

E99 - 5 steps to create a digital course that people want to buy.

Welcome to The Empowered Edupreneur Podcast. My name is Michelle Smit, and I am an ex-teacher turned online business coach for Edupreneurs, the owner of Digiteach and a six-figure entrepreneur. I am in love with empowering educators. It is just like you to create freedom filled online businesses and lives they love.

If you are looking to up level your skills, your finances, your mindset, and change the trajectory of your life as an educator in business, then you are in the right place. Think of this podcast as your weekly dose of business and mindset development to help unlock the infinite potential within you to play bigger with your life and go after your dreams. We are going to have so much fun together. So thank you so much for pushing play today. Now let's dive in.

Hello. Hello. So good to be talking to you again today. Welcome back. So what do I have for you today? Today I am going to talk about five simple steps for you to create a digital course that people want to buy. Because I think people get these steps, all types are wrong. And what I see people doing is I see them creating their course in isolation and not building an email list and not connecting with people and seeing what people want.

And what ends up happening is you spend six months creating a course or maybe even a year or even longer, which would be terrible. And you've now created all of this stuff. And you've basically got no one buying it. And I see it all the time that people do this. And you know why people do this? Because the course creation part is the part that's easy and within people's comfort zone, because all you do is just sit behind a video camera or on Canva and you just create.

Stuff you create recordings like that's very much within people's comfort zone, but the marketing and the selling that is where people get very uncomfortable. And that's why people don't go and prioritize that because they don't feel good doing it. So anyways, this is going to lead to you potentially creating something that people aren't going to buy and it's just going to waste your time, and we just don't want that. I don't want that for you. So if you just follow these five steps you're going to be in a better position.

All right, so step number one. Before going and creating your course, I want you to go do market research and I want you to go and find out what people are buying already. Now, everyone thinks that they need to have this unique idea that no one else has for it to be good.

And That's not true. This is just not true at all. If something hasn't been done yet, then it's a red flag. It means that there's likely no demand for it because almost everything's been done. I'm telling you. Finding a unique idea completely in this day and age that actually works is hard because most of the things that are in demand are selling in some capacity. Even if it's not a digital course, and maybe someone selling it as a group coaching program or a membership, or they're selling it as a one-on-one package.

It doesn't matter if someone's selling something that's within the same topic, solving the same problem, leading to the same transformation, then it shows demand for it. And if people are buying things like that. Even if it isn't a course, even if it's just like one-on-one packages or memberships. If people are buying it, it means there is demand.

So don't go and try find the most unique idea ever that doesn't exist on planet earth and create that. Because most of the time that is a red flag. If no one's doing it, if no one's buying that thing, it just shows a lack of demand. So look at what's selling, look at within the niche that you want to be in of course.

And look at what competitors are doing. Get inspiration. Now don't go and copy them because that's just a shitty thing to do and that's not going to get you far. Don't go do that. Get inspiration. Go see what they're selling. Go look at businesses that are making money. Look at established online businesses within the same niche and market as what you want to be in and look at what is working.

Find out what's working, go down the rabbit hole and funnel, hack people, go opt into their stuff, go look at their freebies, go look at their emails, go look at the prices that they have for their products, go look at how many things they're selling, what kind of things they're selling, are they group coaching programs, are they memberships, are they digital courses. Figure out their business model by going down their funnel.

So that's step number one. Then step number two, once you have learned about all this stuff and you've got an idea of, the topic you want to go and do

and stuff, and the person you want to serve. Then you want to go and build an email list of your ideal student avatar.

Your email list is absolutely essential. If you disagree with me, then we probably should not work together. I will die on this hill because nothing else can compete against the email list when it comes to revenue and stuff. Most revenue in online businesses comes from your email list.

Social media is great, but it's a tool to get people onto your email list. So go and create your socials but remember to always be driving people to signing up to something that gets them onto your email list because you don't own your social media. You do own your email list, and your email list is going to become the biggest asset in your business.

So prioritize it, nurture it. Build it. And you want to specifically build your email list in this case with people who are your ideal student avatar. So people in your niche. So if your course is going to be on the topic of, say, for example, helping an expat in the Netherlands learn Dutch at a one level. Say that's your first course, then you want to be building an email list of those kinds of people.

Expats in the Netherlands, they're beginner, or they've just moved here, and they want to learn a one Dutch. So then you need to create a freebie for those people to attract those people to sign up to email list. So make sure to be building your email list with people who are ideal for your course. So your ideal student who you'd like to sell your course to.

So that's step number two. And you focus on that first, you don't go create your course. You're not creating anything yet. You are literally just finding out what people are buying step one. And then by step two, you're building an email list. The sooner you can build your email list, the better. Don't skip it. No matter what you're selling. Don't skip the email list. If you're selling an app, if you're launching anything, build an email list. Okay.

Step three, once you have built an email list, you've got some people on it. I want you to survey that email list. Ask people what do they want? What is their greatest dream within this topic? What is their ultimate goal? Like their greatest pain. What is the thing that they absolutely wish they could solve? What are the things that people are willing to pay to solve? So I want you to ask those questions.

Don't make your survey long. I would say three questions but ask very strategic questions. Specifically find out what their greatest dream is. Specifically and you find out what their greatest pain is. And also find out what they're willing to pay money to solve. Get them to tell you what they want.

Very important. Ask and you shall receive. Seems like really simple. But most people don't do this, and this is absolutely essential. If you've got a social media with an audience as well send your survey, there. If you've got a Facebook group, put your survey, there put your survey everywhere and collect as much information as you can. If people aren't filling out the survey and you need to incentivize them then offer an incentive give them something for free. Often, I do a 50 voucher.

And then those who fill out the survey, enter in the giveaway, and then they can win the 50 voucher. So you can do that. You can do like an Amazon voucher or something like that. If you have to incentivize people, do it because the information is so valuable to you. It's worth the 50. I promise you.

So now that you have surveyed people and you're collecting this information, I want you to go through that information. You can put it on an Excel document. You can just start compiling all the answers onto an Excel document. And I want you to find the repetition in what people are saying.

I want you to find the golden threads in what people are saying. So find the things that are being mentioned over and over again, that keep coming up. There's going to be repetition. There's going to be shared pains and shared desires. There's going to be certain words that come up more often than others.

Pay attention to the language that people are using. What are they saying? How are they describing their pain? How are they describing their dream desire? What are the words they are using? Go and find the repeated words that they are using, highlight them in your Excel spreadsheet, put them somewhere so that you can start compiling that language and start finding the golden thread of what people are needing and what they are wanting.

So say you're doing a survey and say you're helping expats in the Netherlands learn A one Dutch. Maybe your surveys come up with a lot of responses and a lot of people are saying they feel alone, so they're lonely. They're either using the word alone or lonely.

You can start to identify that as a common thread. My ideal student avatar, they're actually feeling quite alone and disconnected and that's a real difficulty for them, that's a pain that they're experiencing and it seems to be consistent that I'm getting it so often that this is one of the bigger pains of expats in the Netherlands, is that they feel lonely.

Or that they feel like an outcast or like a black sheep. Maybe they're using words like that. Maybe they use the word black sheep or outcast. Whatever language they're using, I want you to compile that. Then maybe they're saying they want to integrate. Maybe they use the word integrate, or they want to feel confident when ordering dinner, ordering lunch, speaking at a grocery store.

So maybe they use the word confident a lot, and maybe they just want to be able to speak in a normal daily Dutch situation. So find the repetition and start compiling that information. So you can start seeing what are the main pains and what are the main desires?

What is the main thing they want? Once you have that information, it's going to be really good. So that was step four.

Step five is to take that information and to map out your offer that resonates with that audience. So now you know, their pains, you know their pains quite intimately, you know the language they're using, you can describe their pain within your offer and the language you're using, you can use the same language basically. You know their pain you know where they're at right now. And you know where they want to be.

You know what their dream is, their goal is, their desire is. So you know the transformation that they want. If you know where they are at now, and you know where they want to be. Your offer can be the vehicle that takes them from where they're at now to where they want to be. And you need to articulate that in your program promise.

This is the thing that sort of describes what your offer does for people, what the transformation is, what the end result is for them. And once you really understand where your person is now and where they want to be, and that's real information from the horse's mouth, not you guessing it.

Because if you guess it, you're likely going to get it wrong. You're going to have to ask them and find out from them what they want. And then you build that into your offer, and you take all of that information, and you build it out into your offer. You create a strong program promise that speaks exactly to that person that meets them where they're at and takes them to where they want to be.

So here's my A1 Dutch language program promise booster. Let's say that's the name of the course. A1 Dutch Language Booster. Learn how to go from being lonely and disconnected in the Netherlands to integrated and confident when speaking in daily situations. That could be an example, I just did this off the cuff and I could probably say it in a much more concise way. But that's like an example of you taking the common thread of where they're at and the pain they're in. And the common thread of where they want to be, using the same language that they use and mapping out a program promise.

So you need to have that, and you want to build out bonuses as well. So if you find out that people are really fearful of pronunciation, maybe that's a pain that comes up a lot. People are scared of pronouncing things incorrectly or scared of looking stupid.

You could create a bonus around pronunciation. And how to pronounce Dutch sounds confidently bonus. And there you're addressing the direct pain that they have. And you're using the words that they use. And so when an expat is looking at this offer, they're like, oh my gosh, this is literally what I need.

I feel these things. I'm scared of my pronunciation. I'm feeling quite alone and disconnected in the country. I get really like nervous when someone speaks Dutch to me. I don't really want to speak Dutch back. And then I would love to feel confident. I'd love to feel integrated. I'd love to hold a basic conversation at the grocery store or give someone directions.

I'd love to make friends. I'd love to get a better job in the Netherlands because I speak Dutch. That's what you want. And once you've mapped out the offer, you then need to launch the thing. And launching the thing is another beast. It's not part of the five steps. This is the first five steps that I've given you.

So step one, market research, find out what people are buying already. Step two, build an email list of your ideal student. The person you want to serve. Step three, survey your email list and find out what their dream is. Their

greatest pains find out what they're willing to spend money on. Step four, find the repetition in what people are telling you, find the golden threads and pay attention to the language people are using. And step five, build that information into an offer that resonates with your audience, has them feeling like you know exactly where they are now and where they want to be and shows them that you are the person to take them there.

And once you've mapped out the offer on paper, you don't go and then create the entire product. You go and you launch it. You talk about it. You tease it. You build out a little launch event for it. You do the launch stuff to get it like out there and get people ready for it. Get people primed for it.

You sell it and then when people buy it, you deliver it. So you know, firstly, that people are buying it before you create it. You make money before you create it fully. And you can co create the offer with them, so it's an even better program. I hope that was helpful.

If you want to learn how to map out a juicy offer that resonates with your audience and has them feeling yes, take my money, I want to buy your thing. Whether it's a course, a membership, a group program some type of digital product, it has to be an information-based product. If you want to learn how to do that, then I'm inviting you to sign up for my live Educators Income Booster Bootcamp.

I'm hosting it this month. This is the only one this year. It's a 10-day live experience with me where I'm going to take whatever idea you have, and we are going to map out a juicy offer. We're going to flesh it out from start to finish from who it's serving to the program promise, to the price, to the duration, to the payment plan, to the bonuses, to the money back guarantee.

So the whole thing. So that by the end of our time together, you have an offer that's juicy, hot, desirable, mapped out on paper, and you have the clarity for how to go and sell it in the world. For how to go and position it and get people buying it so that you can make money for years to come. So that you can stop teaching all day, every day. So that you can regain back so much of your time. So that you can start selling scalable offers and escape the trade your time for money model.

Which is the model that I am so not for, because it's not sustainable. So if you're a teacher who just wants to dabble in course creation and you want to

create a course and sell it, then you belong in the bootcamp. If you're an online teacher who wants to dabble and create a course and sell something and make your own money and build your own freedom, then you belong in this bootcamp. If you're a freelance teacher, then you belong in this bootcamp. If you're an educator at heart, you want to impact and serve people. Then you belong in this bootcamp. If you have a passion that you want to monetize, then you belong in this bootcamp. If you have a teaching business already, and you're teaching one on one, or you're doing small groups, and you're finding yourself teaching all day, and you're at capacity, then you belong in this bootcamp.

If you are a coach, a trainer, whatever it may be, and you want to create something to sell that is scalable, then you belong in this bootcamp. So it doesn't matter who you are, where you're from. If you want to learn how to sell a course and make money online for years to come, give yourself more freedom have a bigger impact, have a bigger legacy. Then this bootcamp is the place for you. It's 37 euros just for a ticket. And we're going to be working together straight for 10 days. Think of it like a what do they call it?

Like a hub where we just go hard and we're just going to expand, create magic. Have a lot of aha moments, a lot of clarity, a lot of momentum, a lot of energy. It's going to be epic. I'm super excited for it and the doors are going to be closing on the I think it's the 26th of September and I'm not doing it again this year.

So get your butt inside. I hope to see you there. I hope you have an amazing rest of your day, and I'll chat to you soon.

Ciao.

Thanks so much for listening to today's episode. I am beyond excited to announce that the doors to my live Educators Income Booster Bootcamp are officially open. If you are looking to escape the time for money teaching treadmill as a teacher or teaching business owner and create a course or group program that can scale your income and impact for years to come, then this is the Bootcamp for you.

You can grab your ticket for just 37 euros on my website at digiteach.biz. Doors close soon, and I won't be running this live for a couple of months. So don't wait.

I appreciate you so much. And I can't wait to connect with you in the next episode. In the meantime, go create a business and life you love.