



## Getting The Most Out Of Making An Online Course

### **Who's your best customer?**

When you set out to create a course, the first thing to consider is who you will sell it to. Who will it help? Who will it get results for? It might be customers who are already buying for you. Or, surprisingly, it might be you. If you can come up with a product to solve a pain you're having, it's likely others will be willing to pay for the same solution. Aim to identify who you can best serve with the course you will create.

### **Uncover the pain.**

In relation to number one, you want to identify the problems your prospects are struggling with. What do they need help with? What results are they after? How can you give them those results in the fastest possible time? Remember, people are not after information when it comes to courses - they want transformation.

### **Score your customers.**

If you're looking to make a course for existing customers, it's a good idea to score them. Place them on a spreadsheet, identify your top buyers. What makes them good customers? What problems are you solving for them? Where are they from? Why did they buy your product(s)? And where can you get more like them?

### **You don't want to be a pioneer.**

A good sign that the market you're entering is a profitable one is that there are already online courses being sold there. This means that people are buying, that there is money to be made in that space. Being a pioneer is very risky, and rarely a good idea.

### **Scope out the competition.**

Analyze existing marketers in your target field. How long have they been in business? Are they running ads, building their email lists? Subscribe to their lists, read their emails. Visit their sales pages, read their copy and watch their videos. Take note of the pains they address, the words they use. You might even buy their courses and learn from their processes.

### **Stand out.**

Once you've evaluated the competition, list down your strengths. What are you good at? What can you be the best in the world at? Or what new angle can you bring to something being done by someone successful in the field? Find out as well where competitors fall short and how you can do better.

### **Reach out during the making.**

Before you've even released your course, while you're doing the research and mapping things out, put up a waiting list. Discuss the pain you're addressing and how you propose to solve it. Let people enter their details to find out when your course is coming. You can also publish related content and get a feel for how interested people are. When enough interest has built, you might do a mini-launch.





### **Talk to your customers.**

Build relationships with your buyers that don't end when they've purchased your course. Put extra effort into finding out: why did they buy your course? What was good about it? What can be improved? This will let you improve things for future customers as well as plan future courses. And glowing testimonials are always a good way to attract more sales.

### **Leverage your course.**

As well as bringing in income on its own, a course can fuel sales for your other products. A membership, obviously, can benefit from a related online course. So can books, if you have any. It can help promote services such as coaching or done-for-you products. You might offer it as a bonus for high-ticket items. Maybe have partners promote it for a commission. Business relationships such as revenue share deals or other joint ventures can come out of releasing a well-executed course.

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