



Platform

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Module Eight

Introduce Your Initial Product

Training Video One

How to Select a Course Topic
That Will Resonate With Your
Audience

Training Video Two

How To Build An Online Course
Straight From Your Product Focus

Training Video Three

How to Publish Your First Product
to Start Making Sales



The Most Effective Way to Monetize Your Expertise with Michael Hyatt & Ankur Nagpal



Masterclass

Knowledge is power—and in this case—money. Take your expertise and learn how to craft it into an online course so you can truly help others. In this Masterclass interview, Michael Hyatt sits down with the founder and CEO of Teachable, Ankur Nagpal to discuss how you can share your knowledge, monetize your platform, and launch your initial product with an online course.

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Training One: How to Select a Course Topic That Will Resonate With Your Audience



Deep Dive

In this training video, our special guest, Jess Catorc from Teachable, is going to discuss how to select your course topic. If you don't think you have knowledge to share, *think again*. Jess is going to demonstrate how easy it is to find a topic that will resonate with your readers and followers.

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Training One: How to Select a Course Topic That Will Resonate With Your Audience



Deep Dive

Questions to consider while choosing a course topic:

1. What is a problem your audience has?

2. What quick win can you provide for them?



Training One: How to Select a Course Topic That Will Resonate With Your Audience



Deep Dive

Questions to consider while choosing a course topic:

3. How long will it take to solve this problem?

4. What measurable results can you promise?



Training One: How to Select a Course Topic That Will Resonate With Your Audience



Deep Dive



Tip: Reference your reader survey from Module Seven to help you determine your audience's pain points and problems.

General advice to help you decide how much content to publish with your course:

- Your students want to get to the final result in the shortest amount of steps.
- Less is more. Don't feel like you have to create tons of content just for the sake of having tons of content.
- Five videos or lessons are plenty for your initial course.



Tip: You want to use this first product to earn the trust of your audience so you can keep them as faithful readers and customers.



Product Focus: the transformation achieved at the end of your course



Tip: Get as specific as you can with your Product Focus.

Product Focus examples:

- Lose 10 pounds in 2 weeks
- Learn how to create a digital scrapbook in 30 days
- Get 10,000 email subscribers



Training One: How to Select a Course Topic That Will Resonate With Your Audience



Deep Dive

Craft your Product Focus here:



Tip: Don't over-script your online course. Work from an outline to keep the content delivery natural.



Training Two: How To Build An Online Course Straight From Your Product Focus



Deep Dive

Now that you know what your course is going to be about, let's get you up and running with a Teachable account. In this Training Video, we'll walk you through that set up and show you just how easy it is to upload your content to create your initial course.

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Training Two: How To Build An Online Course Straight From Your Product Focus



Deep Dive

How to create a Teachable account:

1. Choose a plan (Professional offers a lot of great features, but you'll need to choose based on your needs)
2. Select **Choose This Plan**
3. Enter your account information
4. Add a school name (the name of your blog is a good suggestion, but you can change this at any time)
5. Select **Purchase Plan**

How to create your first course:

6. On the far left-hand icon menu, select the bottom icon for Courses
7. Click **New Course**
8. Choose a name for your course (reference your Product Focus from the previous training video)
9. Add your name as the teacher, your headshot, and your bio
10. Select orange **Add Author button**
11. Add a subtitle (just a recap of the end goal of your course)
12. Add a description (list the lessons included and the results here)



Training Two: How To Build An Online Course Straight From Your Product Focus



Deep Dive

How to create your first course (continued):

13. Click the orange **Create Course** button



Teachable Section: the largest sections of your course, like a chapter in your course



Teachable Lecture: the smaller portions of your course, the content inside of a chapter in your course

How to add your first lecture:

1. Name your First Section
2. Select the checkmark
3. Click **New Lecture**
4. Title your lecture
5. Select the checkmark
6. Under **Add File** tap
7. Choose **Files**
8. Choose **Files** again
9. Select the video you want to upload
10. Click **Open**
11. Click **Upload**



Training Two: How To Build An Online Course Straight From Your Product Focus



Deep Dive

How to upload a PDF file (like a workbook, chart, or other resource):

1. Choose **Files**
2. Choose **Files** again
3. Select the PDF you want to upload
4. Click **Open**
5. Click **Upload**



Tip: Drag and drop items to change the order

Course creation tips:

- You can always add more content later
- Continue to edit and critique your content
- Talk to your students and get their feedback for future edits



Training Three: How to Publish Your First Product to Start Making Sales



Deep Dive

In this training video, we'll be polishing off your online course and finalizing it for release to the masses. We'll also discuss marketing details like the price of the course, and how you can sell it to your audience.

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Training Three: How to Publish Your First Product to Start Making Sales



Deep Dive

Tips to keep in mind when deciding the price of your course:

- Charge a premium price
- Keep in mind the Roles Royce effect



The Roles-Royce Effect: when the value of an item is associated with the cost of an item; the higher the cost, the more value it has

- You want your students to value your product and if your cost is greater, they will be more committed and value the content more
- We recommend pricing your course at \$97
- Selling your course at a lower cost might mean it was an impulse buy for your students
- If you want them to commit to the course, consider charging a higher price
- Statistically, when you charge a premium price, your students will have better outcomes
- You need to value your time and the work you put into your course



Training Three: How to Publish Your First Product to Start Making Sales



Deep Dive

How to set up your pricing in Teachable:

1. On the left-hand side click **Pricing**
2. There are several different options, but the simplest one is One-Time Purchase
3. Set your course cost and your currency
4. Click **Add Pricing**

How to create a landing page:

1. Click **Sales Page** on left-hand side menu
2. A sales page will be generated automatically from the course you created
3. You can edit and update this any way you choose (everything is drag and drop)
4. Click **Preview** button to preview the default landing page

On this landing page you can easily:

- Change the background image
- Edit your course description
- Add a coupon or discount
- Add a testimonial from students



Training Three: How to Publish Your First Product to Start Making Sales



Deep Dive

Marketing tips for your online course:

- Add links across your blog
- Add info on your About page
- Add it to your main menu
- Reference your online course in relevant blog posts
- Email your subscribers and offer a special bonus or discount
- Add your course info to your email welcome sequence you set up in Module Four



Module Eight Additional Resources

Below you'll find helpful links, important resources and additional information to guide you while you launch your initial product.

Teachable



Blog Post: How to Make Online Courses from Blog Posts You Already Wrote



Blog Post: How to Leverage an Online Course to Catapult Your Platform



Teachable Course Example #1: Type-Ology: Art & Science of Type by Jessica Sprague



Teachable Course Example #2: Will it fly? by Pat Flynn



Teachable Course Example #3: Being Boss CEO Day Kit by Kathleen Shannon & Emily Thompson



How To Guide from Platform University: How to Create a Profitable Online Course





Module Eight Additional Resources

Backstage Pass from Michael Hyatt: Behind the Scenes of My Premium Online Course



Free Training from Teachable





Before you move on . . .

Amazing work! Here's your Module Eight checklist:

- Select your Product Focus
- Outline your course
- Record your video or audio lessons
- Create secondary materials for your course (workbook or PDF downloads)
- Create your Teachable account
- Setup your first course
- Create a landing page for your course
- Determine the price of your course
- Market your course through your blog
- Reach out to your email subscribers via email and let them know about your course