

## **E35 – Common mistakes educators make going from 1x1 classes to digital courses.**

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 up-level 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 hope you're having an amazing day. It's all going well, a wonderful week. Right now, I am actually sitting in my house, which is currently being painted. Mike is painting the house and it is basically a bit of a construction site at the moment. But it's Friday, which is a positive, and yeah, looking forward to having a good weekend.

So, I hope you are doing smashingly. What am I going to be talking to you about today in this episode? Okay, so this episode is following from last episode, I think it was episode 34, if I'm not mistaking. And it was all about the six steps of turning your one-on-one classes into a scalable digital course.

All righty. So, this episode today is following on from that, and I'm going to go into the steps again, but I'm going to outline the most common mistakes that people make within each step. And I'm doing this so that as you go through this process. You can avoid

these mistakes, okay? You can avoid the common pitfalls and you can try focus on the things that do matter.

On this note, I have a awesome freebie that I have built that is kind of going with these episodes. It's called My Scalable Digital Course Roadmap, and it gives you the six steps to turning your one-on-one classes into a scalable digital course. Basically, I'm helping you move away from trading your time for money and move towards a trading your value for money kind of approach.

As an educator or a teaching business owner. Either you're a teaching business owner who is teaching a lot of one-on-one classes or group classes, and you're finding yourself on this like active teaching treadmill, and it's like there's no end in sight. You're not really, you've kind of hit the ceiling with your income and your impact and you're just burning out from all the teaching hours.

Or maybe you're a one-on-one teacher for a company and you're just teaching a million one-on-one classes, even if you're a classroom teacher. Whatever educator that you are this roadmap was built with you in mind because what I'm trying to help you do with this roadmap is help you escape that trade your time for money model, help you escape that active teaching treadmill that you are stuck in.

And I know the feeling because I've been there myself, right? I remember that treadmill very well, and I remember the feeling of the burn burnout and all of that stuff, and ever since I moved towards trading value instead, which is the way that I do this. Is through packaging my knowledge, my expertise, my experience, my wisdom, all of that jazz.

I package it into programs, either digital courses or coaching programs of some sort. And this is life changing guys. Like for me, one of the things that has like radically transformed my life, it's radically transformed my students' lives. All the students that are coming through Digiteachers Biz Academy, like massive, massive transformations, some of them are not teaching one-on-one at all anymore.

A lot of them are just leaving the classroom or leaving their teaching jobs and going all in on their business because they have this ability to scale their business now that isn't attached to their time. And so, this roadmap is the first step. I'm giving you this journey in the guide and it's free. It's totally free.

You can grab it in the show notes. If you're on Instagram, you can see in my link in bio. If you can't find it, you can send me a message, a DM, and ask for it. I'll send you the link. It's free. It's awesome. It's a great, great first step in this process because it just outlines the journey, and it shows you where you're at and where you can go and like what are the steps to follow and also in order.

Okay? So, I do really recommend you grabbing that, and I recommend you listening. If you haven't listened to last episode, listen to that. It's episode 34. And then listen to this episode because they all just come together. So today I'm going to be talking about the mistakes. The most, I would say detrimental mistakes because obviously there are lots of mistakes that can happen.

There's a lot of things that you can do, not necessarily wrong, but things that are not really like the greatest of things to do that aren't really going to help you have a successful launch of a course or fill your course with students and things that could be quite damaging to your results rather.

And don't let this worry you. I mean, it's not like you are not going to have results if you make these mistakes. I'm just saying it's like best to avoid them if you can. Because I've walked this journey, I've done this so many times, I have coached so many people on launching their courses.

I have launched so many times myself. I have seen these mistakes play out many times. And this is what I would say, you should just try avoid. Okay. The first mistake you would want to avoid when it comes to choosing your course topic or your program topic is choosing a very big topic that just isn't specific enough.

For example, like off the top of my head, you create a course on how to speak English. That is so broad, it's just. Where do you even start with that? Like how do you create a program that delivers on something like how to speak English? I mean, that is an entire language and that is a massive topic, and there's just really nothing specific about it.

Obviously, it's speaking English, but there's nothing concrete about it. So that would be like a broad kind of topic that just wouldn't really work or would just be way too like vague that it wouldn't really speak to anyone. And it would not appeal to any particular person.

And yeah, so that would be number one when it comes to choosing a topic. Choose something specific and when in doubt, like niche down into the topic so it's not so massive thing. Your programs don't have to be like teaching everything, right? Your course shouldn't be teaching everything. It should be zoned in on a particular topic with a particular result at the end of it. Okay?

For example, in terms of languages, instead of how to speak English, you could say: how to speak conversational English at an A1 level. Something like that. So, you're niching down into the topic. That's going to be a lot easier for you to build a program that's going to be more effective because it's not going to be like this vague kind of thing, you're going to know exactly what you can put in it.

It's going to be more effective for the students. And it's also going to just be much better for your marketing and your messaging, because it's like a specific topic that will appeal to a specific person that will solve very specific problems that those that avatar experiences, right? So that's number one.

When in doubt, get more specific on your topic and zoom in on it. Don't try to create like the biggest program in the world where you totally overwhelmed by it. You can't even begin to start it. Now the second thing is when this is a common mistake when choosing an avatar, okay. This is what I see all the time, and this is when you're trying to help everyone, okay?

You're creating this course and you want to help. Everyone with this thing. Say the course is on how to speak English. You want to help every single person to speak English in this course. Like there's no particular target customer. And as soon as you try help everyone in your marketing and try help everyone in your offers.

The opposite happens. You end up helping no one because your lack of clarity will seep through everything, and it will water down everything that you do. Making your marketing message less effective and making your offer less effective, meaning it's not going to be as helpful to the student, the results will be less.

It'll all just kind of be watered down. So, the best thing you can do, and the general rule of thumb, is to get really specific about who the offer is for. For example, I have Digiteachers Biz Academy. This is my signature program. This is my main baby that I've been running for years now.

It's the main thing I sell. This is the main way I help educators and teaching business owners launch courses and build businesses. Now what I teach in DBA, could be applied to pretty much anyone who wants to start an online business and wants to launch courses. It really could. It could help anyone.

It could help coaches, consultants, trainers, teachers, tutors, just mothers, like pretty much anyone who wants to sell a course because what I teach is applicable to everyone. But I have chosen very intentionally that I want to work with educators and teaching business owners. And that's my niche, right?

That's my chosen avatar, that's the person that I want. And it does tend to lead to more women, but that's just because of the way that I am, and my marketing is a little bit more feminine, things like that. But I help men as well, of course. I've worked with lots of men. And so, I have decided to be specific on who it is that I'm trying to speak to because I know that they have a specific set of problems.

They struggle with a specific set of things teachers struggle differently than what coaches and consultants and mothers would maybe struggle with. There's like a subset of problems that they can all connect on. Or shared problems and pains and shared desires that they can all relate to, like Educators.

Yeah, it's more relatable. And for me, I was an educator, so that was like very close to my journey of how I have had to go from being an educator who works for a boss to being my own like business owner. I've had to walk that journey. I've like embodied everything. I've walked the talk, I've integrated, embodied, and here I am, right.

I've chosen that to be my avatar. I know that I can help everyone technically with what I'm offering in my program. But I have chosen to be specific on who the offers for. And it is mostly educators and teaching business owners that want to launch courses and build online business. And that is what I want you to do.

Even if your course can help everyone, you want to be specific about who it is you are going to help. So, zone in on that. Get specific. Who are they? Is it a male? Is it a female? What are their beliefs? What are their values? What is their identity? What is their profession like?

What are their ages? Get specific on who the offers for. It's going to help you so much later down the line because you're going to be able to dial in your message for those people rather than trying to speak to everyone. And by default, speaking to no one. Okay, so that is the other thing that I would mention on that.

Now, for step number two. This is where you identify your teaching process and your own methodology. So, this is when you're looking at all classes, what can I extract from all my classes and all the repeat work that I'm doing, that I can then create a system out of and a method. That I know I can apply to people to help him to get a result.

The one common mistake that I often see is when people are trying to then create a course or a program, is they are not creating any method or system, and they're just kind of throwing information at people and hoping that it sticks. Now, if you think about the online business world, we are primarily selling information and results.

That's what's being sold, in courses and in programs. It's information and results. That's what a people are buying. They're buying a faster way to get what they want, get the result, and they're buying a faster way to get the information they want in order to get the result. So, what differentiates your information with someone else's information?

For example, in your niche say you're an expert in doing this. Like you're a Dutch Teacher and you're an expert in helping people learn Dutch, and that's what you do. And then there's another Dutch expert doing the same thing in in the Netherlands, teaching people Dutch and whatever, like what differentiates your style with their style, your information, with their information?

And so, the thing that differentiates you at the end of the day is of course who you are, your energy. Just your style of teaching the way that you are, your beingness is a hundred percent unique to you. Like no one can duplicate that or mimic it. But it also is your method and your system. So, I want you to think of your secret source as your style, your energy, plus your own unique method and system and way of delivering that information.

That's your secret source. That's what helps you differentiate from all the competition because that's unique to you. It's your energy, it's your style, it's your unique system and packaging of information. This is your secret source, and this is what either attracts people or repulses people. And it either magnetizes your dreamy soulmate clients and students to you, or it repels people and moves them away from you. Which is totally fine. It's actually what you want. You don't want to be attracting everyone.

You want to be attracting the dreamy soulmate student that you want, and you want to be like saying, no, no, no, I'm not for you.

For the people that are not the right foot. That's what you want your messaging and you're marketing and everything to do. And the more you that you can bring into your work. And the more unique kind of methodology or way of packaging information that you can bring to your work.

It's going to be easier to stand out and sort of attract the people who resonate and sort of repel the people who don't. Because no information is unique. Let's be honest, everything's been done. Everything has been done. Obviously, there's stuff that hasn't been done, but most stuff has been done.

It's very difficult to be like the inventor of something, right? Or the first time this information has ever come out. Information is everywhere. And so, what is unique is how you take that information, how you integrate it, and how you package it, and how you deliver on that knowledge.

The way that you teach that thing, the system that you use to get people results. That is what is unique. Plus, you, okay. So that is what I want you to do. Especially with teachers, teachers are very good at teaching. That's their thing. But when you are trying to sell a course and in the process of selling your course, you don't just want to keep teaching.

Because what happens is if you just keep teaching, you overwhelm people. We're in a very information overloaded world, and that will overwhelm. If there's just like lots of like teaching being thrown at us and lots of information being thrown at us, it overwhelms us, and we shut down. We're either confused or we just close off and we move on.

And that is what I see teachers do. And what you want to do is you want to take that information and your skills and your wisdom and your experience and your lived experience and all of that. And you want to sort of consolidated and wrap it up into a system, method or framework that you create yourself.

Mine is the Four Step Launch Success System, and that is what I teach. And so, if you can hang that information onto a framework

in a system, then you can relay the system to people, and it can make a lot more sense to them because you've consolidated it. You're not just teaching them.

It just allows people to understand what you're doing better. It allows you to stand out from competitors, and it is your secret source. And then you take that system and that method, and you build it out into a group program or a digital course. And it's something that if your target customer, ideal student avatar comes through. They can go through this system step by step or process and reach a result at the end of it.

That is what you want. So, avoid not creating any method, system or framework that you can hang your process onto. And just look at the repetition work that you're doing. Look at the results you're trying to get your student at the end of your program and then methodise it.

I think methodized is probably a word. I'm not sure but systemize it. Okay, let's go with systemize. Systemize it. That's step number two. Step number three is mapping out a desirable offer that has an end goal. A common mistake that I see is firstly not having an end goal or program promise that is specific and clear.

So, the more specific. The transformation is that that is at the end of your program, generally the better because people buy the transformation and people buy the results at the end. So, you need to be quite specific about what is that result at the end of your offer. Is it for them to pass an exam?

Is it for them to reach a certain level of language, fluency? Is it for them to launch their course? Is it for them to build their first, I don't know a hundred leads on their email list. What is the end goal of the program, and can you be specific in that end goal? That's important. I see like a lot of courses out there that is just like vague.

There's no real program promise. There's no end goal, and that's a problem because people want to buy the transformation and people want to buy the results. So, what is the transformation and result of your course? What is the transformation and result of your

group program? How can you get clarity on it so that you can effectively articulate it to other people when you are selling it?

Like that's the thing. If you can get clarity on it, you're going to have a much easier time articulating what it does. Right? So that's number one. The other one is not focusing on giving people what they want and creating something that is desirable. I see a lot of people wanting to create courses and they've got this idea of creating courses, but they're thinking about what they want.

Oh, I want to create this course because I enjoy it. I want to create this thing because I think it's important. Which I get, but at the end of the day, you're not buying the thing. Other people are buying the thing. Your target customer, your ideal student avatar is buying the thing. So, what is it that they want?

What is it that they want? I see a lot of people selling stuff that their audience doesn't really want. Or that's not really what their desire is. And it's also like the way that they position, their offer the messaging of their offer and how they articulate. Like the program promise everything.

You don't want to sell something that people don't want. It can be very hard to convince someone to buy your course or your students or whoever to buy your course if it's not positioned in a desirable way that is giving them something that they actually really want or need. So, it can also be something that they need, but they need to know that they need it.

They know they have a problem, and they know they need that solution. Then it's going to be an easier sell. If they don't know they need it, it's going to be a harder sell because you have to convince them and show them why they need it, right? And so, the easiest thing to do when you're creating an offer is really just asking your students, asking your target customer, what is it that you want, what is the goal?

What is your dream goal with this thing? What would be like amazing for you to achieve? What's the main desire and what are the main pains that you're trying to avoid and escape. And get

that information, and then position your offer around that. Give people what they want. Sell them what they want and then give them what they need.

Okay? That's an important one. Sell them what they want and then give them what they need. Now the next step is building your audience. Once you have your offer and you've got it like mapped out on paper, you've got clarity on the whole offer, you can then start creating an audience for that offer and an email list.

So, the common mistake here that I see a lot is people don't focus on building the audience or the email list first before launching. This is one of the biggest mistakes you can make in this particular phase. What often happens is people don't prioritize list building and lead generation through marketing, and they focus on product creation rather than marketing or lead generation for the product.

I want you to swap those two around. After you got clarity on your offer. I want you to focus on building an email list of people who are interested in that thing. That's important. Build an email list of your ideal student avatar, people who you would like to come into your program.

That's what you want to focus on. And then you sell them your program. And once they buy, you can create the product. So, building your audience is important and it's one of the common mistakes that I see. As soon as people have a course idea, they don't even think about creating an email list. They don't even think about creating like a social media.

But that's the part that you need, you need an audience to sell to. You need a warm audience to sell to, meaning people who actually know you and trust you. If you are just going to open your course to complete strangers who have never heard from you before online, you're going to have a tough time selling it because they're not trusting of you.

They don't know you, they don't know what you do. And it takes some time for you to build that trust online. There's a lot of like fear around getting scammed and all of that. So, you want to build an email list. You want to build an audience, and you want to cultivate trust with these human beings so that they feel safe to invest with you.

So that's the biggest mistake, not focusing on growing that email list. Just make that a priority. Prioritize a list building. It's seriously very, very valuable. Once you've built your own email list, you can keep selling to them. You can keep creating relationships. Whenever you have a new offer, you can send it to your email list and you're very likely to get sales.

So definitely focus on that. Step number five is launching your offer. So, once you've built the email list and the little audience. You want to then launch your offer to them and fill your offer with students. So, your group program, or your digital course, you want to fill it with students, okay? The most common mistake in this phase is not following any intentional launch strategy.

And just suddenly opening the doors to your course and being like: Hey guys, I've got this thing, buy it. There's no build up. There's no hype. There's no excitement. No one knows about it coming. No one's heard about the course. There's like zero breadcrumbs leading up to it. It's just like, here's my course, or here's my program.

Now you can buy it. And then it's like crickets, right? It's like no one is paying any attention. Like there's so much information in the online world. Everyone's just moving on, and that is because you didn't follow a launch runway or launch strategy in order to open the course. Now, this is my zone of genius.

This is what I teach in Digiteachers Biz Academy is the actual recipe and the strategy. The runway that you want to do and execute on. Before you open your course. So, there are things that you want to do ahead of time to build up hype, excitement, anticipation, momentum, energy, all of that in lead up to your launch in your course and all of that stuff.

That is really powerful. Once you learn the skills of launching, you can just keep relaunching whatever you want. You learn valuable skills to sell something online. And a lot of people don't know this. A lot of people think that they just can create a course and people will buy the course, but know you actually need a sales system.

You need a sales system to sell your offer. And there are so many tried and tested sales systems, you just got to find the one that works for you. But the best way to start is just to find a mentor and let them share the system with you. A tried and tested, proven system that works. That is what I recommend.

That is what I did, and that is what I recommend. I do not recommend winging it. I don't think that's necessarily going to work the best. If it does, if it works for you, then well done. You're a rockstar for completely winging your launch and making sales. But most people just don't know what they're doing. And of course, you don't, you weren't born with this information.

Like you need to learn, you need to like go to, it's like you go to school to be a doctor. You need to learn how to launch, sell, and market your stuff. And if that requires an investment and someone showing you, then that's what it requires. This is literally going to help you make money for years to come and change the trajectory of your life if you can build these skills.

I don't see it as any different in going and studying for like a degree or whatever. Like this is some magical stuff. So, biggest mistake, winging the launch, not having a runway and just being like: Hey guys, here's my course, you should buy it. And everyone's like, no. Like, I don't know who you are. I don't know what this is about. It startles people and people need time to warm up to things. People need time to warm up to stuff. So that's the one mistake that I'll mention with that. It's a big one.

And then step number six is when, say you've launched your course and you've filled it with students, you've got some paying students, congratulations. That's amazing. Once you have paying students, then you deliver your course and create your digital

product with them. Now I know this is going to like, confuse your brain that you're like, but wait, I'm selling a product that isn't built that doesn't make sense to my brain.

But it is a thing. And this is the mistake that people make, is that they create the product first and then they sell. I want you to swap it around, and I want you to sell the product and course first. And when people buy it, create it. And this is how you do it. As soon as people buy your course, you start the course on the same day.

Say Monday, the 10th of June, and you move through the course at the same time with everyone. It's a group program, it's a course. And week by week you deliver the content with them. So yes, create module one, create the first module of your course, have it done. That's the only thing that you should create module one, and maybe obviously the framework for the rest, like you should know what your course should be about.

But just create and record module one. When people buy, they get access to module one. Whilst they're consuming module one, you then release module two. Whilst they're consuming module two, you then release module three. That is how you do it. If you create the course first and then sell it and no one buys it, that's going to suck.

Because you're going to have spent all this time creating something that no one wants to buy. And that's going to hurt, right? So, to avoid that, sell the course first, validate the product and when people buy, create it. And really, you just have to be one week ahead or two weeks ahead. Yes, it does put pressure on, but it's like a fire under your belly to get things done.

It will like crush procrastination. Like you will get that product done and at the end of it you'll have an awesome digital product or group program. Some type of curriculum that is recorded that you can then keep reselling in the future. And that is the asset. Okay? You're going to build an asset that's going to make you money for years to come.

That is going to help you escape the teaching treadmill. So yes, it's going to take time to do it, but once it's built, you just sell it. And that's magical. So that is the one thing. The other thing that I can say is when you are creating your product. Create it in an Evergreen way. Evergreen means that it is continuously.

Oh, what is the word? It's continuously able to be relevant, right? It's relevant for months, years, ideally years, right? So, it shouldn't be seasonal. Don't speak about seasonal things. Don't talk about things that have a limited shelf life. Because if you do, you're going to have to rerecord it or change the stuff and you don't want to.

The idea is to build a digital product, an asset that can live for years. That can be relevant for years. That has the ability to help people for years. So, if you create a product that is time sensitive, meaning you're talking about seasonal things. Say it's covid and you're talking about COVID stuff, and like three years from then, no one's going to want to talk about that, right?

So, think about how you record the stuff and the information you put in. Make sure that it can live on. Make sure that it can be relevant, so you don't have to keep rerecording the content. Because you want to avoid working more in the future. You want to work smarter, not harder. So, create your product as evergreen as possible with the intention of it being able to live on for years.

Avoid dates, avoid seasons, avoid random things that aren't going to be relevant a year from now. That's my other piece on that. Okay. I'm saving you time and money just with that piece of golden nugget. Because I've been there, I've had to rerecord stuff and it's annoying.

Sometimes if you're on camera, you have to put on the same clothes and it's, oh, no, no, no, no, no, no. So that is it. Those are the common mistakes. Obviously, there are more mistakes that can be made and it's very nuanced and it can really get quite granular if you go zone in on each phase.

But these are like the big ones that I see all the time that I do feel can have the biggest effect on your results when you are creating

your course and selling your course or your group program. And if you're moving away from one-on-one to group, you want to try and get it right the first time, so it pays off.

And you're not going to have to like keep missioning and working harder to try escape the treadmill. So hopefully this episode's going to help you do that. Remember to grab my new freebie, the Scalable Digital Course Roadmap. It'll be under my show notes somewhere. This is essentially a six-step journey to turning your one-on-one classes into a scalable digital course or group program that can free from the teaching treadmill, that can help you make more money, serve more students create a bigger legacy, like create more freedom, create more time freedom. All of the things, right?

This business model is wonderful. I'm a huge fan of it. Once you see the light of courses and group programs, you don't really ever want to return back to the one-on-one model. Yes, you can teach one-on-one, but that shouldn't be your only source of income. And yes, teaching little groups is cool as well, but you want to go bigger, right?

And you want to create more for yourself. And this model allows you to do that. So, grab the roadmap. If you haven't listened to episode 34. The last one. Listen to that. Go through the roadmap, listen to these episodes, and just start working on pivoting from trading your time for money to trading value for money instead.

If this has been helpful, please let me know. I hope it has been, you can always. Take a screenshot of the episode and post it on your Instagram and tag me. Or you can just message me on Instagram and share with me. I'd love to hear from you. As always, it makes my day. And of course, if you ever need help in creating and launching your courses, you know where to find me.

It's what I do in Digiteachers Biz Academy. And I really help you go from zero to launch basically. I take people from zero to launch all the time. That's the journey that I have walked so many times. And that's what I know I can help you do. So, if you do want that and you want to chat about it, please message me on Instagram.

We can connect. Otherwise, I hope you have the most beautiful day and I'm going to go into the weekend. So, I hope wherever you are at now, I hope you have a wonderful day or wonderful weekend ahead, and I will chat to you again next week. Bye.

Thanks so much for listening to today's episode. If you are a teaching business owner, freelance teacher, or online teacher, and you are interested in creating a digital course or group program to scale your income and impact without teaching more hours than I have.

Just the thing for you, grab my free Scalable Digital Course Roadmap and it will walk you through the six steps of turning your one-on-one classes into a scalable offer that frees you from the teacher burnout trap. Creating scalable courses and programs have allowed me to 10x my hourly rates, hit six figures in my business, and impact hundreds and hundreds of people around the world without having to be actively teaching all day.

If this is what you desire. Grab my guide in the show notes and let me help you. 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.