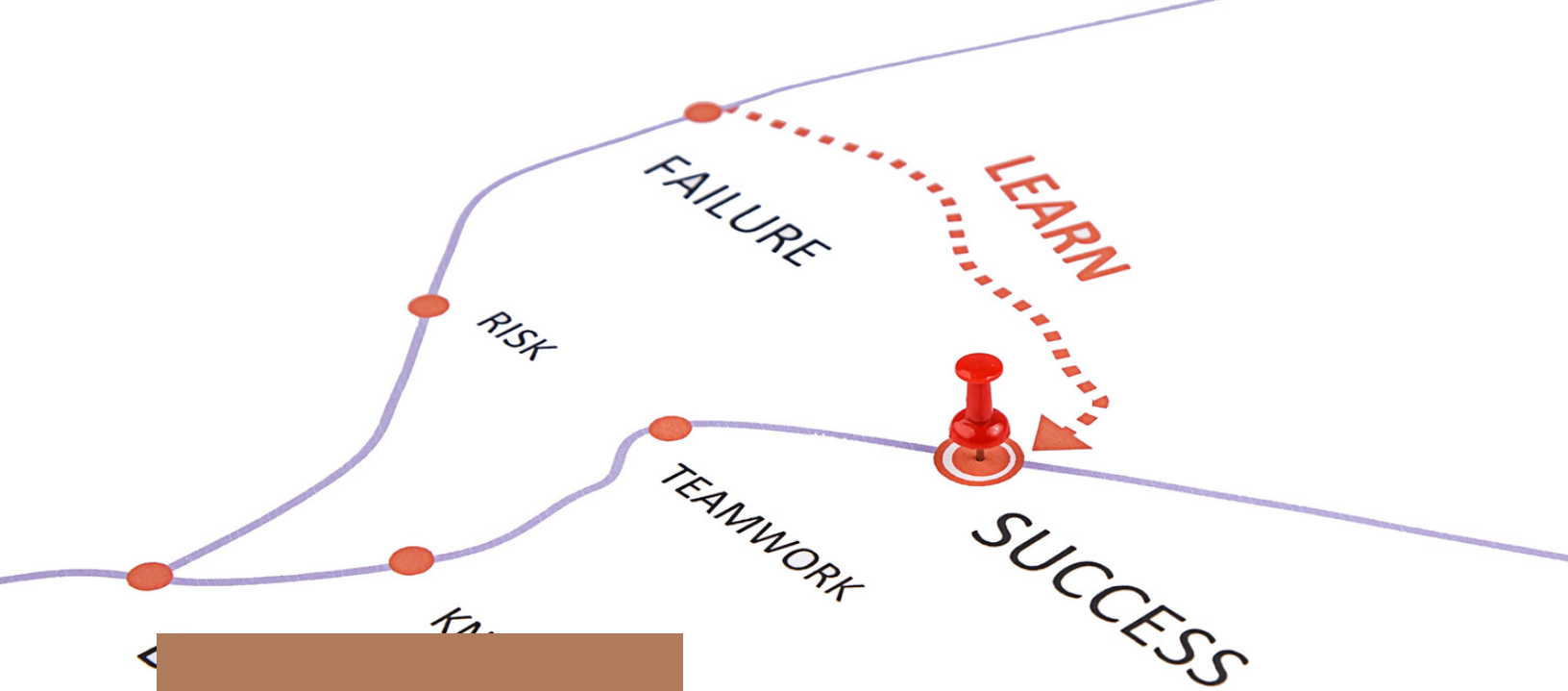
You might be asking, "Sophia, first step is on mindset?"

And my response is, yes, the first step is on mindset. You see, when you win in your mind first and you back that up with intentional actions, everything is possible. That includes creating your profitable online course to sell to the people who are already looking to buy to solve their problems.

All I'm saying is this, start give focus to the things you think about because they matter.

In fact, If you're consumed with the thoughts of failure, you will fail. The same is true if you're consumed with success. With action, you will have success. Not if you'll succeed, but when you'll have success! Manage your thoughts and be consistent doing the right things and success is yours.

Starting today, start giving focus to the things you feed your mind with. You'll be surprised at how much you're retraining your mind to give focus to the things you want in your life and nothing else. You can do this.



STEP 2

CREATE A ROAD MAP FOR YOUR COURSE

In almost everything that we do, it's important that we plan in advance. When you're going somewhere for the first time, do you get in your car and drive? Or before your trip, you either book your flight (you paid someone to do the ground work for you) or you look at where you are going using Google or any one of those maps which will give you the information you are looking for. Then you'll use direction App or some other device to give you direction.

The same goes for your online course. Do not start before you create a plan for the creation of your course. This should depict from the beginning to the end.

You might be asking, "why is this important?" It's important because you want to ensure you cover for each step in the process to getting your course created.

This allows you to know exactly where you are at in the process. This will keep you or the person creating your course accountable.



STEP 3

KNOW YOUR TARGET AUDIENCE

To create a profitable online course you need an audience. Not any audience, but you need a target audience.

What you need to do is to find a group of people with similar problem and use your online course as the solution to their problem.

Your course must provide the solution your target audience is looking for. Try not to target everybody because you know what they say. "If you target everybody, you end up targeting nobody."

In fact, if you do this the correct way, you'll find that you don't need to do much because those people are already looking to buy from you.

Do you start to see how important it is to know your target audience? I cannot stress enough how important it is to find the people who will benefit the most from your course.

I use the A.S.P.I.R.E model to ensure the people I'm targeting are the right ones. So, you have to find a model which works best for you.

STEP 4

DO AN INVENTORY

Once you decide that it's time to start generating more income by creating an online course, you need to now do an inventory.

The inventory helps you to figure out what equipment you have and what you need to buy, borrow or beg. I said buy, borrow or beg because you don't want to have excuses not to get your online course created. In the Profitable Course Creation Workbook, I share with you all the equipment you need to get you started. I tell you this, once you have your phone you can get started today, just so you know.

Remember, just get started. Don't allow anything to stop you from creating your online course.



WHAT IS YOUR COURSE

NAME

STEP 5

WHAT'S THE NAME OF YOUR COURSE

The name of your course plays a significant role in people buying your course or not. When I say a significant role, I mean it's a very important part of your course and you must pay keep attention to it.

In fact, it is so important that you might have a very good course which is packed with value and nobody buys it. Nobody buys it because it has a terrible name.

On the other hand, there are those courses with a well thought out name and people readily buy them.

They bought the course because of the name.

Sad part, they'll find out that the course is no good after they've made the purchase.

The name of your course must be clear and speaks to exactly what your course is about. Your course must have power words. Power words like, BLUEPRINT. An example is, " Profitable Course Creation Blueprint"



STEP 6

MARKET YOUR COURSE BEFORE IT'S DONE

Marketing your online course is very important. You cannot wait until your course is complete before you market it. You have to start from the get-go.

Once you know your target audience, you have a name for your course, then you can start to market it.

If you have an email list, send to them to get their feedback. Start teasing your audience about your upcoming course.

Use your social media platforms to start marketing your course, especially if you have a big audience. You need to get it out there from now. Don't wait!

As you do this, start working on creating your course. Don't just announce that you are creating an awesome course, then no course is forthcoming.

Get it out! Your people are waiting for your course to solve their problems.



STEP 7

CREATE YOUR COURSE OUTLINE

You've done all the foundation work, now it's time to get to the actual work.

Creating your course outline to ensure you have a framework from which to work is important. This makes for an easy scripting and recording of your course when you do the outline.

Doing the outline first actually keeps your course organized. You don't want to have a course which is disorganized. The outline allows one module to flow nicely into the next.

You are able to move modules around just to ensure they flow logically.

Once you've done your course outline, it's time to record your lessons. I'm sure by now you would have decided on doing a video course.

A quick side note: Remember a video course might take more time and money to create, but it has the highest return on investment.



STEP 8

RECORD YOUR LESSONS

Once you've done your course outline, it's time to record your lessons. I'm sure by now you would have decided on doing a video course over audio and written course.

Like I shared with you earlier, a video course might take more time and money to create, but it is has the highest return on investment.

Set aside time each day to record your lessons. You've recorded your lessons, now what next? You must find a home for your video lessons. There are many platforms which offer video hosting services.

All you have to do is do a quick Google search and select the one which best suits your needs.

You have the good old Youtube; Vimeo; Amazon S3 and many others. You can even host on your own website but it will slow down your site so I wouldn't recommend that.

You have platform like **Systeme** which is a one stop shop for your business as a whole. It allows you to not only sell your course, but it host your videos as well. They have a free account you can start with.



STEP 9

WHERE WILL YOU SELL YOUR COURSE?

It's time to decide where to sell your online course. Will you sell from your own website or you'll sell using third party platforms. Platforms such as Udemy, Thinkific and Teachable are just some of those platforms to sell your course.

They both have advantages and disadvantages. So, what you need to do is look at the pros and cons and decide which option is best suited for what you want to get from your course.

In fact, you could sell from both your own website and from third party platforms.

CONCLUSION

We all want a thriving business, don't we? Whether you are just starting out or you are seasoned entrepreneur, you must be making money in your business.

Truth is, one of the solid proven income generating strategies is to create and sell online courses.

Now more than ever people are searching online for solutions to their problems. Therefore, you must create and sell online courses which are focused on the solutions people are looking for. You don't have to start big.

In fact, you can start with a low cost course which will take the least amount of time to create just to get started.

Like I've always said, you just need to get started. When you start, then you can tweak or even pivot to ensure you are giving maximum value to the people you serve.

This value packed guide and the workbook if you got it are just the foundation to getting your course created. If you have not gotten the workbook, make sure that you do because it breaks down all the things you need to get, to create your online course.



SOPHIA DAVIS-FAGAN M.SC.

Sophia Davis-Fagan is the author of several publications to include books, journals and articles.

Sophia's passion is helping frustrated entrepreneurs and aspiring entrepreneurs build their businesses to 6/7 figures with Online Courses, memberships and Done-For-You programs.

Sophia is the Co-founder of the new freelance platform MyExpertHub.com which connects business owners to freelancers. She's a past contributor/writer for the Huffington Post.

Sophia holds a Master of Science degree in Counseling and Consulting Psychology and a 2-year Postgraduate certificate in Global Business management. She's a former Sergeant of Police who was nationally awarded the Medal of Honor for dedicated and efficient service. Sophia is a trainer for more than 10 years. Her course creation and book writing programs have been taken by thousands of students from 14 different countries.

Sophia believes that if you are intentional about your thoughts, habits, actions and connection, anything is possible.

Sophia is ready to help you to generate the income you know you deserve. Are you ready? Let's go!



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