



EDUONGO.COM

A Proven Model For Selling Online Courses





Have you ever wanted to sell an online course but didn't know where to start?

While many people have their materials in tow and ready to share with others, they may not know how to promote it or even track down the right audience.

If this is an accurate description of where you are at, you are reading the right article.



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I have been teaching instructors, trainers and small businesses how to launch their online academies and sell online courses for the past 10 years. In this article, I divulge what tools you need and how to use them in order to sell courses and build thriving online communities. You will be given the steps necessary to generate **traffic** to your academy's website, build **trust** with your learners and ultimately **sell** courses.



TRAFFIC
TRUST
SELL





Traffic

You may already know which groups of people would benefit from your course. The question is, **where** are they and **how** do you start a **conversation**? How do you do to reach them and point them towards your product?



Step 1

Contribute to an online community

When you think about it, community and relationship is kind of like the chicken or the egg. Which came first? One thing we do know is that you can't have one without the other. Community is built on relationship, but relationship grows out of community. The best way to cultivate these relationships is to have consistent interaction / engagement. With today's social media platforms, there are many places you can get started.





LinkedIn

- **Pulse:** <https://www.linkedin.com/pulse/>

Pulse provides the space for people to write and share their articles and for others to like and respond. It's a great way to start or join in a conversation!

- **Groups:** <https://www.linkedin.com/directory/groups/>

Groups allows you to interact with specific groups of professionals that share your same interests.



Google+

- **Communities:** <https://plus.google.com/communities/>

All you need is a Google+ profile. Go to the communities link above, find a community that is relevant to your content and start sharing!



Reddit

- **Subreddits:** <https://www.reddit.com/subreddits/>

Reddit is basically a virtual bulletin board to share, connect with others and facilitate discussions that matter to you.



Facebook

- **Groups:** <https://www.facebook.com/help/167970719931213>

It's the number one social network. Need I say more?



Quora

- **Community:** <http://www.quora.com>

Quora is community full of people in need of answers. Choose one question on a topic you know and provide a helpful answer with a link to your product.



Growth Hackers

- **Post:** <http://growthhackers.com>

It's a forum for growth hacking and marketing. See what's trending or start a trend yourself!



Product Hunt

- **Post:** <http://www.producthunt.com>

Tech, games, apps and more! This is the place to join in the chitter-chatter on the newest tech products out there.

Step 2 Post a video on YouTube and link to your course

[YouTube](#) is the second biggest search engine and can be a powerful tool to promote your product. Start off by uploading a short video that introduces your course or post one of your recent webinars.



Remember: the key to driving **traffic** to your video is to make sure the title contains a keyword your audience is searching for. With an estimated 300 hours of video added to YouTube every minute and 4 billion video views per day, you will need to specify the title and description in order for people to find it. Don't forget to include links to your product or course in the video description and tag relevant topics your audience cares about.

Step 3 Find out what your competitors are promoting and what learners are searching for

Nowadays, the first thing users do when looking for a product is 'google it'. The **keywords** your audience searches for, and the **results** they get, are very important for you to know. It will help you tremendously position yourself in the market if you know what keywords your competitors are being ranked higher, and what they're promoting in the web. In addition, learning about your competitors conversations in social media will narrow down your marketing path.



Buzzsumo: <http://buzzsumo.com>

In buzzsumo.com's search box, type the domain name of your competitor and find out what they are promoting. Alternatively, type in a keyword related to your course and find out what social channel most prominently promotes that content.



Tweetreports: <http://tweetreports.com>

Tweetreports lets you find out ahead of time when specific Twitter chats will be taking place. These chats are conversations scheduled in real time to give users a chance to contribute their thoughts and resources relevant to a particular topic.

Step 4 Bundle your courses to deals website



Everyone loves a good discount. A price cut often leads to larger purchases and helps sellers tap into large audiences that would be otherwise unreachable.

Here are a few of the top deals sites you could consider posting your course to with relevant links or contacts for each one. To leverage them effectively, bundle a few items together and sell them for a discounted rate.

Stacksocial

<https://stacksocial.com>

Groupon

[https://www.grouponworks.com/
get-featured/](https://www.grouponworks.com/get-featured/)

LivingSocial

<https://www.livingsocial.com>

Bitsdujour

[http://www.bitsdujour.com/promotions/
software-marketing-services](http://www.bitsdujour.com/promotions/software-marketing-services)



Ozbargain

<https://www.ozbargain.com.au>

this is an Australian deal forum. If your deal gets featured, you could receive as many as a few thousands clicks in one day!

AppSumo

<http://www.appsumo.com/business>

Fatwallet

<http://www.fatwallet.com>

MightyDeals

<http://www.mightydeals.com>

Slickdeals

<http://slickdeals.net>

this forum has the most traffic, but is also one of the hardest to post to if you don't already have an account in good standing.

Step 5

Add a link to your email signature

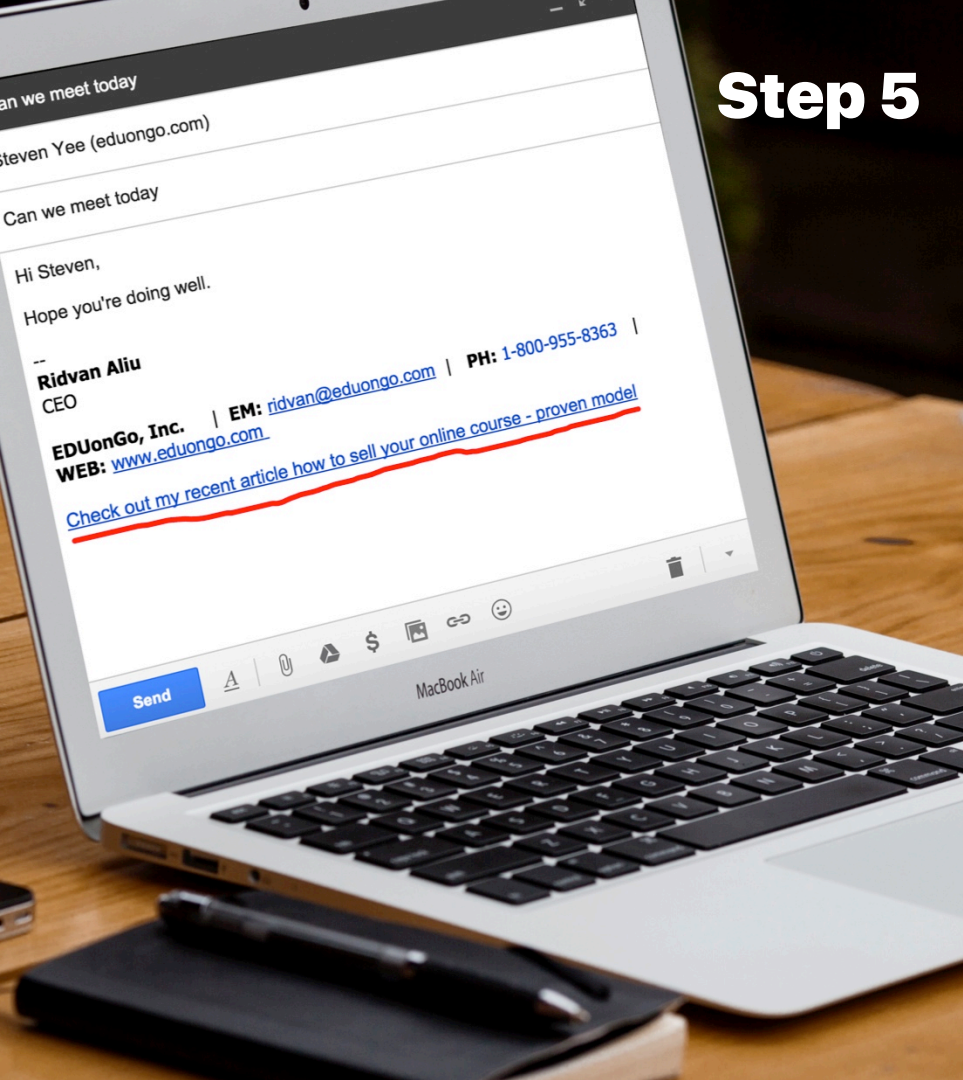
Like most working professionals, you probably experience the daily barrage of incoming and outgoing emails. With so many messages firing back and forth, it's important to do what you can to make sure yours aren't lost and trashed before being read. While there are many marketing tactics you can use, one particular step I would highly encourage is to create an email signature. Signatures add a stamp of credibility and professionalism; it provides recipients a point of reference for who you are and what you do. This is also an excellent opportunity to include a link to your course!



Here is what my email signature looks like.

Here are some helpful video tutorials that demonstrate how to create email signatures.

- Gmail: <https://youtu.be/fzVdX5USTFY>
- Outlook: <https://youtu.be/jP9BvCRlaRE>
- Yahoo: <https://youtu.be/dNJx2DqmWqW>



Step 6 Send an email to your current community

If you have taught an online course before, make sure to touch base with former students by sending out a mass email to them announcing your new course. These are individuals you have previously engaged with and helped one of your communities. Because they are already aware of the valuable knowledge you bring, they are an ideal group to notify regarding your new offering. People who have benefitted from your other content are more likely to sign up for what they know will be a high quality product.

Here is an [email sample](#) you can send out!





Trust

Building trust with your site's visitors is an essential part of generating traffic. Established trust will help people stay on your site longer than 10 seconds to actually read through your content. The goal is to get them to subscribe to your newsfeed, register for a free course and eventually pull out their wallet to pay for the course you're selling.

Step 7 Install Google Analytics into your website

<https://support.google.com/analytics/answer/1008080?hl=en>

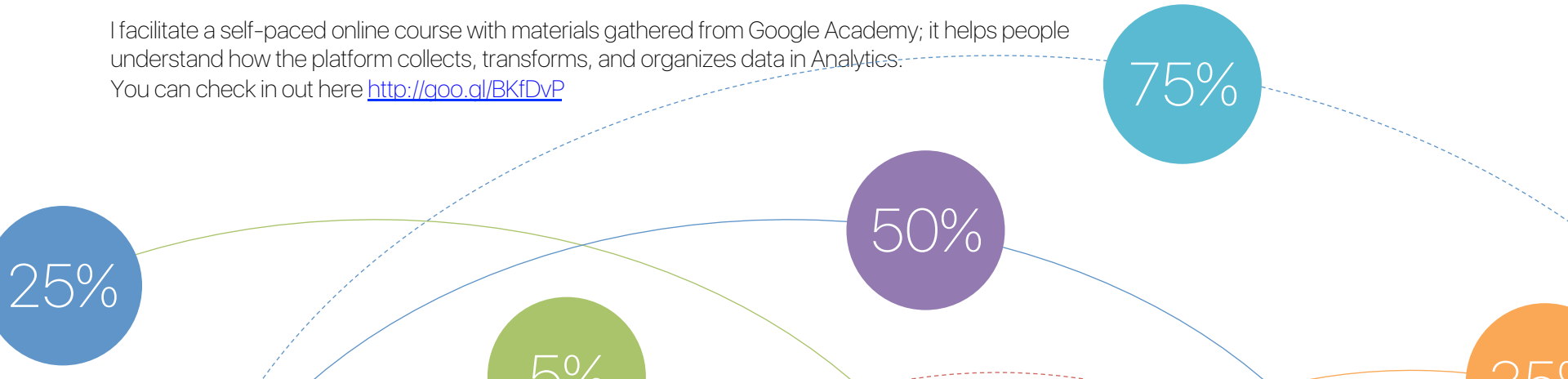
This is a MUST

Google analytics enables you to get the data you need to make intelligent marketing and business decisions for your company.

Find out the bounce rate on your web pages; for instance, a bounce rate above 30% (which is relatively high) indicates you need to revise the content of the webpage.

I facilitate a self-paced online course with materials gathered from Google Academy; it helps people understand how the platform collects, transforms, and organizes data in Analytics.

You can check in out here <http://goo.gl/BKfDvP>



Step 8 Get Sumome into your website - another MUST

www.sumome.com

Sumome provides intuitive apps to help you build trust with your audience. Below are some of the apps I use and how I use them.



List Builder

List Builder converts a one-time visitor into a lifelong reader and email subscriber. As they leave your website, a window pops up asking for their email.



Content Analytics

If you blog don't assume visitors read your posts in their entirety. You likely have no idea how little or how much they read. With Content Analytics, however, you can see exactly where your readers stop reading.



Smart Bar

Smart Bar helps sits at the top of your webpage to remind visitors to sign up for your mailing list.

Step 9 Hold weekly open hours

I don't like calling them webinars

Set aside **one** or **two** open hours every week to talk to your website visitors, either through Google Hangout, Skype conference or any other virtual tools. A live online event like this will facilitate more personal interaction with your visitors and strengthen the credibility of your brand.



Skype



Google
Hangout

To organize and keep track of these events, Sumome offers a dialog box feature, where participants can RSVP to your next open hours.



Once you are generating traffic and interacting with visitors, you can begin focusing on a price for your course. The question is, how much do you charge?



Sell

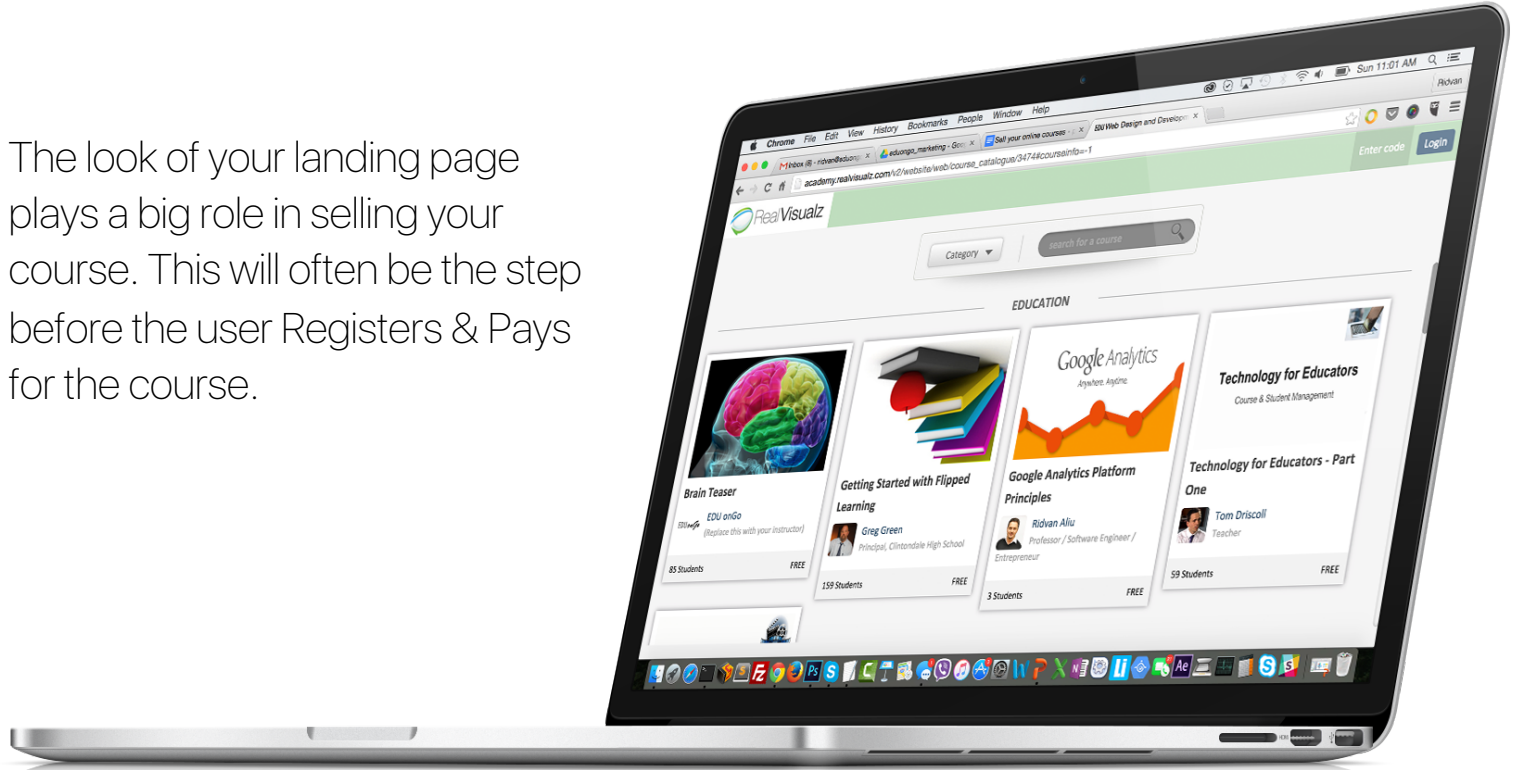
If you already have a price in mind, ask yourself this, “would I pay that much for the course?” If you can confidently say “yes,” charge accordingly.

In tandem with is the final and one of the most important to get right.
If you do, you’ve hit a homerun.

Step 10 Build an awesome landing page for your course



The look of your landing page plays a big role in selling your course. This will often be the step before the user Registers & Pays for the course.



Talking about the landing page for your course could be an article on its own, but I want to give you some highlights when building awesome presentation pages:

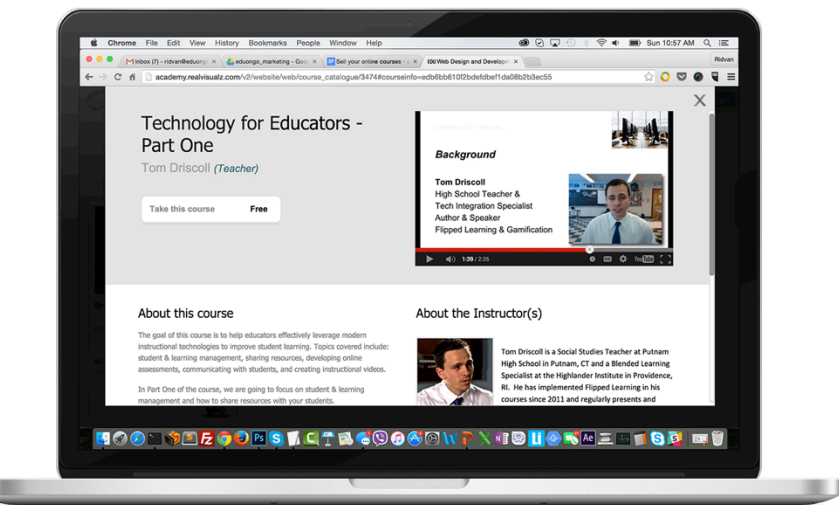


Course Video Intro

Spend as much time as you possible can building a video intro for your course. You probably won't be able to create a 3D animated video, but putting your smartphone in front of you and recording yourself along with some screen recording can do the job. Here is a [sample](#). I use [Camtasia](#) from Techsmith to do screen recording and edit all videos.

Course Description

Write a short-n-sweet description about your course. You don't have to write a long story if you have already created a video intro.



Curriculum Outline

Users want to know what they will be paying for. Give them the curriculum outline and mention any media material you will be providing as downloadable inside the course.

Testimonials

Display testimonials of what people say about the author and / or about the course.

Your biography

Write about your passion, and highlight your achievements. Feel free to write as much as possible about yourself, the more people know about you the closer they feel to you, which again, builds the trust to wanna pay for the course.

That's it. You have reached the end of the **10 steps** model that will help you sell a course.

But before we bid adieu, there is one last thing you need to know. Following these steps will only yield the desired results **IF** you add this one essential ingredient: **Repetition.**

Repetition is the key behind everything I have told you. If something works, do it again and again. Doing more of what works will generate more revenue. Eventually, you can hire others who can do the repeating for you. And before you know it, you are running an online school :).

Speaking about launching an online school I have created just the best tool for it: www.eduongo.com.

Here is a video to get you started with EDUonGo: <https://youtu.be/1yH2DCHyGNw>

I would love to hear your feedback. Please feel free to drop me some lines: ridvan@eduongo.com.

