**SALES PAGE**

**CHALLENGE**

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**How to use**

**this workbook**

**Download and save** the workbookbefore filling in your answers.

**This is an editable workbook.**

Click inside the boxes or above the solid lines to type in your answers.

Here’s how it works. In this course, we’ll teach you everything we know about building an online course business. But knowledge alone isn’t enough—you need to take action! That’s why we created this editable workbook for you to download or print and fill in the blanks, so you know exactly what steps to take to create your best possible online course business.

We designed this workbook to follow along with the lessons in our course. If you find yourself getting stuck, go back to the course and see if one of our videos can help you out.

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**3** **Identify Your Ideal Client**

There are several reasons why it’s important to know your client as early as possible in your course creation journey.

1. You need to know exactly what’s keeping them awake at night

.

1. You need to know what their goals are.
2. You need to know where to find your client.
3. You need to know what will resonate with them.

**Broad demographics**

Start by describing your client as broadly as

possible. Some helpful (optional) prompts:

* Is your client mostly located in a specific area or country?
* What language does your client speak?
* What’s the level of education?
* What age range are most of them?
* Are there any other identifying characteristic or similarities in the group?

**Sub-segments**

Once you have a very general idea of who you

could ideal, you’ll want to get more specific.

What groups of people might be interested in your

course? List at least 3-4 groups and pick the group

you think would be most likely to **pay and benefit**

from your course.

**Final client choice**

**What Makes Them Tick?**

 Let’s get into the specifics of how this group of people behaves and why. (AKA’ Psychographics.)

What are their goals? What are they interested in?

What do they fear? What are their challenges?

What do they believe in? From which culture are they?

**Define your customer**

Now that you’ve got a good idea

of who your ideal client, let’s

summarise that.

Use what you’ve written above and

then try to describe your ideal

client in one sentence.

**PRO TIP** Remember, if you’re

ever stumped, model your

client off of yourself, or

real people you know.

**Craft a transformation**

At Teachable, we believe transformations are a great way to communicate the value of an online course.

Remember why people take courses in the first place—they want to change something about their lives.

By the end of your course, your clientswill know something they didn’t before.

To outline the transformation, we were inspired by Digital Marketer’s **Before-and-After Matrix**. We tweaked this formula a little bit to work for course creators. To fill in the matrix, you need to **answer these** **questions:**

1. What does a prospective student have before taking your course? What will they have after they finish it?
2. How does a prospective student feel before taking your course? How will they feel after they finish it?
3. Who are they before taking your course? Who will they be after finishing it?



|  |  |
| --- | --- |
| **BEFORE** | **AFTER** |

**HAVE**

**FEEL**

**IS**

**(IDENTITY)**

**Identify your**

**milestones**

The simple way to get started

on your curriculum is to revisit

your course transformation.

You need to **break the**

**transformation down into all**

**the major milestones** your

clientsneed to pass to be

fully transformed.

Next, think about what **steps clientswould need to take to get through** **every milestone and achieve their transformation.** Don’t worry too muchabout the order; brainstorm and include anything that comes to mind.

**PRO TIP** If you’re going more than 2 levels deep on your bullet points -- i.e. youhave steps under your steps under your steps -- you probably need to rethink (or split up) that milestone into smaller sections.

*Start writing in the first box and then move to the second once it’s full.*

**PRO TIP**

You don’t need to worry about content types yet, like where you’d use demo videos, PDFs, slide decks, etc. We’ll cover content types later when you’re ready to create your course. For now, you just need to know what content you’ll cover to help you start getting organized.

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**Name your course**

**Before naming your course, you need to do 2 things:**

1. Identify your ideal client.

2 Craft a transformation.

When you name your course, you want to be a lot more specific than you were when you named your Practice / business. Your business name and even your domain name are chosen with different objectives

Think of them as an umbrella for your course, program and products.

**There are 3 rules to writing a good course name:**

1. It should be benefit-driven.
2. It should be specific.
3. It should convey emotion.

*Brainstorm ideas for your title and subtitle before starring the winner!*

**PRO TIP** Your course **/** program name is often structured in two parts, with a **title** and a **subtitle.** It’s a good idea to keep the title short, probably fewer than 40 characters. The subtitle can be longer, up to around 80 characters.



**TITLE**

**SUBTITLE**



**TITLE**

**SUBTITLE**



**TITLE**

**SUBTITLE**

**Your sales page**

Use this space to draft your sales page copy before uploading your content into your website.

**Headline**

At the top of your sales page, you’ll have a large headline and smaller subheader to grab your clients’ attention. **This is where you’ll** **see your course title (headline) and smaller subtitle (subheader).**

**PRO TIP** This is the first thing clients will see, so you want to makesure you clearly communicate the transformation in your course. (Better to be clear than catchy.)



**TITLE**

**SUBTITLE**

**Course description**

The course description is the heart of your sales page, and there are a few key sections. You want to first align with your clients, and assure them that you understand their pain. From there, you want to position your course as the solution to their problems. Finally, you want to include a section about who this course is for.



**THE**

**PROBLEM**

(pain points)

In 1-2 paragraphs,

describe how

Clients feel right

now. What are they

frustrated about?

What don’t they

have?

**THE**

**SOLUTION**

(course

description)

In 1-2 paragraphs,

describe the

transformation

Clients will feel

by the end of your

course. (This is the

after image )

This is a great place

to think about the

know/feel/do

framework.

**12**

**WHO IS THIS**

**COURSE FOR?**

Finish this sentence

with 3-6 bullet

points. “This course

is for you if....”

**Your bio**

**NAME**

**YOUR HEADLINE**

Can be your title, but

not required. Any

short description.

**YOUR**

**BIO**

Keep this to 1-2

Paragraphs and focus

On giving clients an

 insight into who you

 Are and why you do

What you do

**FAQ**

**Here are a few suggested FAQs for you to get you started but it’s important you think of this from your clients perspective and that you add your own!** Think about the common objections you thinkclients would have to purchasing your course, then address them directly.

|  |  |  |
| --- | --- | --- |
| **When does the** | *The course starts now and never ends! It is a completely self-paced online* |  |
| *course - you decide when you start and when you finish.* |  |
| **course start** |  |
| **and finish?** |  |  |
|  |  |  |
| **How long do I** | *How does lifetime access sound? After enrolling, you have unlimited* |  |
| *access to this course for as long as you like - across any and all devices* |  |
| **have access to** |  |
| **the course?** | *you own.* |  |
|  |  |  |
| **What if I am** | *We would never want you to be unhappy! If you are unsatisfied with your* |  |
| *purchase, contact us in the first 30 days and we will give you a full refund.* |  |
| **unhappy with** |  |
| **the course?** |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

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**Social proof**

Testimonials and / or Case Studies

Testimonials and case studies can come from peers or clients. For a new course, these can be about your expertise since they can’t necessarily be about your content, or you can offer a beta version of your course to a small group and use those case studies.

**Case Study 1**

* Quote
* Full name
* Photo (if possible)
* Link to site (if relevant)

**Case Study 2**

* Quote
* Full name
* Photo (if possible)
* Link to site (if relevant)

**Case Study 3**

* Quote
* Full name
* Photo (if possible)
* Link to site (if relevant)

Credentials or affiliations (optional)

Do you have any credentials or certifications? Have you been published anywhere? This is optional, but a great way to show your expertise.

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