

# 10 TIPS FOR CREATING A HIGH-IMPACT E-COURSE THAT SELLS

BY DAVID FRITCH



# Imagine creating passive income teaching what you love



**How many times have you contemplated the idea of launching an e-course,**

**but you...**

- Aren't sure how to develop curriculum that works online
- Are wondering how to create a course that people will buy
- Don't have a clue when it comes to technology
- Need help learning how to record it and get it online?
- Want to make sure your course doesn't die after your first launch?

Hi, I'm David Fritch and **these are questions I spent the last 10 years answering** through the ups and downs of pioneering online schools and courses. I've made every mistake possible so you won't have to.

**My passion is take what I've learned to help making an e-course easy for people.**

Just imagine...

- The joy of seeing lives transformed after taking your course.
- How amazing will it be to actually generate income from a message you are passionate about!

If you are the beginning of your journey or need some guidance with a course you already started **here are 7 tips to help you create and launch your online course!**

# 1

## Let Passion Lead You



If you love the idea of creating an online course but have no idea what to teach then this will help. **First, always teach what you know.** What you know right now and the level of knowledge you have is valuable and can impact people greatly. You don't need to be the world's leading expert on a subject to teach it.

**Many people never create their first course because they think that many others are teaching it already and can do it better.** If you have this mindset you will never do anything. The reality is that there's always someone that can do it better, but there's only one you!

**Secondly, teach what you are passionate about.** Authentic passion is contagious and is actually the hidden key to marketing. When we talk about what we both know and love it will result in real transformation for your students. **Your energy flows from your passion and so building a course around what you love** will ensure that it actually gets done.

Take a minute to brainstorm a list of subjects you know well and are passionate about:

- 1.
- 2.
- 3.



# Send out a 1 Line Survey

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**Courses that do not meet actual needs, answers questions and solve problems are doomed to fail from the beginning.** Instead of trying to guess what people actually need, just ask.

I got this idea from David Siteman Garland, an e-course creator and it has worked really well for me and my clients. He suggests putting together a 1 line survey like this:

**What do you want to learn more about \_\_\_\_\_ (topic)?**

eg. What do you want to learn more about *How to Study the Bible?*

**The key is to not let people know you are developing a course.** If they think this is about helping you launch a course their answers will be dramatically different (trust me).

Let people tell you what they struggle with and need to know. Once you've gathered this info you can build content that helps people solve their problems.

**Use Social Media or send out an online questionnaire to get your results.**

# 3

# Give them the Before & After

**You are in the business of transformation.** People will invest in something that can bring significant change and results to their lives. When someone is considering purchasing one of your courses they are mainly thinking about themselves. **They are looking for the answer to these questions, “what can this do for me? And “how can it make my life better?”**

**Your job is to paint a clear picture of where they are now (BEFORE) and where they will be AFTER taking your course.** What problems, pains and struggles do they have NOW, and what will life be like AFTER they take your course?

- Take a minute to write down who your ideal student is.
- What are they like before they take your course?
- What are their challenges as it relates to your topic?
- If they followed your course precisely what would they be like, feel like, be able to do or know?

**If you can paint this picture well students will invest in your course.** Remember, don't over-promise but do give them possibilities.



**Your Student Before  
Taking Your Course**

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**The Results Your Student Will  
Experience After Taking Your course**

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# Build a Roadmap to Transformation



Writing your course content becomes easy once you know your end goal (the “after”) **Your course content will simply take people on a step by step journey from the “before” to the “after”**. Each one of your lessons should give them one small step toward their desired transformation. Fill this chart out and you’ll have a rough outline for your course.

## Where are your students now?

What small steps do they need to take in order to fulfill the goals (AFTER) of your course?

Step 1 \_\_\_\_\_

Step 2 \_\_\_\_\_

Step 3 \_\_\_\_\_

Step 4 \_\_\_\_\_

Step 5 \_\_\_\_\_

Step 6 \_\_\_\_\_

Step 7 \_\_\_\_\_

Step 8 \_\_\_\_\_

After Results? \_\_\_\_\_

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## Create a Boring Title & a Visionary Hook

Many people labor over the title of their course. They try to make it flashy or poetic. I'm going to shock you. The actual title of your course doesn't matter that much. The title should simply and as clearly as possible tell people what they are going to learn.



**The hook or the subtitle is the most important and where you should spend most of your energy.** The hook should tell people one of two things:

1. What problem you are going to help them solve
2. What ambition you are going to help them fulfill

### **Example:**

Title: Turning Dreams to Reality

Hook: Discover, Awaken and Fulfill your wildest God-sized dreams

What's the result? You will fulfill your dreams

**You should invest as much time as possible figuring out what problems you are solving for people and what results you can get.** Answers to these questions are the core of all your marketing. You will put this on your website, in your ads, and emails.



# Don't Break the Bank to Record it

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Many people never launch their course because they think they need thousands of dollars to produce professional video for their course. It may surprise you but **professional production is not what sells your course, quality content is.**

I'm an advocate for starting where you are. You can always upgrade the quality later when you start making money. **I've actually launched a global ministry school with nothing more than a hand-held camcorder.** Here are a few suggestions for recording your course with little to no money.

- \* Video Recording: Use your Smart-phone. Today's smart-phones can record in as high as 4k quality. You don't need 3 camera angles to make this good.
- \* Lighting: 1 Ring Light. You can purchase these for under 25-30 bucks and will give you good lighting.
- \* Audio: Smart-phone lapel microphone. You can buy these for under \$20 that specifically to connect to your computer or smart phone.
- \* Video Editing: Most PC's or Mac computers come with a free editing software. You can add titles, intro's, music etc to add an extra layer of professionalism.

**Tip:** In some circles it's quite popular to create an entire course that is just your voice over a series of slides. In this model you don't need to record your face.. You can do this by using [Zoom Live Video](#).

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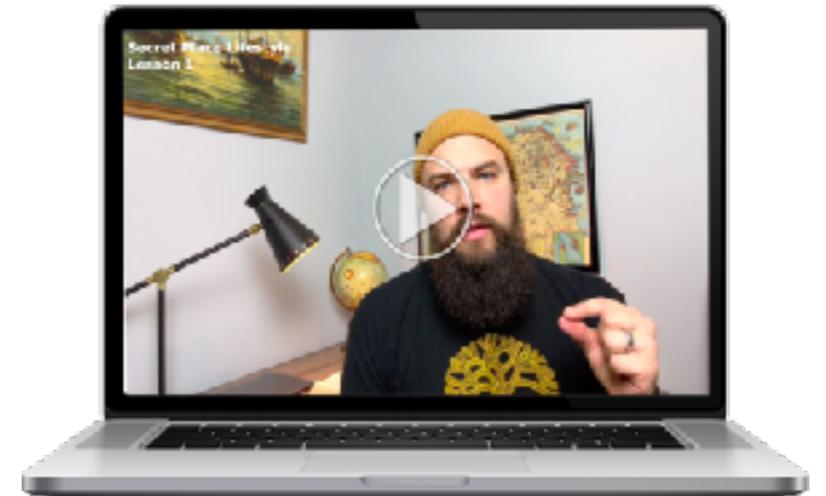
## Find a Home for Your Course

**Now that you've created your course, you will need a place to host it where students can actually participate in your course.**

Thinkable has created a custom platform that makes it super easy for you to load your content and start teaching today and if you get stuck we will guide you through! For a small monthly fee it includes:

1. A Free landing page
2. Auto Registration (students pay and get immediate access to your course)
3. Track Student Progress
4. Accept and Track payments in over 100 currencies

Check it out at [www.thinkable.cc/platform](http://www.thinkable.cc/platform)





# Sell Your Course Before you Record it

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I'm going to tell you something that might sound crazy, you can start selling your course before you've even created one lesson! Here's several reasons why this could really help you.

1. It will help fund the production of your course
2. It will create momentum and incentive to start and finish your course by the promised delivery date.
3. It will create excitement and anticipation with your following

To do this well your first priority will getting all your marketing tools in place first. This will be a lot of hard work but will pay off in the end. Make sure all of these are up and running before you sell

1. **Your e-course landing page** (this tells your students all about your course)
2. **Your e-course platform:** This will be where you host your course and where students will pay for your course. (check out [Thinkable.cc/platform](https://thinkable.cc/platform))
3. **Social Media Posts/Ads**—Spend some time preparing a series of posts/ or ads to create some buzz about your course being open for pre-sells..

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## Build a Following with Freebies



Giving away small bits of free but useful content is an incredible way to:

1. Introduce people to you and what you offer.
2. Serve and build an ongoing relationship with your followers.
3. Build an email list of of the right people.

Here are some ideas of free content you could create. Most of these could are free or very low cost to produce

- Tip List
- Check-list
- Interview with an Expert
- Webinar
- Pitfall List

**Giving away free content is both generous and will help you build an email-list.** The idea is to create an opt-in form for people to give you their email in exchange for the free content.

**Giving away free content connects you to the people most interested in what you have to offer.** Those on your list are your tribe. These are the ones you invest in and that over time will most likely invest in what you have to offer as a teacher.



# Do a VIP Launch

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Whether you are launching your course for the first time or launching it again this is a great strategy. A VIP launch is designed to get your first students registered.

Here's the most important advice in doing a good launch: **Have a beginning and end date.** A deadline helps people move towards a definite decision being in or out. Don't worry, you are going to have multiple launches throughout the year.

Each Launch will include

1. A Freebie to get people on your email list
2. A Series of emails /social media posts giving helpful tips on your topic and also creating anticipation about your launch
3. A Beginning date for registration and a close date (offering a special discount during this time is good too)

**Now you may want to leave your course (secretly) open all the time if someone should stumble on your site...**but the launch method is way to build excitement and give urgency for signing up.

# A Final Free & Possibly the Most Important Tip



**Many people I talked to have created a course, then it gets an initial buzz from their most loyal following, makes a few bucks and then it gets parked on a website and dies an early death.**

The reason for this is that they are under the **illusion that creating the course is the final destination**. I hate to burst your bubble but the e-course itself is only 1 part of many things you need in place to make sure that your resources continue to reach more and new people and that you actually make an income from your investment.

**My goal is to save your e-course from dying an early death!** This is why I developed a step by step framework to help influencers create content that keeps growing and reaching more people beyond the initial launch.

**If you read this and feel like you could use a guide to help you through this process I'd love to help.**

Visit [thinkable.cc](https://thinkable.cc) to schedule a free 30 minute call. I'll spend some time getting to know your goals and also sharing ways I can serve your vision!

Thanks, David Fritch

Founder/Owner of Thinkable