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# How To Create Online Programmes, Products and Courses

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Webinar with Rachel Holmes - 22 May 2019



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# Introduction

- Glass ceiling with face to face classes.
- Create an online course that you can sell over and over again.
- Have you got a website?
- What is a landing page? - Click funnels.
- Have you got an email list?
- Get the basics and foundations in place.
- There is NO failure only learning and lessons to apply next time.
- You DO need a mailing list? - Try Mail Chimp.

Notes:


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# MINDSET- BE PREPARED TO FAIL

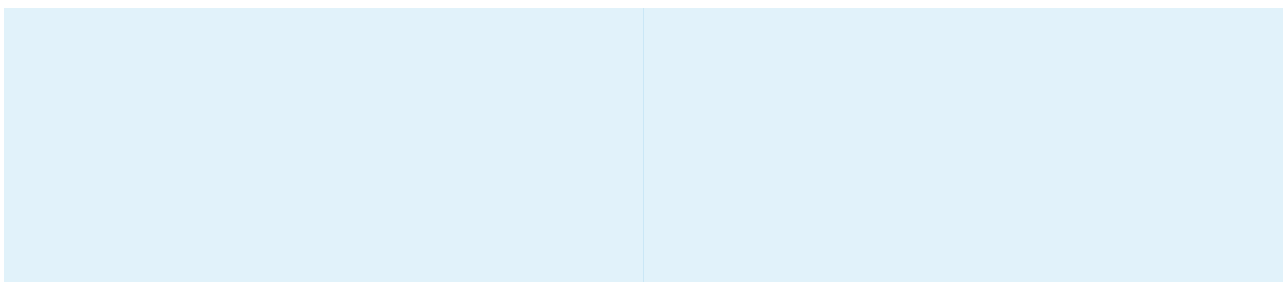
- Why?
- It's crucial to learn and keep trying.
- Why building an online business is like building a class?
- Be prepared to fail. What other people think about you.
- Comparing yourself to others who have mailing lists, be followings have been doing it for years.
- What do race horses do?
- WHY..... This time is GOLDEN.
- Jump before it's too late.
- So let's make it happen!

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# WHO ARE YOU?

- Be clear - write down now.
- Who are you? I create group exercise, nutrition, wellness and business courses for women.
- What Do You Do?
- Define and clarify your message.
- What resources do you have right now?

Write here:

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# WHO DO YOU WANT TO HELP AND SERVE?

- Who is THIS person?
- What are they stuck with?
- What problems do they have?
- Can you SOLVE the problem?
- Get clear.
- Get obsessed - Don't worry if this will pay the bills.
- What DO you LOVE?

Write down about your customer:

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# CURRENT TRENDS IN ONLINE PROGRAMMES

- LIVE - Start and finish programmes that you manually work daily.
- Low cost subscription models - why and who?
- One off courses - Webinars, Zooms
- Monthly low cost subscription high value.

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# FOUNDATIONS FOR LONG TERM SUCCESS

- Mailchimp mailing list.
- Sales Funnels and Email Capture.
- Who has a problem you can solve?
- Facebook Business Page, IG Business Page.
- Every day get people into your email list and set up a email sequence.
- Explain a marketing funnel and how it works.

Notes:

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# WHY IG?

- Fastest growing SOCIAL MEDIA Platform.
- Your AUDIENCE and IDEAL CUSTOMERS are ON IG.
- IG has 1 billion active users per month increased 24% since 2018.
- 32% of INTERNET Users are on IG.
- 59% of internet users 18 - 29 use IG and 33% of internet users between 30 - 49 use IG.
- IG STORIES 500 million daily active stories according to STASTISA.

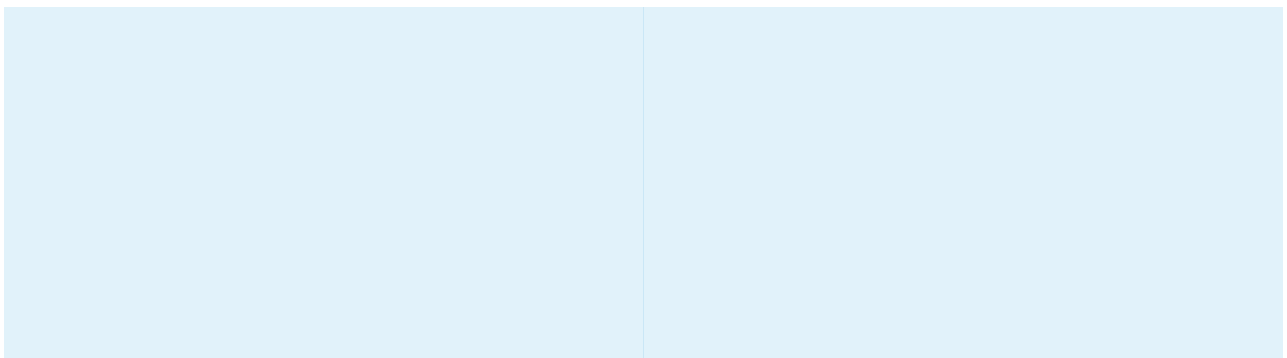


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# BRAINSTORM

- Understand weight loss and how weight loss has changed.
- Wellness
- Online Classes and Pilates
- Online Bootcamps
- Seminars - Nutrition/Weightloss/Menopause/Post Natal.
- Why?
- Transformations
- Post Natal
- Pre Natal
- Cooking / Nutrition

Brainstorm here:



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# IG RECAP

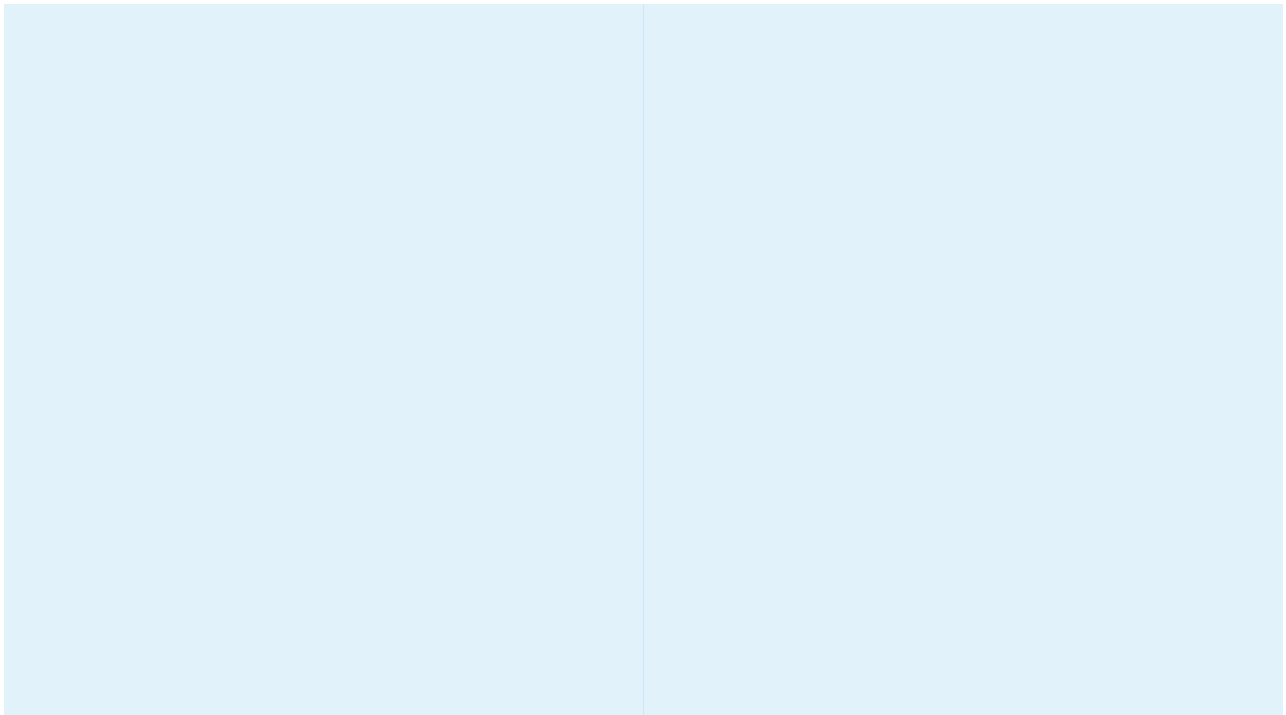
- Instagram Feed
- Instagram Stories
- IGTV
- IG Highlights
- IG LIVE
- Bio
- Engagement
- Insights

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# CREATE AS YOU GO

- Brainstorm and survey your audience ASK on social media.
- Set a date and make a skeleton plan.
- How are you delivering - Facebook Group to build rapport/ community.

Brainstorm:

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# STEPS

- 1.What's your passion?
- 2:What can you create a course on?
- 3:Ask on social media.
- 4:Seminar using Zoom - Create a zoom presentation using slides. Like this.
- 5: Up sell a course.
- 6: Try 7 - 14 day shorter courses first.

Write your plan below:

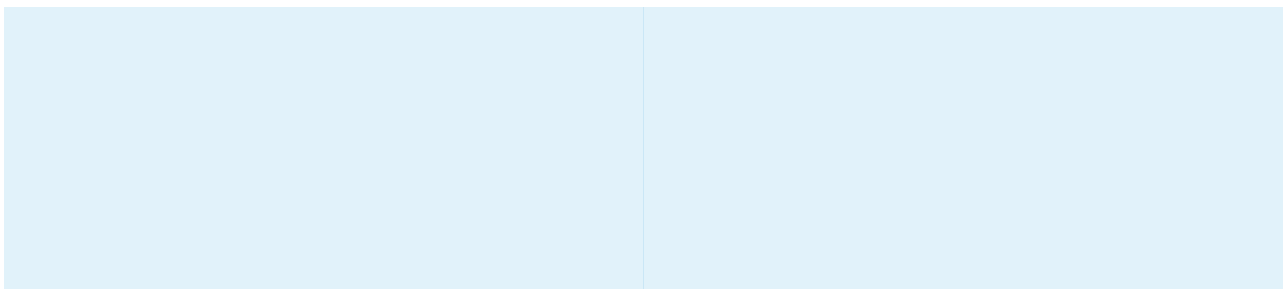
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# PROMOTION, MARKETING AND PR

- 1: Facebook using Live, graphics, posts and count downs.
- 2: Invite everyone you know to the free webinar.
- 3: Content = Cash. The more interesting content you create the bigger your audience.
- 4: Stop the scroll.
- 5: Email list and DM's
- 6: Share ambassadors.
- 7: IG Call to action
- 8: Stories and DMS

Write down your marketing plan:



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# FACEBOOK AND IG STORIES

- Fastest growing product on IG
- Life casting, seeing things through your eyes, behind the scenes, funny things, seeing you create!
- Spread out through the day
- Not too much talking head - Mix it up.
- Polls, Questions, Engagements, Graphics, Text Storys, Video Stories, Pull From Your Camera Roll, DropBox, Batch film.
- Swipe up 10k
- Deeper connection
- Be real. Be brief.
- Build Text post SLOWLY
- Curiosity Marketing.
- 5# on stories

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# APPS

- Wordswag
- Typerama
- Pic Play Post
- Imovie
- Add subtitles
- Cliptomatic
- Videorama

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# GO LIVE

- Not many people are going LIVE.
- WHY?
- Why you should?
- Q and A
- Stop overthinking and over preparing.
- Share a few quick tips
- Invite a guest.

Notes:

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# POST INTERESTING AND VALUABLE CONTENT

- Vertical video
- Share content your target audience is looking for.
- Write in your notes with spacing and emojis, looks nice!
- Send people somewhere - the link in your bio
- Mix up the content
- Curated feed - its up to you

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# BATCH CREATE CONTENT

- Take pictures on your phone weekly in vertical.
- Use apps to create text overlay
- BE YOU. Thats what people want to see. YOU.
- Film 50 little video clips
- WHAT PROBLEM Are you solving and who will benefit?
- Film 1 minute Feed video and 15secs for story.

Write down some content ideas:

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# IG TIPS

- Answer every DM
- Network with everyone in your niche in the DMS's
- Tag other accounts and share when tagged.
- Mirror Images work so WELL.
- Smiley Face in the FEED
- Images with lots of white, vertically cropped, bright perform GREAT NOW.

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# APPS FOR PHOTO EDITING

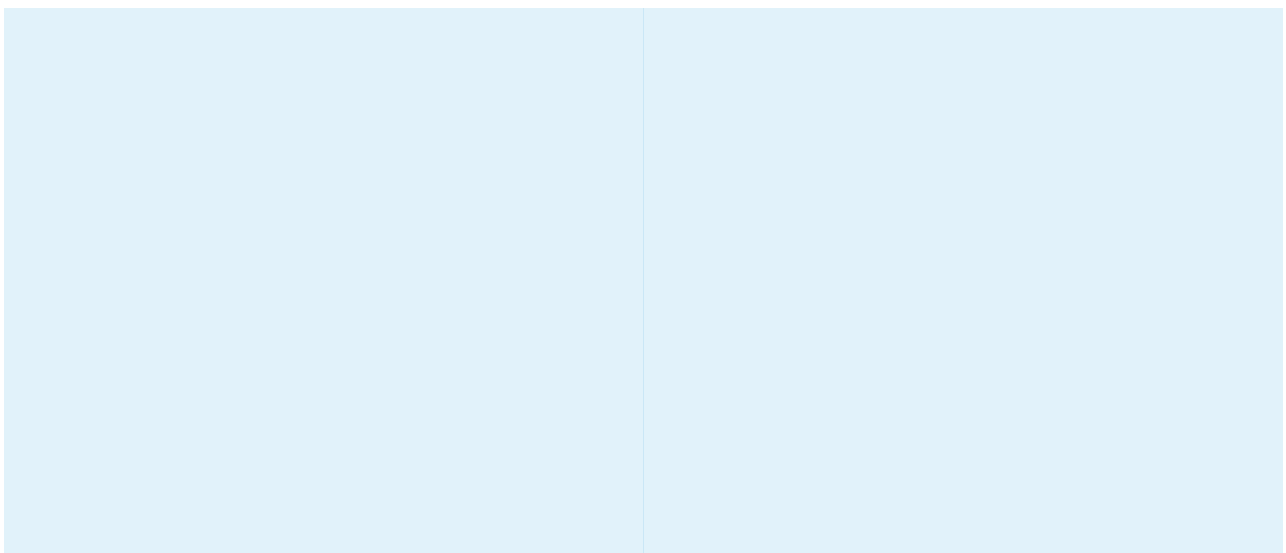
- A colour story
- VSCO
- Lightroom

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# DAILY ROUTINE

- Facebook Posts - Post a workout or a tip
- Go Live on main page.
- Answer all COMMENT.
- Engage with people on social media.
- Go into my groups and post, answer questions, post motivational updates, tips.
- Post IG Feed - High Quality Blog Post Type.
- Stories - Film on camera role then upload to FB stories, IG stories, FB Business Page
- COUNTDOWN To launch. Even day on social media. WHY?

Plan your daily routine:



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# CREATE A DAILY PR PLAN

- Think about your target market, your audience, your ideal customer what information or tips do they need.
- Don't be salesy be informative, fun and have a laugh. Enjoy this process. Be consistent.
- What are people struggling with.... What are YOU struggling with.....Mindset, Overwhelm, Confidence, Judgment, Self Limiting Beliefs, Am I the.....
- Pilates Ideas - Exercises/Posture/Flexibility/Health/Mental Health/Overwhelm/ Stress/Time Management.
- Why is your event different - Its FREE. Its Local. Its For ....Come and meet me

What is your plan?

