

# How to Launch an Online Course That People Want to Buy

(Without the Tech Headaches or High Costs.)





A top-down view of a light-colored wooden surface. On the left, there's a green plant with elongated leaves. In the top center, a small purple flower stalk. To its right, a single green leaf. Further right, a small brown glass bottle with a black cap. Next to it is a wooden spoon filled with dried green herbs. On the far right, another large green leaf.

# Weclome

Do you have a course or are you looking to create one?  
Type Course or create



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# Question

For those with courses, what have you found the most challenging?

Type in chat.



A top-down view of a light-colored wooden surface. On the left, there's a green plant with elongated leaves. In the center, a single green leaf is visible. To the right of the center, there's a small brown glass bottle with a black cap. Further right, a wooden spoon holds a pile of dried green herbs. On the far right, another green leaf is visible.

# Question

Have you been to one of my presentations before?

Type yes or no in chat window



# Mindset is key

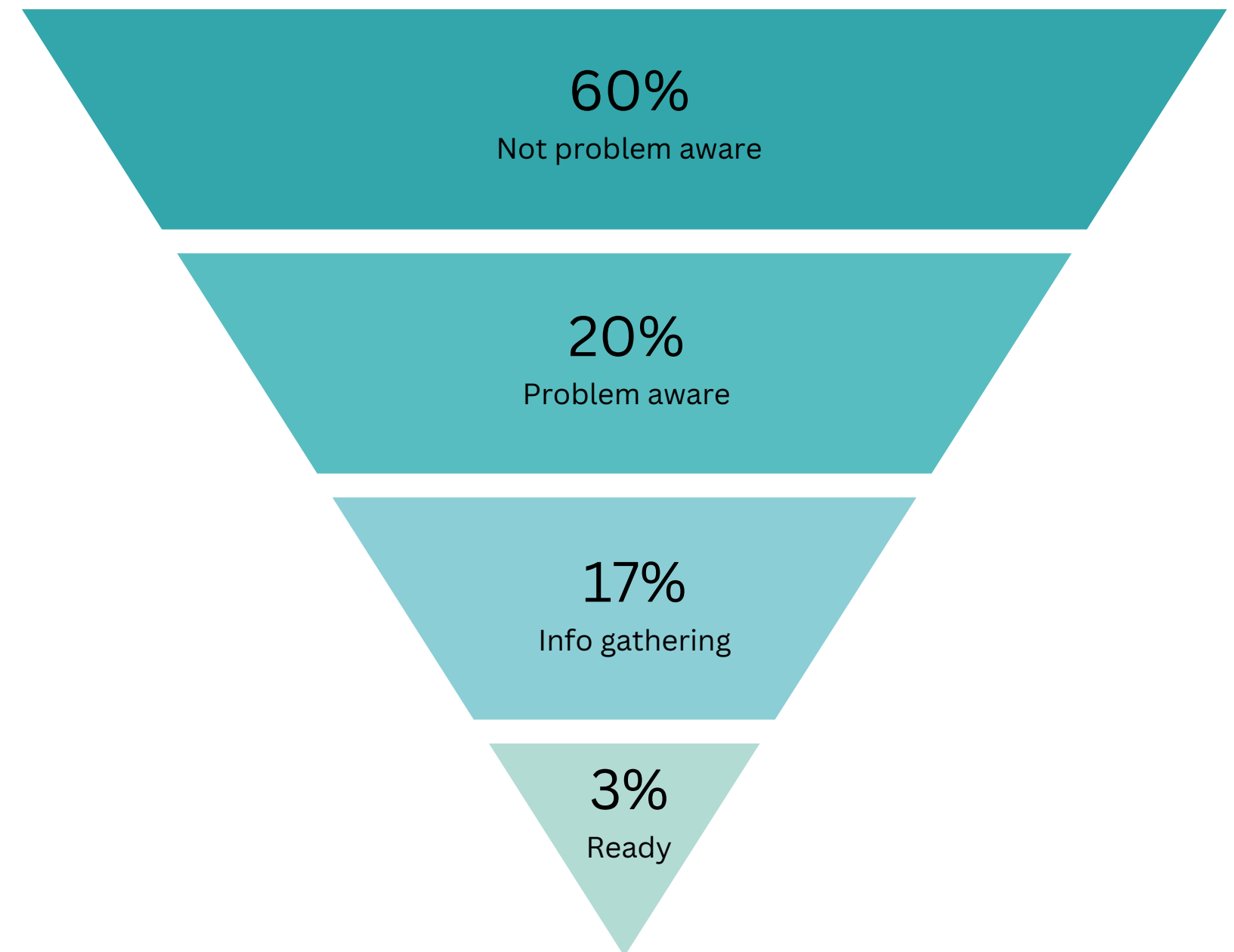
- I'm not an expert
- People can Google the information
- What if no one buys it?
- It has to be perfect before I launch
- I need more knowledge on ... (marketing, FB ads etc)
- I don't have a big enough audience





# Where people go wrong

- Unrealistic expectations
  - Are you proposing marriage on the first date?
  - Only 1-3% conversion. Do you have enough eyeballs?
  - Only 3% of the addressable market is ready to buy
- Believing their course needs to be built first
- A confused mind doesn't buy
- You're solving the wrong problem
  - You help with hormone balancing, but your clients think their problem is stubborn weight gain or mood swings.
  - If you only talk about hormones, they'll scroll past. Speak to the weight, sleep, or mood issues they feel, then show them how hormones are the real root cause.
- You sound like everyone else!
  - "holistic," "personalised," "supportive" are overused
  - If they can't instantly see why you're different, they scroll past or stay stuck in indecision.





# Which would you choose?

## **Practitioner A:**

*“I use evidence-based herbal formulations, individualised meal planning and functional testing to assess gut microbiome imbalances and optimise nutrient absorption”.*

## **Practitioner B:**

*“Constant bloating, fatigue, and brain fog? It’s not just in your head. I help you heal your gut so you can enjoy food again, regain your energy and think clearly again”.*



# About me. Who would you choose?

## **Practitioner A:**

I'm Sarah, a degree-qualified Naturopath with over 10 years of clinical experience. I take an evidence-based approach to natural health, combining the latest research with functional testing to create targeted treatment plans. My focus is addressing root causes through scientifically supported methods, ensuring every recommendation is backed by proven results.

## **Practitioner B:**

Hi, I'm Sarah. I know what it's like to feel exhausted, bloated, and frustrated all the time. I've been there. After years of trying to 'push through' my burnout, I discovered a way to heal myself naturally. Now, I help people like you address the root cause of their symptoms, get their energy back, feel good in their body, and enjoy life again, without complicated diets or extreme exercise routines. I'd love to help you do the same.



# Course ideas people buy

- The sweet spot formula:
  - What you know and are passionate about
  - What people struggle with
  - What they'll pay to solve
- Keep it simple
  - Solve a problem or frustration
  - Offer a shortcut or outcome people already want
  - Proven results
- Finding a winning idea
  - Listen to your clients. What do they ask you repeatedly?
  - Look at your inbox. What problems do people message you about?
  - Think about your journey, what shortcut do you wish you had?
  - Check forums, Facebook groups, or comments, what are people stuck on?





# Course ideas people buy

- It's all in the name! Must grab their attention in 3 seconds
- The goal is to clearly address your audience's pain points and desires, identify what's holding them back, and overcome any false beliefs they may have.
- Formula
  - “How to [achieve desired outcome], even if [pain point or obstacle], so you can [enjoy benefit or transformation]”
  - Example: The Profitable Course Blueprint. How to package, launch and sell your expertise even if you have a small audience or marketing isn't your thing, so you can scale beyond 1-on-1 consults, increase your income and help more clients without working extra hours.
  - Example: The simple way to lose stubborn weight naturally and keep it off even if you've tried everything before, without starving yourself or spending hours in the gym.
  - Compare to: The Ultimate Weight Loss Program, Flat Belly Formula, The 30-Day Weight Loss Challenge
- Reminder: You don't need to be groundbreaking, you just need to help people get results faster, easier, or with less overwhelm.





# Creating content

- ChatGPT will save you a ton of time
- It's only as good as the prompts you give it
- Be original. Tell it what you want.
- **Overall course planning:** "I want to create a course on [topic]. The desired outcomes for students are [list outcomes]. I want the course to be high-value, easy to consume, and no more than [X] lessons. I plan to cover [initial topics]. Based on my goals, what other topics or lessons should I include to make this course impactful?"
- **Lesson details:** "For lesson [X], I want to teach [lesson goal or topic]. The people taking this course often struggle with [list pain points]. What key points, examples, or practical exercises should I include to make this lesson as valuable and clear as possible?"
- **Slide content:** "Create the slides for lesson [X]. Ensure the following points are covered: [list key points]. The audience struggles with [pain points] and needs [desired transformation]. Keep the slides simple, engaging, and action-focused."

# Step-by-step launch roadmap

## Pre-build

- Attention-grabbing name
- General idea of what problems the course solves
- Validate your course concept

## Build your audience

- 3 months prior
- Ideally, 2-3 lead magnets (eBooks, short videos, webinar, challenges, templates, cheatsheets, checklists, quizzes, mini meal plan). Must be high value.
- Omni presence
- Email is king!
- Whose audience can you get in front of?
- What Facebook groups can you join?
- Will you run paid ads?
- Run your numbers - only 1-3% will buy

## Pre-launch

- Marketing plan
- List course lessons
- Create landing page
- Email/social media content (education) - focus on pain points/outcomes/false beliefs (nurture)
- Prepare open cart content (selling)
- Tease the offer/ join priority list (hype content)
- Social proof
- Launch method (webinar, challenge/ evergreen)
- High-converting offer

## Open cart

- Contact priority list
- DM/Voice drop interested parties
- Contact anyone who clicks on links in email, engages in content, says they are interested but haven't bought yet, or attended webinar but didn't buy. Insta is better than email!
- Go live with ex/current clients
- JVs/podcasts/boosted posts
- Create your course!

## Closed cart

- Contact people who didn't buy and ask why (research)
- Share on socials biggest wins
- Create FOMO with client feedback
- Open waitlist for next course
- DM clients asking about wins (screenshot these)
- Collect video testimonials
- Bring out new lead magnet mid launch to keep building your list/know/like/trust



## Limited time BETA offer - ~~\$1588~~

- ✓ 12 months My Appointments premium plan (\$797)
- ✓ Lifetime access to The Profitable Course Blueprint (\$297)
- ✓ Done-for-you templates, content, emails & prompts (\$97)
- ✓ Bonus: 1 x group coaching call to answer your questions (\$397)
- ✓ Bonus: 8 weeks of support via private Facebook group (priceless)

A yellow starburst graphic with multiple points, containing the price \$397 in bold black text.

**\$397**

**Next 48 hours - only \$397 (locked in), max 15 spots**

Payment plans available (subject to availability)

# My Appointments

- Online booking
- Credit card authorisation, prepayment or deposits
- Fast payment collection - just 1.5% + 25c
- Bulk payment requests
- Client retention automations
- One-click Telehealth
- Automated intake forms
- Done-for-you templates
- Send treatment recommendations
- Product management and client ordering
- Mobile app
- Packages
- SMS & Email broadcasts
- Gift vouchers
- Calendar Sync
- Appointment confirmations
- Health fund numbers for easy claims
- On the spot rebates via Tyro Health
- Dedicated virtual SMS numbers
- Free monthly business growth webinars

# Course modules

- 7 modules, 32 bite-sized lessons with workbook
- Everything you need, start to finish
- Checklists for pre- and post-launch
- Plug and play social media content
- Email and nurture sequences
- Improving conversions
- Magnetic messaging
- Creating a hell yes offer
- Landing pages
- Lead magnets
- How to build an audience
- Facebook Ads
- Full marketing plan
- Prompt to fast-track the process using AI
- Creating your course to maximise value and results
- Your questions answered for 8 weeks, landing page and marketing plan reviews



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**Comment - I'm in, MA or Course**