

# 3 PROVEN METHODS TO CREATE A PROFITABLE ONLINE COURSE



**PROFITABILITY WORKSHEET**

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# HYPOTHETICAL EXAMPLE COMPARING COMPLETION RATES AND SALES RESULTS

		Industry Average	Digital Marketer Certification	GAIN (#'s)	Gain (%)
1st Course	Initial Clients	10,000	10,000		
1st Course	Completion Rate	5%	33%	27	627%
1st Course	Number of Clients	520	3,260	2,740	627%
	Client 2nd Course Rate (%)	33%	33%		
2nd Course	Number of Clients	172	1,076		
2nd Course	Price of 2nd Course	\$2,000	\$2,000		
	2nd Course Sales	\$343,200	\$2,151,600	\$1,808,400	627%

**To open the spreadsheet click here**