

3 PROVEN METHODS TO CREATE A PROFITABLE ONLINE COURSE



OFFICIAL TRAINING WORKBOOK

CLIENTENGAGEMENTACADEMY.COM

Hey there online course creator!

I'm so excited that you decided to join me during this 1 hour LIVE training that will teach you how to create a profitable online course.

This training is going to be jam packed with useful information, so I decided to create this workbook to help you process the information.

As we work through this training, I'll ensure your learn:

1. Three proven methods to profits
2. What's working today and many of the steps that we used to launch and run Digital Marketer's Certification Program. The same methodologies we used for Agora Financial and GKIC...and so many more... I'm going to show you how to use them even if you are a smaller company or just looking to create your first course.
3. A roadmap to create a six figure business if your just starting out or a pathway for rapid expansion if your already doing seven or eight figures.



Mike Weiss
Founder & CEO
Client Engagement Academy

3 PROVEN METHODS TO PROFITS

METHOD ONE:

How to move from the Client Replacement to the Client Accumulation business and the simple math for profit multiplication

3 PROVEN METHODS TO PROFITS

METHOD TWO:

One simple course creation methodology that you must use every time you create a course to assure your students success

3 PROVEN METHODS TO PROFITS

METHOD THREE:

How to get leads for free and your clients to brand you as a global leader

SELF-ASSESSMENT

	YES	NO
Do you ever feel like you have some months where cash pours into your business, however you can't seem to maintain it?	<input type="radio"/>	<input type="radio"/>
You start out every month wondering where the clients and sales are going to come from?	<input type="radio"/>	<input type="radio"/>
Do you secretly know that your worth is with more than what you are charging, but you are afraid to raise your prices?	<input type="radio"/>	<input type="radio"/>
Do you see other people in your industry making the kind of income that you want but you just have no idea how they're doing it?	<input type="radio"/>	<input type="radio"/>
Are you working way too hard in your business or working way too many hours and burning yourself out?	<input type="radio"/>	<input type="radio"/>
Did you exceed your goals for 2018 and do you have some big goals for this year but you're already starting to panic, already starting to self-sabotage, already starting to worry about whether you can really make it happen?	<input type="radio"/>	<input type="radio"/>

YOUR NEW OBJECTIVES

YOU WILL:

1. REDUCE refunds and customer service hassles!
2. Be able to DOUBLE or even TRIPLE your course prices
3. DECREASE Advertising Costs to acquire new clients
4. INCREASE Sales and Profits
5. Create MORE PASSIVE INCOME which would mean MORE free time and MORE Freedom...

ONLINE COURSE MYTHS

Before you can take your online business to the next level, these myths, that perhaps many of you believe...
MUST BE BUSTED.

MYTH #1:

More information equals more value. Longer courses equal more learning

Truth: It's the application of the information that produces results!

MYTH #2:

You must spend most of your money on acquiring customers. On advertising, crm's, marketing automation, funnels, content, social media, bloggin, etc.

Truth: You should balance your investment between client acquisition and client experience/outcome.

MYTH #3:

If you haven't built an online course or your not getting results with your online training - it's not your fault.

Truth: Test, measure, iterate and test and measure again... and continually improve so that you and your clients get better and better results.

ONLINE COURSE MYTHS

MYTH #4:

The people you see online, your peers, competitors are all doing great online without any challenges of their own.

Truth: nobody's life is perfect, embrace other people's success and focus on what you can control.

MYTH #5:

A single person, an individual like you and me, can't make a global difference.

Truth: Around history, every movement started with a thought - from a person just like you and me.

MYTH #6:

Gross sales dictate the success of your business. .

Truth: It is critical that you understand the difference between client replacement vs client accumulation if you want to live a life of joy, make an impact in the world and someday sell your business.

ONLINE COURSE MYTHS

MYTH #7:

Fancy technology with a lot of bells and whistles will solve your completion and comprehension challenges.

Truth: Only about 25% of the success solution comes from the technology.

MYTH #8:

The quality of your course and ultimately your success doesn't depend on your "why" and your "who".

Truth: You need to start your curriculum design to build out your "what."

MYTH #9:

Live event footage constitutes course curriculum and is good to sell to clients.

Truth: Never use live event footage as a course. Effective course design is structured much different than a live event.

ONLINE COURSE MYTHS

MYTH #10:

My course is different, we're teaching something that is private or personal and my clients/students will never share a badge.

Truth: The crafting of the badge, name and design is part of the secret sauce that compells people to share.

MYTH #11:

Digital badges are simply images.

Truth: You need to start your curriculum design to build out your "what."

MYTH #12:

I'm not teaching a subject that will help people get a job so digital badges won't work.

Truth: Digital badges work in every industry, training and topic.

WE'RE EXCITED TO HAVE YOU IN THIS LIVE TRAINING!

Write your questions here, or event better or send them by email to Mike mike@clientengageemntacademy.com so that your question can be addressed on the Q&A.

Mike Weiss spent more than 30 years in Financial Services having raised more than \$100,000,000 and served as a Financial Consultant to thousands of Clients. Additionally, Mike Co-founded (and later sold) GreenTrack, a leading financial and tax reporting company that was responsible for tracking more than \$26 Billion in assets. From Finances to Digital, Mike transitioned to a career in Digital Marketing and, Co-founded (and later was bought out) NeuroGym. In less than 16 months, the company went from \$100,000 per year to more than \$2,000,000 acquiring over 7,000 customers in 80 countries.

In 2012, Mike was chosen top four (out of four-hundred) for Infusionsoft's, "Marketer of the Year."

Mike recognized early on in the financial industry that customer education and results were the keys to success. Then, after his move to Digital Marketing, this became his, "Mantra." In the years that followed, Mike Weiss has become recognized as one of the, "Top Guns" in Digital Education and Technology with a specialization in client engagement, e-learning, online marketing and sales, digital badging and gamification.

