

E40 – 4 core ingredients in a money-making course.

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 just like you to create freedom filled online businesses and lives they love.

If you are looking to uplevel your skills, your finances, your mindset, and change the trajectory of your life as an educator and 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 and welcome back to my podcast. I'm so happy to be chatting to you today. I hope you are having an absolutely fabulous week, fabulous day. I have had a really cool week this week. I don't know if you know, but me and Mike are actually adopting two Ragdoll Kittens, a boy and a girl. For me, this is like a dream come true.

Since I was the smallest, I can remember myself, maybe like two years old, three years old. I have been obsessed with cats and we've always had lots and lots of cats and we had lots of kittens and that was just my dream growing up to get my own kittens myself.

And I haven't just been able to do it because I've been traveling too much for my twenties. I basically travelled most of the world. And yeah, I've hit my thirties and suddenly I'm like, okay. I literally cannot handle life without them anymore. And we decided last year, December to adopt two ragdolls.

And so, we're going to get them only in August this year. So, it's going to be literally a whole gestation period of nine months before I get these cats. And I've been dreaming about them. It's been completely consuming me. But we actually got to go and visit them and meet them for the first time.

This week, and for me that was honestly one of the most amazing days ever. You know how some people dream of having a wedding day, I dream of having my cats, so I'm being high on life after that. And yeah. I just got to get to August really, just so I can take them home with me and have my fur babies, which will probably become my children.

I'm not sure if I ever want to have real human babies, but these will be my little fluffy babies. So that's just a little behind the scenes of the personal stuff that has been going on. That's really, really just the highlight of our life. Me and Mike are so excited, and I've been feeling really energized this week as a result, but I must be honest, I did wake up today with a little bit of a cold.

Everyone's getting sick around us. All our friends are sick. And I'm feeling that I might be getting that, which kind of sucks. But I've been dosing up and I'm excited today. We're actually going to go to Antwerp to look at diamond rings, so that's exciting. What a vibe.

It hasn't really hit me yet. I think when I'm there looking at diamond rings, it'll be like, whoa, so exciting. So, we're actually going to take the Friday off and go do that, which is cool. But I'm recording this podcast for you because I wanted to speak about this topic, which is important. The four core ingredients in a money-making online course.

So, in a powerful offer, an offer that can actually sell that people actually want to buy. I talk about this all the time, but this is really important. The offer is pretty much one of the most important things along with having confidence in everything but really your offer needs to be strong.

And not all courses will sell. Many of them don't sell, just because people don't understand how to create a hot offer. And so, I really want to chat to you about that today in this episode. But before I dive into that, I just want to let you know that the doors are open to my Educators Income Booster Bootcamp.

It's only going to be open for about a total of three weeks, for people to register and get a ticket. Basically, it's a 10-day live experience. I do have a prerecorded version, but this is going to be the live version. I only hosted live a couple of times a year, and basically what we go into is mapping out a hot, hot offer from start to finish on paper, including all the key ingredients you need to build into your offer.

To make it desirable, strong, well positioned in the market to make people be like, Ooh, yes, this is a no-brainer. I want to go get my credit card and pay you money and join this thing because it's so exciting. There's definitely a lot of things that go into an offer. And in this episode, I'm just going to share four ingredients, but there are many, I'd say there's like 11 ingredients at least, that you want to be looking at building into your offer.

And so, if you want to create a course, if you want to create a group program, if you want to create something that's like a digital product that is scalable, not a cheap digital product, I'm talking your core offer, a signature program, that kind of thing. Then get inside this bootcamp. This is the place to be, especially as an online teacher, freelance teacher, teaching business owner or educator who just wants to build an online business and create freedom, flexibility, mobility, and all of that good stuff.

This is what I do. This is all I do. This is where my expertise lies. This is how I've been able to make six figures every year for three or four years now. And it's all around creating a strong offer and then learning how to sell that thing.

And that's what we're going to be diving into in the bootcamp. It's just 37 Euros. You can probably click the link below this episode, and you can get your butt inside. We're going to kick off on the 28th of July for the pre-party, and then we're just going to create magic together. So, I'm super excited to see you there.

Now let's chat about the four core ingredients in a money-making online course or group program. Okay, so the first ingredient that you want in your course or group program is you want a specific target customer or ideal student avatar. The more specific you can get about this, the person that you are trying to serve and help, the more that you can understand them, the more that you understand their pains.

Their struggles, what keeps them up at night? Their dreams, their desires, their ultimate goals, what they wish for. The more that you can understand that. The better, the more effective your marketing message will be, the more it'll resonate, the more people will look at your offer and be like, wow, that's me.

That's exactly what I need. I am signing up. I've seen this as a big mistake often is the idea that you need to. Widen your audience and be more sort of broad and generic in your target customer and who your ideal student is because you

don't want to leave people out. You don't want to eliminate some of the markets.

And you kind of want to help everyone. That's the thing. Even if your offer could potentially help many people, which doesn't necessarily mean that you should be helping all the types of people. Now, let me give you an example. Digiteachers Biz Academy is my signature business program.

It's my main thing. It's the thing I've been running for years. Now, in this program I help people launch digital courses in a big way, in a very strategic, intentional, powerful way that really boosts sales, brings in big bursts of revenue into the business. That is what DBA does.

Now, that strategy that I teach in DBA, it can help anyone launch any offer. It doesn't matter the niche. It doesn't matter who they are. It doesn't matter whether they're a boy or a girl. It literally doesn't matter whether they're a coach, a teacher, a consultant, a trainer, they could be any profession.

It could be any person if they have a desire to launch a course and sell an offer online. The, the core fundamental teaching of teachings of DBA will help anyone do it. But I do not focus on anyone in my, in that program. I do not focus on anyone in my business. I actually target educators. And why have I done that?

Because if I'm trying to speak to everyone, then I'm going to be speaking to no one in my messaging. No one's going to resonate because everyone's, it just wouldn't make sense. I can't speak to a coach, consultant, teacher and have the message resonate with everyone. It's just going to fall flat for many people.

Also, the other thing. Is that the online marketing and course creation market is very saturated. It's very competitive. There's many people doing it. And so, a way for you to cut through the masses and cut through the competition is to actually get more specific about who your target customer is and who you'd ideally like to work with and really hone in on that.

And then you sort of carve out a little subset in the market. It's a really niche market. And that helps you cut through the competition and your message gets stronger. The way that you articulate your offer, everything just gets stronger because it speaks directly to that target audience.

So, I was a teacher previously. And so obviously I'm going to help educators. That's the next step for me, right? And I had walked the path as an educator, and I became a business owner. And that was very a real path for me. And I knew, I knew this path so well, let me just help educators walk this path themselves.

And so that was the natural step and I just decided, this is my ideal student avatar. Online teacher, freelance teacher, and a teaching business owner who owns their own one-on-one tutoring business of some sort. That's kind of the person that I wanted to target in my office, and specifically, that's the person that comes in into DBA.

Does that mean that DBA can't help everyone? No, but it just means that that's my target customer and that's where I revolve my offer around that target customer. I revolve my marketing around that target customer. My messaging, my positioning, everything comes back to who it is I'm serving.

And that is what you want to be doing in your program, okay? Where you really want to get specific, even though you feel you want to help everyone. If you try help everyone, you're going to help no one. So, it is really important to just decide, okay, who's that ideal student avatar? And even if it's a female, what is their age?

What is their profession? What are their interests? What are their values? What are the struggles that they have? What are their pains? What are their dreams, their desires? Really paint a picture of who that person is. And that's how you get this really more colourful in-depth messaging that really resonates and actually speaks to someone.

That's important. And the other reason it's important is for your offer to be effective, you have to create your modules in your curriculum based on a particular type of person to help that person go from A to B from where they are now to where they want to be.

For example, if I was creating DBA for everyone, coaches and teachers and consultants. The way that I would create the modules and the way that I would teach it would be a little bit messy because it's a little bit different. The roadmap for a coach is a bit different to the roadmap for a teacher.

And the way that I would teach the stuff would be a bit different. And so, your actual offer becomes much more effective when it is tailored and curated for a subset group of people. And a specific person going from a specific place, A to a specific place, B. You can really detail that roadmap. And then whoever comes into it, they're going to have a much better experience.

Because it's going to be very much tailored to them as opposed to generic. And obviously, the course creation and online business world is getting more and more competitive because just more and more people are joining it and doing it. The more specific you can get, the better it's going to be overall.

So, when in doubt, niche down. When in doubt, get more specific about your ideal student avatar and your target customer. And always come back to when you're creating your offer and you're messaging and everything always come back to that person that you're trying to serve and curate everything based around that. You're going to have a much easier time.

Otherwise, people are just going to scroll past your stuff. It's just not going to hit home, and people aren't going to want to join because it's just too generic. They're not going to feel, that's for me, that's what I need. You're literally in my mind right now. I've had so many people tell me; you are literally speaking to me.

It's like, you're living my life. And that's because I was a teacher, and I was living that life. I just knew the pains and I just knew the struggles and I knew everything about it. But that resonance really helps. Just build up a little bit of trust.

I know where you are now, and I know how to get you to where you want to be and I'm going to help you do it, kind of thing. Okay? So that's number one. Number two is you really want a program promise or A-B transformation. And on top of that, your program promise absolutely must speak to what they want or what they think they need.

So, what their ultimate desire and want is. So, a program promise is basically your offer's promise. What is your offer's end result? What is the transformation? The A-B transformation is your student comes into your program and they are at A dealing with some sort of pain and struggle. And then you take them through your program and then at the end of that

program, they will be at B. Having achieved some sort of result, some sort of transformation.

What is the transformation? What is the end result? And you take that end result, and you build out a program promise for it. But you really want to make sure that the program promise is speaking to that thing that they want and the thing that they need. So how do I give you an example of this?

Allright, so say you are teaching confidence in speaking on camera. Your program promise could be like: By the end of this program, you will be feeling confident to speak on camera. Now, that's an example of one. It's a bad example because that's a bad program. Promise. Why do people want to speak confidently on camera?

Let's say it's entrepreneurs. Why do entrepreneurs want to speak confidently on camera? What is it that they actually want? What is it that an entrepreneur or online business owner actually wants? Edupreneur online teaching business owner, what do they really want? What they want is to make sales.

What they want is to grow their business. What they want is to find more students. What they want is to make more money. And what they want is to increase their impact and be more successful. They don't actually just want to feel confident on camera. That's not the thing that they really want. What is it that they really want?

So, your program promise should revolve around the thing that they want. Not the process. Not the thing. It should always be speaking to what it is they actually want. What is that transformation? The transformation isn't that they're going to go and be able to speak on camera and go live on Instagram and Facebook.

That's not the transformation. The transformation is that they're going to build the confidence to get on camera so that they can sell their offer, make more sales build their email list, grow their business, make more money, because those are the things that they actually want. People aren't sitting there dreaming about the fact that they really want to speak on camera.

Speaking on camera is just the vehicle. The vehicle is just being on camera. What is the result of that vehicle? What is the transformation of it? The transformation is because they're going to build confidence by getting on

camera. They're going to increase their visibility. They're going to market their business, they're going to build trust with their audience.

They're going to make more sales, they're going to find more students, they're going to make more money. That should be the program promise. By the end of this program, you will have the confidence to get on camera. Increase your visibility in your business so that you can build your email list, increase your visibility I just repeated myself, but build your email list.

Sign more paying students. Make more money. Obviously, you can be a bit more specific. The more specific it can be, the better actually. So, say, by the end of this program, you're going to have the confidence to get visible, go live on Instagram and Facebook and sell your offer so that you can sign four students a month. Literally that specific, so that you can sign four students a week.

Something like that. You really want to just map it out into what is possible for them. And what is the actual transformation. People buy transformations. They don't buy the stuff. They don't want to be confident on camera just because they want to be confident on camera. They don't want to learn English just because they want to learn English.

Why do they want to learn English? What's the transformation at the end of that? So that they can get a promotion. It's so that they can make friends. It's so that they can get paid more money. It's so that they can go. To the university that they want to study at. So that they can move to the English-speaking country they want to live in.

That's the transformation. It's not English, it's not getting visible on camera, it's not learning how to run Facebook ads. It's not just launching the course. Why do people want to launch the course so that they can make money so that they can build freedom. So that they can increase their income and impact and all of that.

So, the transformation, you have to really take it all the way to the ripple effect transformation. And you have to speak to the thing that they want. Don't speak to the thing that you think they want. Find out what your audience wants, and then map your program to give them what they want and craft you're messaging and everything to just speak to that thing.

Find out what is the main thing your people want, and then map your offer around that thing. That's the goal. The goal is to give them what they want and that's what you should be focusing on. It really is quite simple. When people struggle to make sales, it's often because they are speaking to things that people don't want or it's just not a strong offer.

It's just weak. But most of it is because of just the messaging and the vague or weak program promise. For example, you're going to learn English in this program. You're going to learn how to speak English confidently. That's a weak program promise.

There's just no transformation to that. That's not very desirable and it's just not going to stand out. But if you can be like, by the end of this program, you're going to learn how to speak B2 level English in the workplace so that you can speak up in meetings, get a promotion.

Or climb your career ladder or something like that. Say it's for a working professional. So, speak to what they want. If someone's trying to learn English for work. Why they want to learn English for work is because they want to make more money, they probably want to get a promotion, they want to feel more confident in their job.

So, you really speak to that. Take it very deep, go one step further. Don't just say, oh, it's just to be confident in English, because that's not actually the transformation. What is being confident in English going to get them in their life? What is it that they want to need? Speak to that in your program promise.

Be very specific, be very bold. And then people are going to be a lot more interested. Obviously, we dive into this in a lot more detail in the bootcamp. Because this is a really big one. This is important. Number three is juicy, no-brainer bonuses to amplify the value.

You'll see this often if you look at people selling stuff online, you'll always see bonuses. And that is because bonuses are very much strategically there and intentionally there. To help amplify the value and the perceived value of the product. So, the perceived value of the product is when they see the offer, what is that perceived value?

And when you have bonuses, number one, amplify that perceived value, but number two, to address underlying objections that people have to joining your

offer. So, say for example. In my world in DBA, Digiteachers Biz Academy, I help educators launch courses and stuff like that.

And one of the common objections is tech. People get really stressed about, technology. The tech of running a launch for a course and having an online business. And so, they just kind of immediately say, oh, well the tech is so difficult, I wouldn't be able to do it. And so, I know this to be true because I've seen it over and over again as an objection.

And so, I think out of the box, and I say, okay, how can I solve this problem for my people? How can I make tech easy? How can I create a bonus that I can offer them that's going to completely change the game for tech to help them launch their course with a lot less tech pain? And that forces me to think out of the box and look at, okay, how can I solve this problem?

And then I come up with some really badass bonuses that literally address tech course technology, how to run the course launch. And make the tech so much easier for them. It forces me to push myself out of my box and think really far in terms of what would be such a dreamy solution for them to address this pain that they have.

What's going to make it so much easier for them to get this course launched? And how can I provide that for them? And then I go and create partnerships with people who are in tech and this and that. And I offer that kind of support in DBA from people who are specialized in course tech. And so, you just think out of the box.

I want you to think about juicy bonuses like that. Firstly, it must be juicy. Don't create a bonus just because you think. It makes it look like the offer is bigger and has more stuff in it. No one buys stuff. They don't want the stuff. They don't want 10,000 videos to watch. They don't want 10 million workbooks.

They don't care about that. They want a result, and they want their problems to be solved. So, think about your bonuses. Okay, how can I get this person the result that they want in the fastest, easiest, most joyful way possible? How can I amplify the value of my offer with this bonus, and how can I address any underlying objections that my audience has potentially with what I'm trying to help them with.

So, say it's a language course, often an objection is just such lack of confidence in speaking and really feeling fearful around speaking in a group. If you're going to have group calls, you can think about a bonus to really speak to that.

So, it could be overcoming your fear of speaking masterclass, for example. Something like that. And so, you really speak to that fear, and you show them, this is something that we see a lot of struggles with. I'm going to help you with this exact problem in this exact thing, in this bonus. So, bonuses are valuable.

Don't leave them out. Have some juicy bonuses. They do lots of good things but be very strategic and intentional around your bonuses. Don't just throw in bonuses because you're like, oh gosh, I need to fill this up. I need to make it look bigger because people don't buy the offer needs to have good bonuses that are actually desirable, that speak to what they want, that gives them, that addresses their objections.

You want your bonuses to sort of value stack so much that when they see your whole offer, they like, holy cow, that is amazing. That is literally what I need because it's addressing everything that I need, right? So that's a big one. Now, the fourth thing, and I speak about this a lot, but this is very important, is you need to have energy and confidence behind the offer.

If you are not confident and behind your own offer, it's very clear in your energy and when you are selling it, people can tell. Now say you're watching a webinar or you're joining this live event. And you see the person do all this teaching, they're very confident in their teaching.

This happens with teachers by the way, who go into business and launching courses. They're super confident in their teaching. They're kind of staying in the teaching space. They just keep throwing out more information at you and teaching more stuff to you. But then when it gets to the point where they want to talk about how they can actually help you in their program or their offer. They sort of shy. Their voice gets softer.

They shy away, their body language changes. They fumble a little bit, or they just feel a little bit insecure. When they speak about the offer, they aren't very bold in how they articulate their value of the offer. And so, you can feel it energetically that that person isn't behind what they're selling.

They are very insecure, and they maybe don't even believe that they can offer the transformation that they're selling. If that's the case, it's going to be difficult to sell the offer. So, if you're in that space and you just are feeling a lack of confidence around your offer. Your job, your work is to build confidence around your offer.

So how can you build confidence around your offer? You got to sit down, and you got to cozy-up with your offer. You got to look at it and you're going to say, how can I make this better? How can I make this feel like an absolute no-brainer for me, energetically? What do I need to tweak in this offer to make me feel like this is the shit and I can do this, I can back this up, I can back this price point up.

I think this is wildly valuable. Even if it's just a messaging tweak. Maybe the way that you're speaking about it and the way that you're naming your modules and the way that you're naming your bonuses is kind of not bold and kind of weak. Even just tweaking the way that you message and name things changes the offer. And it can change the perceived value of the offer.

So, your job, if you're not confident behind your offer. Build the confidence around the offer. Make it feel like, holy crap, this is really good. I wish I had this three years ago. I would've paid for this when I needed it. Because this is solving all of the pains that I have and it's really getting my students to a result that they want in the fastest, most enjoyable way possible.

That's the work you need to do. You can't just be like, oh, well I'm not confident about it. I'm just going to leave it. You need to work on building that confidence and so cozy-up with your offer. Write it down again. Retweak it, refine it. Find out how aligned the pricing is. Do different things. If you need to lower the price because you just can't back the price, do that for the first launch.

Whatever. It's totally fine. As long as you can energetically back your offer, you're going to have a much easier time selling it. People are going to be more keen to buy it. Let's just say that. So those are the four things. Specific target customer, ideal student avatar, get specific. Number two, program promise and A-B transformation.

Speak to what they want and what they need. And be specific around it. And yeah, the main thing is, is actually giving them what they actually want in that

program promise. Number three is create some juicy, no-brainer bonuses to amplify the value and address common objections. And number four is just cultivate confidence behind your offer, your expertise, and the transformation that you're selling.

Build the confidence. If you need to practice. Speaking and selling in front of a mirror. Do that. If that feels super weird for you, it's whatever. You got to do it. You got to just get confident. Maybe just record yourself selling your offer for a bit, talking about your offer, practice speaking about it with conviction.

It's a skill. It needs to be practiced and the confidence will come over time, but it's important for you to cultivate that as well. It's not something that will just necessarily grow on its own. So those are the four core ingredients that I really think are valuable and important in creating a money-making online course or something that people are actually like, oh my gosh, yes. I want to buy this thing. Okay.

There are lots more ingredients to this, and if you build in all the ingredients. And do it well and properly. Your offer's going to be hot. People are going to be wanting to buy that thing as long as it's giving people what they want and what they need, okay?

So, this is what I'm going to dive into in my bootcamp. It's five days of teachings, then another five days of implementation and Q&A and all sorts of bonus things. It's going to be 10 days in total live experience, 37 euros. The most abundant way that you can actually work with me. And it's something that I only do a couple of times a year because it's just such a big event that I have to hold space for and facilitate.

But I'm really excited to be doing it again and the doors are open so you can get your ticket. They'll be open for a couple of weeks only, and we are closing on the 28th of July. And that's when we start the bootcamp. And if you're worried that you can't join live, you will have six months access to all the recordings in your ticket.

So not being there live shouldn't be an excuse. You can just watch the replays. Obviously being there live is ideal. So, I hope to see you there. I hope to see you live. I hope this episode was really helpful and insightful for you. And yeah, I guess I'll chat to you again next week, bye.

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.