

61 CREATIVE CONCEPTS TO

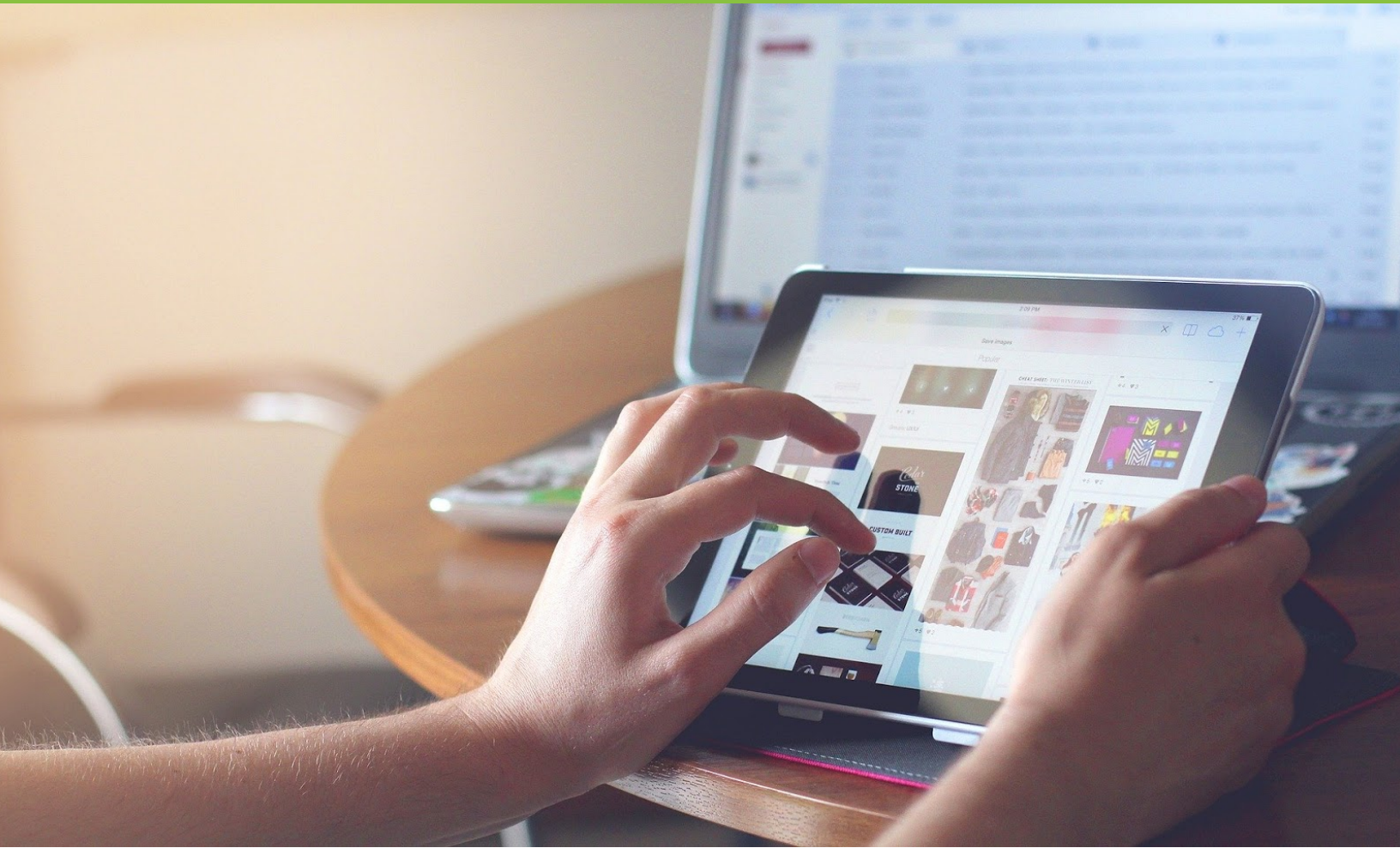
*Convert Your Course*



Yay! You've finished creating your course!

Now what? No one knows it exists. How will you make money selling it? A marketing strategy was the farthest thing from your mind.

No worries! I've got some great ideas for you to leverage...



### Leverage Multi Media

- Sell to a wider audience by providing both text and video segments of your course.
- Offer a way for your students to ask questions and give feedback.
- Gamify your course by offering rewards and certificates.
- Provide live workshops where applicable.



### Leverage your Sales Page

- Ensure the copy (text) on your sales page is compelling.
  - a. List all the benefits.
  - b. Use keywords in the description to help ranking on Google, Yahoo, etc...
- Continue optimizing your page by adding past student testimonials.
- Offer a 30-day satisfaction guarantee to eliminate your visitor's perceived risk.
- Offer a payment plan with several payment processors.

### Leverage a Sales Funnel

- Start with a free checklist, short guide, or worksheet → then to a low cost mini-course, case study or webinar → then to your course's sales page.



### Leverage Your Own Network

- Reach out to the people closest to you.
  - a. Do you have friends, family, co-workers, or other contacts that you know might already be interested in your course?
  - b. Can they refer your course to their own contacts?
- Reach out to your affiliates.
  - a. If you have an affiliate program, inform them of your new course and provide free access for reviews.



### Leverage Temporary Sale Prices

- Run a launch promotion with discounted price for the duration of the launch.
- Hold special promotions on various holidays, such as Black Friday, Christmas, etc.
- Run a pre-launch promotion offering a coupon code that only works for a specific duration.



### Leverage Your Website

- Promote your course on your blog
  - a. Perfect location to start promoting your course.
- Create a blog series about segments of your course and link to the other articles as well as your course.
- Add top or sidebar ads referring your course.
- Link to it on your “About Me” page
- Add a “Resource/Products” page to your site giving a thorough description of your course.
- Use the **“Thrive Apprentice”** plugin to host your course on your own website, with a free payment processor.



### Leverage Organic Traffic

- No blog? Then publish content on WordPress alternatives like **Medium**, **Wix**, or **Weebly**,
- Create a lead magnet
  - a. Take a small portion of your course and create a free mini-course to introduce the course’s main concept.
  - b. Use enticing copy to create intrigue.



- Start a YouTube channel
  - a. This is free to start and videos rank higher than websites.
  - b. Create videos about the course topic and link to your course.
  - c. Create a review video about your course.
- Start a podcast
  - a. This is a way you could reach hundreds if not thousands of people for free.
  - b. Use sites like **Stitcher**, **iTunes**, or **Soundcloud**
- Get Interviewed (podcast, Youtube, or article)
  - a. Find an influencer in your niche and ask to be interviewed.
  - b. Add a lot of value for your listeners... don't make it one long sales pitch.
- Host a live webinar
  - a. Give tremendous value and how-to's. Don't make it one long sales pitch.
  - b. Start with platforms such as **Zoom**, **GoTo Webinar**, **Webinar Geek**.
  - c. Promote the webinar recording once completed.
- Submit guest posts
  - a. Look for similar niche websites who allow guest posting.
  - b. Add a link to your website or course in your "author bio".
- Partner with other course creators on the same topic
  - a. Consider creating a bundle of courses to offer more value.
  - b. Sell each other's courses as affiliates.
- Use **SlideShare** to share a small portion of your course and add an invitation at the end of your presentation.





### Leverage Social Media

- Optimize all your bio's with a link to your course (Facebook, Twitter, LinkedIn, Instagram, Pinterest, Tik Tok)
- Create engaging posts to promote your new course.
- Engage with groups in the same niche and mention your course. DON'T SPAM!
- Start your own group where you're in control.
- Create live streams on **Youtube, Facebook, Instagram, Twitter,**

### Leverage Email Marketing

- Building an email list is the best way to sell your course.
- My favourite email autoresponder service, **Get Response.**
- Include a link to your course in your email signature.
- Repurpose your content by creating a free mini email course to entice your subscribers to purchase the full course.
- Utilize the "abandoned cart" email for unfinished checkouts.

### Leverage Paid Advertising

- **Bing Ads** is the place to start for lower spends. You can even get a specialist to set up your first campaign for free.
- Using **Google Ads** with specific keywords will put your ads directly in front of your targetted audience.
- **Facebook Ads** can target specific demographics, interests, behaviors, etc.
- Reach out to similar niche websites and ask them to display a banner ad for your course, for a fee.

### Leverage Additional Courses

- Create other courses in the same niche or general topic, and cross promote your courses for further reach.
- Create a beginner, intermediate, and advanced course to encourage future sales.
- Bundle your courses together for a discounted price.
- Create a smaller course for marketplaces like **Skillshare** or **Udemy**, not to make a lot of money, but mostly to direct visitors to your website.
- Create a membership site to all your courses for a monthly or annual fee.

### Leverage Book Publishing

- A great way to purpose your content.
- Self publish on **Amazon Kindle** for a second income stream.
- Add your website and course link in your book.



### Leverage Forums

- Use sites like **Quora**, **Reddit**, or other relevant forums in your niche, to answer questions and engage with the community.
- Answer questions and be helpful.
- Promote your course only AFTER adding considerable value, preferably in your bio.

### Leverage Other Languages

- A great way to increase your sales.
- If you're not fluent in another language, outsource to a transcriber on sites like **Fiverr**, **Upwork**, **Translate By Humans**, etc.
- Make sure the translation is generated by a human!

### Leverage Referral Traffic

- Reach out to someone, or a company with a large audience, to refer your course.
- Reach out to your niche's influencers for a "shout out" to your course.

### Leverage Mobile Apps

- Host your course on e-learning platforms that offer apps in the Google and/or Apple app stores, like **Teachable**, **Skillshare**, **Udemy**
- Create or hire a freelancer to create your very own app, such as on **Upwork**.

## **Leverage Me...**

So there you have it! 61 different ideas to promote your newly created course.

If you have any questions, or need my help in any way, please feel free to contact me.

Cheers,  
**Suzanne Stoddart**

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