

Train the Trainer Part 4

Sales: How to Sell 10 Classes this Month



How can you increase your monthly revenue to \$2000 or more with just one strategy?



Not Your Fault

If you have failed with selling online
courses in the past...



Poll ★

Who is overwhelmed with the online
marketing trends?



My Goal Today

1. Teach you how to sell 10 extra courses per month without spending any money
2. Teach you 2 different strategies to do this
3. Help you implement both in the next 7 days



Landed on your Course Page: 100

Interested: 50

Opportunities: 10

Purchased:

1

*Conversion
Rate 10%*

BEFORE



Landed on your Course Page: 100

Interested: 50

Opportunities: 30

Purchased:
10

*Conversion
Rate 33%*

AFTER



Funnel Examples

- Top of the funnel: webinars, email marketing, social media
- Bottom of the funnel: content writing, free previews, information available, contact information



Strategy 1: Your Course Landing Page

THERE IS A LOT OF OPPORTUNITY!

Anatomy of your landing page:

- ***Headline/Hero:*** a single sentence or phrase where you describe what your course is
- ***Course Description:*** a few paragraphs going into further detail on what your course will cover and who it is for
- ***Case Study/Testimonial (1-2):*** testimonials help prove that other people like your online course and help build your credibility



Strategy 1: Your Course Landing Page (Continued)

- **Course Objectives:** bullet points of exactly what they will walk away with
- **What's Included:** downloads, slides, number of hours of learning, exercises, patient education, forum, etc.
- **Contact Information:** yours and/or support@embodiaapp.com
- **Instructor Bio(s):** people want to feel connected to their instructor, make sure to fill out your bio and let your personality shine



Strategy 2: Free Preview

- Choose 1-3 lessons in your course as free previews
- These should give potential learners a snapshot and teaser of what your course is all about
- Below each of the free preview lessons it's recommended to add a summary and next steps

