

Latest Student Results From The Digital Product Toolkit

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Social proof is one of the most important things that you need to add to your sales pages, social media marketing, and including your Facebook advertisements or any marketing in general. I've actually had over 100 students join me inside of the digital product toolkit, but it started out as only a \$9 product. Welcome to the course consultant show. My name is Melody. I'm the owner and founder of the course consultant. Today I'm going to be sharing with you the latest results of the digital product toolkit cohort in July. And I'm also going to be sharing you some behind the scenes information about how I got started with this program. Welcome to Episode 47 of the course consultant show. Now, the digital product tool kit originally started as a \$9 product that's absolutely right and \$9 product with a few templates and some videos, and I launched it actually at the end of last year, that's at the time of the recording. I believe it was September or October. So over time, I've actually improved the course program. I've added more workbooks and more videos, I've also ran live rounds where I support my students in a specific time period and provide opportunities to promote them to my audience so that they can get more visibility, gain traction and ultimately launch their online course. Basically, in July, I offered for about weeks to create an online course where I provided live support inside of a private student Facebook group. This gave students the ability to join with me and learn all about the process in which I helped them to create online courses or programs. So most recently, in June 2021, I started to realize how powerful this program was to help other students create and sell an online course or program. As a result, I decided to actually start for the first time running Facebook advertisements. No, I had played with Facebook advertisements before spent a few dollars there spent \$100 there, but I never really saw the results that I was hoping for. And so I actually decided to hire Amber Rose and in working with her as my Facebook ads strategist, I was actually able to launch a lead generation campaign basically a list building opt in. This gives me the ability to get people who are already interested in the topic and give them the opportunity to join me on my email list. After working with her, I was able to actually increase my list by about 200 people in only a few weeks for relatively low budget. So if you're looking to actually get started with Facebook ads, or you want to actually do it in a low cost

way, I recommend a few different trainings and resources. Number one, I highly recommend checking out Laurel protease ads for \$7. This is the course membership that I'm currently enrolled in. And this is actually something I recommend for people who want to create a Facebook ad strategy that's not solely devoted to that platform, but really an overall content marketing approach to build an engaged audience that wants to buy your content. Now I will say that what I previously have been enrolled in is Amy Crain's Facebook, amplify membership. Now I really recommend Facebook ads membership amplify in order to get started with your facebook pixel and get live support and copy feedback for a laurels membership. I personally find that that one's really great once you've really dug into Facebook ads got the pixel installed, and you really want an overall marketing approach that incorporates Facebook ads, but isn't only on Facebook ads. That being said, I think if you want to hire it out and just get somebody to do the copy for you and you want some beautiful graphics, I really recommend Amber Rose, she has an fabulous VIP day option, which is really affordable if you're trying to start with ads for the first time and you're not quite sure if you really can do it all yourself. Okay, so let's go ahead and talk a little bit more about the client student showcase. The first one that I want to share with you is one of my students. Sam is the owner and founder of fire up freelance and how to fire and what she sharing today is the pro pitching template. The Pro pitching template will help you get the exact wording and customization you need to send in client pitches so you can become a booked out freelancer. This is the same template she uses in her business and that has been tested and adjusted for the highest client conversion. If you're just starting and you're not sure if you want to invest I highly recommend taking out her free resume template which is perfect for you. If you're a low Getting to launch and start freelancing or a side hustle that pays you month a month again. Next student and client I also have is Neil Thomas Neil Thomas is the creator of teach the gate to speak society, where he helps them professionals with public speaking inside of the teach the geek to speak membership. You'll learn exactly how to competently deliver your next speech and command the stage like a seasoned pro without sweating through your shirt or fumbling through your slides. If you're not sure if this is a good membership for you, I highly recommend you check out his free five public speaking tips, which is a great PDF to walk you through how to get started with public speaking even if you're fumbling through your slides or you get sweaty just thinking about getting on stage. Next up, we have Aaron Aaron Alko is the teacher author, pattern designer kitmaker and crazy cross stitch are behind purple leap designs. She helps teach total newbies how to start and finish their very first cross stitch project. Setting the foundation for a brand new creative and fulfilling hobby. You can join Aaron instead of you can cross stitch workshop, a complete workshop that walks you through each step of your first cross stitch project from start to finish. Alright, and next up we have cat sturtz cat sturtz is the founder of rocking your path cat is a business life mentor and the purgatory relief coach for people who think marketing is hell. Her twist as a certified guerilla marketing coach is helping home based solopreneurs figuring out what's got them stuck, stumped and stalled. She especially loves helping clients break free from despair, leaking money or making little at all. If you struggle making sense of Trello you've tried it, you've ended up with mishmash of disorganized info cards and convoluted workflows. because nobody's got time for that let cat show you an easier, more intuitive way to take charge of Trello and learn to rock it your way you can join the waitlist to access the updated course inside of easy Trello training. Every so often. Periodically, I run live rounds of a digital product toolkit not only has it helped nearly over 100 people, and they want to see sales from their online courses without having to worry or fret that they're going to be able to make a profit. So definitely recommend that you take a look at this resource is one of my favorite resources for folks who have not created an online course or it took them way too long. To create an

online course before you can actually check out some previous examples of a cohort I conducted in January 2021. of the same course. And you'll see all the awesome student results from that. Social proof is one of the most important things that you need to add to your sales pages, social media marketing, and including your Facebook advertisements or any marketing in general. So if you haven't actually generated any sorts of testimonials, and you'll want to do it, I recommend joining and checking out one of the resources called student only Facebook groups. Generally Facebook groups is a great training. If you have courses, you want to be able to sell more online courses and you want a Facebook group. That's it for today's training. And so if you want to create and build an online course, I highly recommend that you join in the digital product toolkit. If you're brand new to creating online courses and you want to create your next online course fast, this is the perfect one for you. Especially if you're trying to create a low ticket product or some sort of self serving offer that you're going to use with some limited time offer like a tripwire or some sort of template with Canva. Or if you're still joining us and you haven't subscribed go ahead and subscribe. I share weekly trainings inside of my Facebook community groups and I also would love to invite you inside of the business of courses boot camp. If you're looking to refresh your business with fresh course customers who are excited and ready to buy your next course before you even launch. Make sure that you tune in for weekly trainings, free launch checklists and tutorials. That's it for today.