



**5 Day
Chart Your Course
Challenge**

Day 5 - Let's Finish Strong!

Goal of the Chart Your Course Challenge

At the end of 5 days, you'll have the knowledge, the tools, and a concrete plan in place to create your course, membership, or training program.

Day 1 - Recap

#1 - Pick your niche! - There will be a thread in the announcement section of the group where you can either comment with your niche or simply comment "Done" if you prefer.

If you need some help in picking your niche, start a new post in the group with **#pickmyniche** and ask for some feedback. Provide as much detail as you can so group members can help you narrow it down!

#2 - Write out your vision for 3, 5, and 10 years from now. If you're more of a visual person, cut/paste some pictures to help you make it more real. Take a couple minutes every day to review this and keep your vision top of mind.

Day 2 Assignments

#1 - Determine the Format - Fill out the Format Worksheet with all the necessary details. Use the slides today as a reference.

#2 - Clearly Define Your End Goal -Write this out as a one sentence statement. This is your program!

#3 - Define the Path - Visually write out the path and figure out the major milestones that your students will need to accomplish.

#4 - Name Your Program - This step might take a little time so that you can come up with the right one. For naming help, you can also post in the Chart Your Course group with #whatsmyname and our creative community can help! Include as much information as you can along with any particular words you like.

Day 3 Assignments

#1 - Define “Your Perfect Client”. Make a list and write down all of the characteristics of this fictional person.

#2 - Establish an Authority Site (if you don't have one already). Go to:

[Bluehost.com/Heather](https://bluehost.com/Heather) to get the special price and our WP Fast Launch Course (\$197) for free as a special thanks for clicking through our affiliate link.

#3 - Write A Plan For Building Your Audience. Determine where and how you will build your audience. This may end up being a long term plan, but it's important to put a plan together so you can focus on the tasks needed to make it happen.

Day 4 Assignments

Assignment #1 - Create a rough outline for your program. Take your time with this and know that this could take some time to complete.

Assignment #2 - Setup your school!

We have 2 great options for you as discussed today:

Sell That Course - [SellThatCourse.com](https://sellthatcourse.com) ***Signing up will get you 6 months of the CourseGo platform included.

[Here's the link for a 14-Day Trial and Founder Pricing](#) (half price!) for the CourseGo platform itself. The pro plan will be only \$49/mo as long as you remain a subscriber.

CourseGo - Special Offer!



Chart Your Course Challenge Special - Go to: [Get.CourseGo.com](https://www.getcoursego.com)

20% off Pro or Premium Plans & 14 Day Free Trial*

*as long as you remain a subscriber. Cancel anytime.

Sell That Course - We Want To Offer You More!



**Sell That
Course**

Chart Your Course Challenge Special!

\$997 or 3 Payments of \$397

Includes 6 Months of CourseGo Premium! (\$1794 Value)

Also, \$100 off CourseGo Premium after 6 months as long as you stay on with us!

Let's talk about funnels!

A Marketing Funnel is a system that is designed to move a prospect to a sale.

Awareness

Interest

Desire

Action

It's a system you use to market and sell your program

You won't be effective if you simply create a program and advertise that program for sale.

Just like there is a system for creating your program (like we covered during this challenge), there are effective systems that you can use to actually market and sell your program.

These systems all leverage providing value and help first, then offering your program for sale after demonstrating your value and the worth of the program.

Remember how we mentioned at the beginning about how this has been a key to our success? If you focus on giving value for free, you'll get much more back in return.

There are many types of funnels!

Funnels can be very simple, or they can be very complicated!

The most effective funnels are not the most complicated. While there are many “marketing experts” that will talk about their magic funnels, the real results mostly come from proven methods that leverage “giving” and “free help” before asking for sale.

As a course, membership, or program creator, there are 4 funnels that are at the top of the list for getting results. There are many more methods out there (the sky is the limit), but the most successful creators are using a variation of these funnels.

Top 4 Funnels

1. Free Course Funnel
2. Challenge Funnel
3. Evergreen Webinar Funnel
4. High Ticket Strategy Call Funnel

Free Course Funnel

Here are the basic steps:

- Giveaway a free mini-course
- Mini-courses may have a built in affiliate product or a small upsell course
- At the end of the course, a paid option is offered to take the training to the next level.
- Program can be offered continuously or “launched” at regular intervals

It helps tremendously to leverage a community and/or additional content such as videos to help build a connection with your students. The better the connection you can build before asking for a sale, the better your results will be.

Example: 5 Day Start A Blogging Business ---> Blogging Blastoff

Challenge Funnel

Here are the basic steps:

- Host a challenge event with a built-in community aspect (required)
- Challenge can be free or paid. If paid, it should be fairly inexpensive (\$99 or under)
- Focus on providing a ton of great value and foster a fun community environment
- Offer a special deal on your training program to challenge participants
- There is a deadline for the special offer
- Can be anywhere from 3 to 30 days long

Example: Chart Your Course Challenge

Webinar Funnel

Here are the basics:

- Can be evergreen or live
- 1-2 hour free training that is interesting and valuable
- Special offer is made to attendees of the webinar at the end
- Deadline is given to take advantage of the special deal
- Follow up emails, texts, and messages help convert interested prospects into sales

Example: How To Email Your Way To Comped Travel

High Ticket Funnel

Here are the basics:

- Starts with pre-recorded video, well written content/sales page, or webinar
- The entire goal of the first step is to entice your prospect to book a free “strategy” or “discovery” call on a web based calendar
- Sometimes surveys are used to filter out unqualified prospects
- These calls are normally handled on Zoom or similar. The focus of the calls are to provide value to the prospect and offer a solution to their problem.
- The solution is the high ticket training program which could be: group training, one-on-one training, or a mastermind group

If done right, these can have a high conversion rate (and produce a lot of income)!

Top Marketing Tools For Creators

Automated Email Marketing

Here is a snapshot of our current email list for our blogger training business:

LIFETIME TOTALS	136K	26.83%	1.51%	41.2M
	TOTAL SUBSCRIBERS	AVG OPEN RATE	AVG CLICK RATE	EMAILS SENT

Most all of these emails were sent out in automated sequences. They get sent out behind the scenes at specified intervals, depending on the campaign they are in.

Emails are directly/indirectly connected to a high percentage of our sales.

Funnel Builder

Opt-In Pages

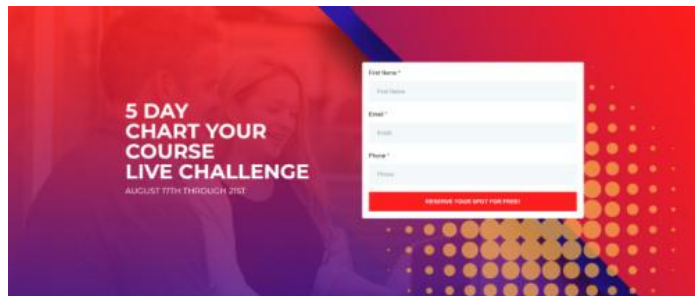
Sales Pages

Content Pages

Calendar Booking Pages

Thank You Pages

Order Form Pages



Hi, we're Mike and Rachel-Rose!
Just over 2 years ago our lives changed dramatically for the better!
What happened?
We started our own digital course business.
Simply put, we took our knowledge, organized it in a digital course format, and put a system in place to sell at a reasonable price to interested students.
Since then, we've sold over \$2+ million in digital courses and have helped 40,000+ students.
This doesn't even include another \$2+ million in income related to our digital course business with affiliate partnerships.
We're big fans of digital courses and membership programs and we tell everyone that we know.
There's an incredible opportunity right now if you have specialized knowledge or can be a community leader.
There's no inventory to buy...
And, no physical office is needed...
Create a course one time and sell it over and over again.
Or, build a group of like-minded people and grow a thriving membership business that will pay you recurring income each month.
Ready to learn how to set-up your own digital course or membership business?
We'll get you started!
We're hosting a LIVE 5 Day Chart Your Course Challenge from Aug 7th through 21st!
We'll be your hosts on a step-by-step program that will walk you through your own digital course or membership business.
We'll show you what is possible and how to create a business like this for yourself.
This is a path that can take your life in amazing directions, but you have to take the first step.
Sign up for FREE!
Let's get started!



Sign Up Now For FREE!

Text Message Marketing

This is becoming a very effective tool for online marketers.

Open rates are 90+% in many studies (compared to 20% with emails on avg.)

You have no chance of getting your message across unless it gets opened in the first place!

Must be used sparingly!

Ideal for quick notifications of training or a special deal that is ending

It's impossible to communicate a lot of information in a short text.

Ringless Voicemails

This is a voicemail message left on a phone, but the phone does not even ring.

Only works on mobile phones

Has a 70% success rate (approximately)

Great for building excitement, welcoming a client or student, or notification of a training event

Can be highly effective if used properly!

Very few course, membership, and training programs are using this tool!

Surveys

Custom surveys can be a very valuable tool.

These will allow you to truly understand what your prospects or existing students need or want.

Once you've collected the responses, you can use this information to tailor your marketing and your program to meet their needs.

Giving your students and prospects what they want is the easiest way to sell more.

Using paid ads as a tool

Ads - Facebook Ads, YouTube Ads, Google pay per click ads, and many more

Facebook Messenger - Many marketers use Facebook ads and Messenger in order to communicate with prospects. Most will use a chatbot tool that will provide value and simulate conversations in a fun way. The most popular tool is Manychat which we use as well. Due to recent changes with Facebook, many of the communications sent out from a chatbot are paid (ads) unless they are simply to notify your students about an event.

Paid ads can be a highly effective tool to grow your business quickly! But, it's important to start slow and build upon your efforts as you refine your processes.

Multi-Channel Marketing

The biggest trend in online marketing is being omni-channel!

This means that you need to be able to communicate with your prospects in multiple different ways in order to stay top of mind and reach them where they are most comfortable.

Combining email, text marketing, ringless voicemails, ads (optional), and FB messenger marketing will have a cumulative effective greater than the sum of the individual parts.

Building automated campaigns running on autopilot that use all of these methods to communicate can be HIGHLY effective. Developing a creative omni-channel marketing strategy can be a big factor in your success.

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Day 5 Assignment

#1 - Develop a 12 week plan to build and launch your new program. Treat this next 90 days as one of the most important periods in your life.

Write out a week by week plan and list out the specific things you will accomplish each week to launch your course. Week 1 all the way through Week 12!

This should include creating your program and planning the marketing as well (because that is just as important).

Your life can change in amazing ways if you follow your plan and take the steps to make it a reality.

Extra Credit: Read or listen to: *The 12 Week Year* by Brian Moran

*Thank
you!*