Course In A Day®

Offer Creation and Sales Messaging Outline

This guide will help you develop your course offer and sales message. Then, you'll design and build a wait list page, a sales page, a checkout page, and a confirmation page.

Step One: Offer Creation

Welcome to [Course Title]! This course is designed to help you [Main Benefit/Outcome]. Throughout this course, you will learn [Brief Overview of Topics].

What You'll Learn
1) [Learning Objective 1]: By the end of this course, you will be able to [Specific Skill or Knowledge].
2) [Learning Objective 2]: Gain a deep understanding of [Specific Topic or Concept].
3) [Learning Objective 3]: Develop the ability to [Specific Application or Practice].

Course Benefits
- Gain in-depth knowledge and skills in [Specific Subject/Field].
- Learn how to apply your new skills in real-world scenarios.
- Enhance your skills in [Relevant Field/Industry].

Course Features (What's Included)
- Expert Instruction: Learn from [Instructor's Name], who has [Instructor's Qualifications/Experience].
- Interactive Content: Engage with [Description of Interactive Elements, e.g., quizzes, discussions, projects] to reinforce your learning.
- Flexible Learning: Access the course material anytime, anywhere, and at your own pace.
- Bonuses: Get access to extra training resources to accelerate your learning.

Who This Course is For

This course is ideal for [Target Audience] who are looking to [Specific Goal or Need]. Whether you are a [Relevant Occupation/Role] or simply interested in [Related Interest/Hobby], this course will provide you with the tools and knowledge to [Achieve Specific Outcome].

Step Two: Sales Message

Headline
[Your Course Title]: Discover How to [Main Benefit] in Just [Time Frame]!

Subheadline
Join [Number of Students] who have already transformed their [Specific Area] with [Your Course Name].

Introduction
Are you struggling with [Pain Point]? You're not alone. Many people face challenges like [Specific Challenges]. That's why I created [Your Course Name], designed to help you [Main Benefit] in [Time Frame].

Course Benefits
When you join [Your Course Name], you will:
1) [Benefit 1]
2) [Benefit 2]
3) [Benefit 3]

What You'll Learn
Here's what you'll master in [Your Course Name]:
1) [Module 1 Title]: [Key Takeaway]
2) [Module 2 Title]: [Key Takeaway]
3) [Module 3 Title]: [Key Takeaway]

About the Instructor
Hi, I'm [Your Name]. With [Number of Years] years of experience in [Your Field], I've helped [Number of Clients/Students] achieve [Specific Achievement]. I'm passionate about [Your Passion] and committed to helping you succeed.

Testimonials
Don't just take my word for it. Here's what our students say:
– [Student Name]: "[Testimonial]"
– [Student Name]: "[Testimonial]"

Course Features
By enrolling in [Your Course Title], you'll get:
1) [Feature 1]

    2) [Feature 2]
    3) [Feature 3]

Bonuses
Enroll now and receive these exclusive bonuses:
    1) [Bonus 1]
    2) [Bonus 2]
    3) [Bonus 3]

Call to Action
Ready to [Main Benefit]? Don't miss out! Enroll in [Your Course Title] today and start your journey to [Desired Outcome].

Money-Back Guarantee
We believe in our course so much that we offer a **[Number]-day money-back guarantee. If you're not satisfied, simply let us know, and we'll refund your purchase.

Pricing
Get lifetime access to [Your Course Title] for just [Price]. Limited-time offer, so act now!

Final Call to Action
Don't wait! Click the button below to enroll in [Your Course Title] and start transforming your [Specific Area] today.

Step Three: Wait List Page

Creating a simple waitlist page for your online course includes the following structure:

Template Layout:

Headline
Start with a clear, compelling headline that captures attention. Example: "Be the First to Know When [Course Title] Launches!"

Subheadline
Provide a brief explanation of what the course is about and why it's beneficial.
Example: "Join the waitlist and get exclusive access to early bird discounts and course updates."

Benefits
List the main benefits of joining the waitlist and the course itself.
Example:
    – Get notified as soon as the course is available.
    – Access to exclusive early bird pricing.

- Receive special bonus materials for waitlist members.

Call to Action (CTA)
Have a clear and prominent call to action button. Example: "Join the Waitlist Now"

Form Fields
Keep the form simple, asking for the essential information: first name, last name, and email address.

Visuals
Include an image or graphic related to the course to make the page visually appealing.

Social Proof (Optional)
If available, add testimonials or success stories from previous course participants.

Privacy Assurance
Include a brief note ensuring users that their email address will be kept confidential and only used for course updates.

Example Layout:

Headline:
Be the First to Know When [Course Title] Launches!

Subheadline:
Join the waitlist and get exclusive access to early bird discounts and course updates.

Benefits:
- Get notified as soon as the course is available.
- Access to exclusive early bird pricing.
- Receive special bonus materials for waitlist members.

Call to Action:
[Join the Waitlist Now]

Form Fields:
First Name: [Input Field]
Last Name: [Input Field]
Email Address: [Input Field]

Visuals:
[Course-related Image or Graphic]

<u>Social Proof:</u>
Joining this course changed my life! Highly recommend it." - [Student Name]

<u>Privacy Assurance:</u>
Your email is safe with us. We only use it to share course updates and offers.

Step Four: Sales Page

Creating an effective sales page for your online course involves several key elements to attract and convert visitors into students.

Here's a step-by-step guide:

<u>Compelling Headline</u>
Capture attention with a clear and compelling headline that addresses the main benefit of your course.
Example: "Master Digital Marketing in Just 30 Days!"

<u>Engaging Subheadline</u>
Provide a brief, enticing subheadline that gives more details.
Example: "Join our comprehensive course and become a certified digital marketing expert."

<u>Identify Your Audience</u>
Clearly state who the course is for. Identify your target market and explain how the course will benefit them.

<u>Storytelling</u>
Share an original story from your journey that your ideal students can relate to. Include rich details to make your story unique.

<u>Course Benefits</u>
List the key benefits and outcomes of taking the course. Use bullet points for clarity:
- Gain in-depth knowledge of digital marketing strategies.
- Learn from industry experts.
- Access to exclusive resources and templates.

<u>Course Features</u>
Detail what the course includes, such as the number of modules, hours of content, downloadable materials, etc.
Example:
- 10 Modules
- 20+ Hours of Video Content
- Lifetime Access

Testimonials

Include testimonials from previous students to build credibility and trust. Example: "This course transformed my career! - Jane Doe"

Call to Action (CTA)

Have a clear and prominent CTA button. Example: "Enroll Now" or "Start Learning Today"

Pricing Information

Clearly display the price of the course and any available payment plans. Highlight any discounts or limited-time offers.

Money-Back Guarantee

Offer a money-back guarantee to reduce risk and encourage sign-ups. Example: "30-Day Money-Back Guarantee if you're not satisfied."

Visuals

Use high-quality images and videos to make the page visually appealing and engaging.

Simple Language

Use simple and clear language. Avoid jargon and technical terms that might confuse potential students.

Example Layout:

Headline:

Master Digital Marketing in Just 30 Days!

Subheadline:

Join our comprehensive course and become a certified digital marketing expert.

Identify Your Audience:

This course is perfect for marketing professionals, business owners, and aspiring digital marketers.

Storytelling:

"I started with zero knowledge in digital marketing and now run a successful agency. This course is based on my journey and experiences."

Course Benefits:
- Gain in-depth knowledge of digital marketing strategies.
- Learn from industry experts.
- Access to exclusive resources and templates.

Course Features:
- 10 Modules
- 20+ Hours of Video Content
- Lifetime Access

Testimonials:
"This course transformed my career! – Jane Doe"

Call to Action:
[Enroll Now]

Pricing Information:
Only $299, with a 30-Day Money-Back Guarantee.

Money-Back Guarantee:
If you're not satisfied, get a full refund within 30 days.

Visuals:
[High-quality images and videos]

Step Five: Checkout Page

Creating an effective checkout page for your online course is essential for converting visitors into paying students.

Here are the essential elements to include on your checkout page:
- ☐ **Clear Course Summary:** Provide a brief summary of the course, including the title, a short description, and key benefits. This reminds customers of what they are purchasing.
- ☐ **High-Quality Images or Videos:** Use visuals like course thumbnails, instructor images, or promotional videos to create a professional and engaging checkout experience.
- ☐ **Pricing Information:** Clearly display the total cost of the course, including any discounts or payment plans. Make sure there are no hidden fees to build trust.
- ☐ **Secure Payment Options:** Offer multiple payment methods (credit card, PayPal, etc.) and ensure that all transactions are secure. Display security badges to reassure customers.
- ☐ **Call to Action (CTA):** Use a prominent and clear CTA button (e.g., "Enroll Now" or "Purchase Course") that stands out on the page.
- ☐ **Trust Signals:** Include testimonials, reviews, or endorsements from previous students to build credibility and trust.
- ☐ **Guarantees and Refund Policies:** Clearly state your money-back guarantee or refund policy to reduce the perceived risk for buyers.
- ☐ **Contact Information:** Provide contact details or a support link in case customers have questions or encounter issues during checkout.

☐ **Form Fields:** Keep the form fields minimal and user-friendly. Only ask for essential information to reduce friction and avoid cart abandonment.

☐ **Progress Indicators:** Use progress indicators to show customers how many steps are left in the checkout process, making it clear and transparent.

☐ **Mobile Optimization:** Ensure the checkout page is fully optimized for mobile devices to accommodate users shopping on smartphones or tablets.

☐ **Order Summary:** Include an order summary that outlines the course details, pricing, and any applicable taxes or fees before the final purchase.

☐ **Upsells or Cross-Sells:** Offer related courses or additional products as optional add-ons to increase the average order value.
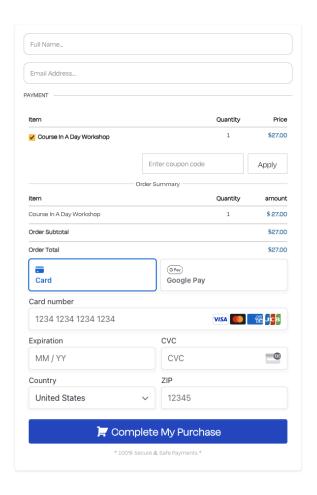
ON-DEMAND WORKSHOP

COURSE IN A DAY

The complete step-by-step roadmap for creating your online course in a day.

Everything that's included:

> Course In A Day Training
> Course Topic Brainstorming Guide
> The Instant Sales Guide
> 1-Day Launch Checklist
> Offer Creation and Sales Messaging Outline

Buy Now!

Full Name...

Email Address...

PAYMENT

Item	Quantity	Price
☑ Course In A Day Workshop	1	$27.00

Enter coupon code — Apply

Order Summary

item	Quantity	amount
Course In A Day Workshop	1	$ 27.00
Order Subtotal		$27.00
Order Total		$27.00

Card | Google Pay

Card number

1234 1234 1234 1234   VISA

Expiration | CVC

MM / YY | CVC

Country | ZIP

United States | 12345

🛒 Complete My Purchase

* 100% Secure & Safe Payments *

$270,000+ Launch — "This content is f@$% PERFECT! Love how it is tight and clear call to action. Helped me skyrocket my book launch."

Mike Michalowicz
Entrepreneur, Author

$251,742 Sales — Dame Nicola partnered with Course Supply to build marketing and launch strategies to transform her suite of online products.

Nicola Smith Jackson
Success Strategic Partners LLC

"We hit **over $150K** in the first 2 months after launching!"

Logan Gross
Co-Founder, War Dogs Academy

Step Six: Confirmation Page

A purchase confirmation page is an essential component of the customer journey when buying an online course. It not only confirms the transaction but also provides essential information and next steps.

Here are the key elements to include on a purchase confirmation page for an online course:

- ☐ Order Confirmation Message: Clearly state that the purchase was successful. For example, "Thank you for your purchase!" or "Your order has been confirmed!"
- ☐ Course Details: Include details about the purchased course such as the course name, description, start date (if applicable), and any key modules or lessons.
- ☐ Customer Information: Display the customer's name, email address, and order number for their reference.
- ☐ Payment Information: Summarize the payment details including the amount charged, payment method, and any relevant transaction ID.
- ☐ Access Instructions: Provide clear instructions on how to access the course. This might include login details, a link to the course platform, and steps to get started.
- ☐ Downloadable Materials: If the course includes downloadable resources (e.g., PDFs, worksheets), provide direct links to these materials.
- ☐ Support Information: Offer contact details for customer support in case they encounter any issues or have questions. Include an email address, phone number, or a link to a support page.
- ☐ Next Steps:" Guide the customer on what to do next. This could include joining a community group, setting up a profile, or scheduling a welcome call.
- ☐ Social Proof and Testimonials: Include testimonials or reviews from other students to reinforce their decision and encourage engagement with the course.
- ☐ Upsell and Cross-Sell Opportunities: Suggest additional courses or products that might interest them based on their purchase.
- ☐ Thank You Note: Personalize the experience with a thank you note from the instructor or the team, expressing appreciation for their enrollment.
- ☐ Policy Information: Include links to your refund policy, terms of service, and privacy policy to maintain transparency.

Step Seven: Recommended Tools

Creating an effective online course involves various components, including a wait list, sales page, confirmation page, and checkout page.

Here are the top tools for each component:

Wait List
- Google Forms: A free app to collect emails.
- Waitwhile: A waitlist app and queue management system designed to eliminate wait times and manage customer flow effectively.
- TablesReady: Another popular waitlist software that helps manage reservations and customer flow.
- Qminder: A user-friendly tool for creating and managing waitlists in various settings.

Sales Page
- Instapage: A comprehensive tool for creating high-converting sales pages with templates and optimization tips.
- Teachable: Provides guidance on creating compelling sales pages specifically for online courses.
- ClickFunnels: ClickFunnels simplifies online marketing, selling, and delivery with powerful sales funnel tools.
- FunnelKit: Offers tools and templates for building effective sales pages that drive conversions.
- Webflow: Webflow lets you design custom, responsive websites visually without coding.

Confirmation Page
- ConvertCart: Offers best practices and tips for creating effective order confirmation pages that enhance customer experience.
- Baymard Institute: Provides insights and strategies to get more out of your order confirmation page, including cross-selling and account creation options.
- Sailthru: Discusses the key elements for creating a functional and engaging checkout page that ensures customer satisfaction.

Checkout Page
- Teachable: Focuses on mastering the checkout page experience for creators, offering tips to streamline the process and increase conversions.
- Thinkific: Details essential elements for high-converting checkout pages, including usability and security.
- Evolve by Elsevier: Explores essential considerations for creating effective online courses, including the checkout process.