

SPOTLIGHT CREATOR TIPS

How to Sell an Online Course



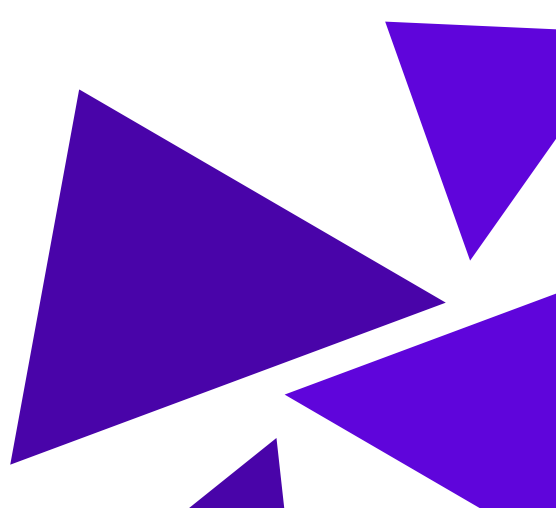
SPOTLIGHT

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Introduction

The online course industry is growing at a thrilling rate.

It's never been easier and more accessible to turn your passion or expertise into a valuable resource for others and successful business for yourself. People are finding success building courses on every topic from smoothie making to tips for raising your kids. The most difficult part isn't actually building the course, it's properly branding and marketing a course so that your target audience will actually buy it.

At Discover, we regularly work with some of the most successful creators on Teachable and we built this resource to get your online course off the ground as soon as possible.



01

Creating Your Teachable Account

In order to take full advantage of all these tips, there's one thing you need first, a Teachable account! Teachable is the ideal place to host your presence online, start building an email list, and sell your coaching and course products. It's completely free and you can get started in four easy steps...

STEP 1

Create Your Account

Create your account by [CLICKING HERE](#). You'll be asked to enter your name, email, and a password for your account.

STEP 2

Name Your School

Next, you'll be asked to name your school, if you're not sure yet, just click next, you can always change this later.

STEP 3

Help Us Understand You

Last but not least, you'll be asked a couple questions about your school so Teachable can better help you down the road, if you don't want to answer them, just click next.

STEP 4

Customize Your Account

With Teachable, you can do everything from create a website with a custom domain to sell your coaching and courses all in one place! If you need a bit more help customizing your account, watch our [Quick Start Webinar](#) which walks you through all the features and how to use them.

02

Validating Your Idea

It's important when you're choosing your first course topic to make sure you focus on a specific transformation you can promise your prospective students.

You want to think about what a person's life looks like before they take your course and how it's changed afterward. By focusing on the transformation, you will make sure that throughout the entire production, branding, and marketing of your course, everything you do serves to highlight and maximize that transformation. One of the biggest mistakes we see creators make when they start making courses is they don't take time to validate their course idea!

This can be done easily and for free by just following a few key steps.



STEP 1

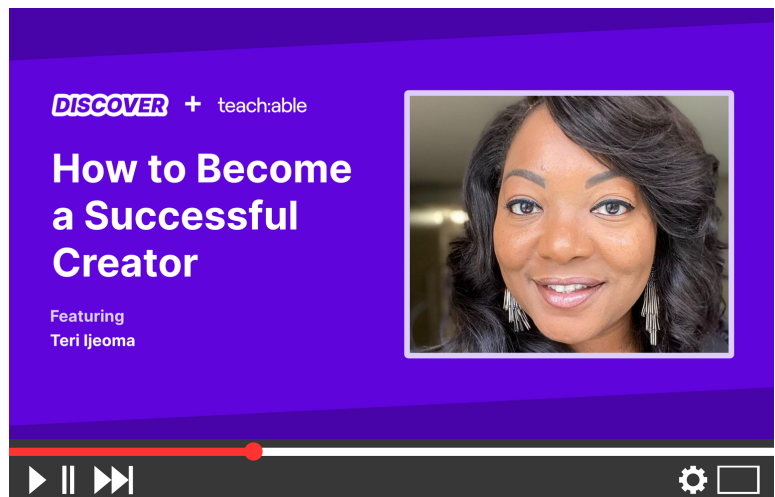
Talk to Your Community

Reach out to your friends, family, social networks, and ask people what it is they'd like to learn about the topic you specialize in.

You can do this by personally reaching out or posting polls on Instagram and LinkedIn. Even if you have a small community and only get a few responses, make sure to listen to people's answers and compare them to your planned curriculum.

This is a great way to get started but don't forget to build this mentality into your entire operation! Serving your students and community should also be your top priority and building systems of feedback and reward into your platform will guarantee that you are consistently helping your students and community pursue the transformations you are promising.

Watch this clip from Teri Ijeoma to learn about utilizing your community!



STEP 2

Create a Customer Profile

In order to make sure you can promise a real transformation, you need to make sure you understand who your ideal student is. The easiest way to keep on track is to create a customer profile for an example student.

For example, say my course is going to be “How To Get Your Kids To Do Chores”, you want to build out a profile that matches an ideal student. Doing this holds you accountable to make sure you are serving this person.

If you can promise Jane that after 5 hours or taking your course she'll have her kids helping around the house so she can focus on herself once in a while, your only job is to make sure you help her accomplish that goal.

Jane



“Hi, I’m Jane. I’m a single mother of two, I work in real estate, I’m training to run my third marathon, and for the life of me I just can’t get my kids to help around the house. I spend so much time cleaning up after my kids that by the end of the day I’m exhausted and it’s such a struggle to work on any of my own projects.”

Watch this clip from
Tori Dunlap to learn how to
create a customer profile!

DISCOVER + teach:able

**How to Gain
Followers, Increase
Your Credibility,
and Blow up on
Social Media**

Featuring
Tori Dunlap



STEP 3

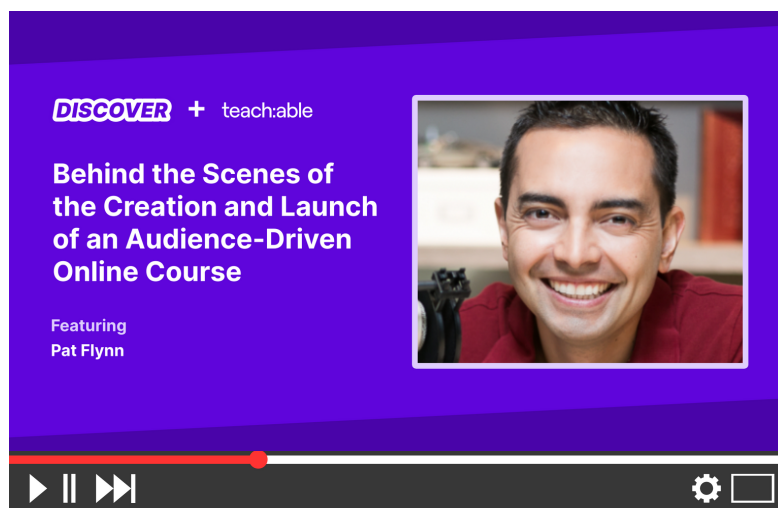
Run a BETA Version

One of the most common mistakes people make when they build their first course is that they don't actually prove the transformation they promise before building it.

The solution is so easy! Get 3-10 people who are willing to take your course at a discount in exchange for their feedback and testimonials. You could run zoom sessions to check in or check in via email until everyone has completed the course. We can't stress how valuable this is!

All of the most successful creators on Teachable do some version of this and every one of them will tell you that even a small test group will give you critical information when it comes to marketing and growing your knowledge business.

Plus, when it comes time to release your course to the public, you already have proof that the transformation you promise is real and you don't have to wait for people to buy the course to prove it's value.



03

Building an Email List

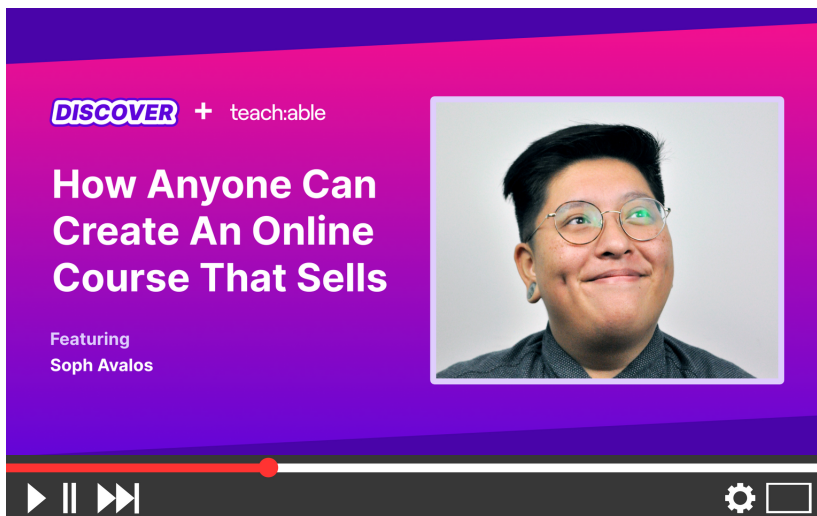
Once you have a course the next step is to market it.

Although it can be tempting to turn straight to social media and hope to go viral and grow a large audience, the number one marketing resource in course sales is still email. The more you can grow an email list where you cultivate trusted relationships with prospective students, the more powerful your marketing mechanism will be.

Everything you do, from word of mouth to social media posts, should ultimately lead back to the goal of collecting emails. If you've never built an email list before however, it's easy to wonder why anyone would give you their email!

The answer comes down to one word: **value**.

If you can provide people with clear and compelling value, they will happily trade their email. Here are our top three suggestions for growing your email list but don't be afraid to be creative and try something new.



Watch this clip from Soph Avalos to learn more about building an email list!

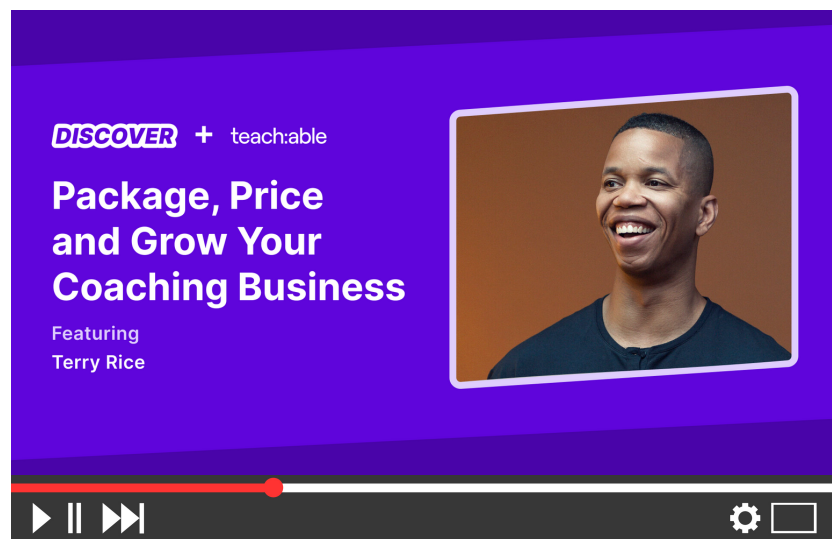
OPTION 1

Create a Lead Magnet

A lead magnet is a digital product or document that you offer free to your target audience in exchange for their email.

For example, if your course is about cooking authentic Italian food, you could create a PDF that gives your top three recipes or explains what spices are most commonly used in Italian cuisine. You can also cut out a particularly valuable part of your course, either a video or document, and offer it free in exchange for an email.

Either way, once you've created this system, you'll know that the emails you're collecting are from people who are genuinely interested so when you email them in the future telling them you have an entire course about that topic, you won't feel like you're spamming anyone, they already showed you they want to know more!



OPTION 2

Create an Email Course

Another easy way to offer value is to create an email course that provides bite sized value to your audience and creates trust between you and your email list.

If your course is training people to film high quality videos, you can create a short email course that outlines the top ten ways to improve your video quality in a series of emails. If your course is about getting fit in the new year, you could curate a six month fitness program sent out through weekly emails each outlining a week worth of workout circuits.

This option is a bit more work than a PDF but does build a stronger bond with your audience. This shows them that your number one concern is providing them value so when you finally ask them to buy your online course they know you care about them and that you want them to succeed.

Watch this clip from
Angel Marie to learn how to
build an email course!



OPTION 3

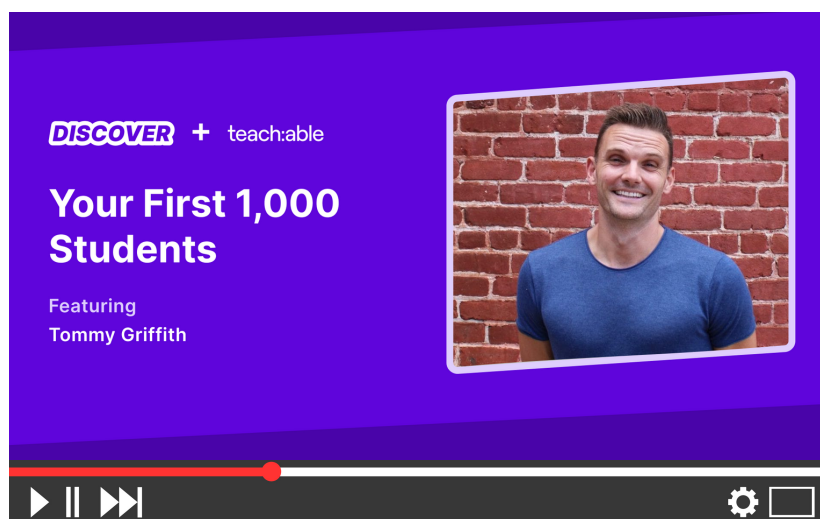
Host Coaching Sessions

One more way to grow your email list is to offer live group coaching sessions or cohort style seminars in exchange for emails.

This requires the most effort, but if you're someone who communicates great in person, the value you create here is **unparalleled**.

Say you have a course teaching songwriting, you could host a monthly session where you listen to and critique peoples songs live. This gets you face to face with your ideal audience and creates a relationship that just can't be captured through any passive media.

The best part about this option is that you can even charge for these sessions! You may feel like it's difficult to ask for money right off the bat but the reality is you are giving your time and expertise in person to help people overcome the challenges they face. Even if it's just \$5 or \$10 to start with, you can easily get paid for your time while growing your email list and building a trusted audience!



Social Media Made Easy

Whether you love or hate social media, it's still an incredible opportunity to grow an audience of potential customers.

However, if you don't have a system in place, it's incredibly easy to burn yourself out in no time. We have watched countless creators grow audiences into the hundreds of thousands and there's two tools that every successful creator uses; a content calendar and a scheduling service.

TIP 1

Use a Content Calendar

A content calendar is simply a weekly or monthly guide that provides you with a clear idea of what you're posting on what days.

We've included a template for you below to get started but feel free to customize it to your industry and specific needs!

The most important thing is defining what kind of content you're going to post on what days and then sticking to it. If you're stuck wondering what to post, you can use our content strategy grid to map out what types of content you enjoy making and you'll never be out of ideas!

**[Click here to use our content calendar
and strategy grid!](#)**

TIP 2

Schedule Your Posts

Every successful creator will tell you that consistency is key when it comes to growing a loyal community but it's difficult to plan your life around when it's best to post.

USE A SCHEDULING SERVICE!

The most important part is making sure that once you create content, you don't have to sit down and post every day. There's a variety of services available that are free and easy to use.

Make a commitment to sit down once a week or once a month and schedule out all of your posts. It may seem like a chore at first but every successful creator has systems behind them that relieve the burdens of social media so they can focus on the parts of their business they love.

Best Scheduling Services:

PLANOLY

EASY AND FREE

Planoly is super easy to use, allows you to build and save hashtag groups, push posts to multiple platforms, and so much more! Free and paid plans are available and will get you up and running in no time.



BEST VALUE

Canva has become known as an accessible platform for graphic design but they also allow you to schedule your posts and view them on a calendar making it a design platform, content calendar, and scheduling service!



FOR THE PRO

Sprout Social is expensive for those getting started but it's top of its class if you're ready to automate your social media across multiple platforms. If you've already got an audience and are in need of automation, Sprout Social is for you!

BONUS

Resources for Course Creators

If you're struggling with the creation and marketing of your course, don't worry! We've curated a wealth of incredible events that can teach you everything from how to film your course to writing copy that sells and even how to price your course.

Ultimately make sure to focus on the curriculum and building value for your students and community. Your students want to learn from you so the most important thing is to be authentic and organized, you can always hire a production crew after you've sold your first 1,000 courses.

Watch these for building your online course:

- [How to Film Beautiful Videos for Your Course](#)
- [How To Film Professional-Looking Videos at Home in 2021](#)
- [Create Epic Product Ads At Home](#)
- [Your First 3 Power-Moves for Speedy Brand Growth](#)
- [Pricing, Pitching and Proposals: How to Seal the Deal](#)
- [The 4 Tasks You Must Automate to Scale Your Business](#)
- [5 Steps to Launching & Scaling Your Consulting Business](#)

Courses for course creators:

- [Make Better Videos by Yourself](#) - Caleb Wojcik
- [Your Dream Filming Studio](#) - Kevin Shen
- [The 5-Day Impact](#) - Darnell Brown
- [CourseMinded](#) - Tommy Griffith
- [Heroic Online Courses](#) - Pat Flynn

Watch these events to start selling your course:

- [Your First 1,000 Students: Launch & Scale Your Online Course](#)
- [Behind the Scenes of the Creation & Launch of Audience-Driven Courses](#)
- [How Anyone Can Create An Online Course That Sells](#)
- [The WIIFT Framework: How To Communicate, Connect & Convert](#)
- [Launch A Sustainable Online Product Or Service In 14 days](#)
- [How To Scale Your Digital Business Through Strategy & Delegation](#)

Courses for building creative systems:

- [Trust Your Flow](#) - Mélissa Peng
- [Launch in Full Flow](#) - Mélissa Peng
- [The Content Transformation© System](#) - Julia McCoy
- [How to Start Your Own Consulting Business](#) - Terry Rice

Watch these to help with marketing your course:

- [How To Gain Followers and Blow up on Social Media](#)
- [How to Build Your Brand & Scale to 6 Figures through TikTok](#)
- [How to Build a Business Through Content That Earns 100k Visitors/Month](#)
- [Social Media That Sells: How to Create Profitable Content](#)
- [Instagram for Creatives: My 7 Secrets to Building a 200k+ Audience](#)

Courses on using social media to grow your business:

- [Idea to Income](#) - Tori Dunlap
- [The Content Strategy & Marketing Course](#) - Julia McCoy
- [1.5 million & 6 figures in 8 months](#) - Konstantinos Synodinos
- [The Courageous Content Academy](#) - Jourdan Guyton
- [Instagram for Creatives](#) - David Drazil