Going Global Through Group Cyber Coaching

Developing a **$uccessful** Online Course

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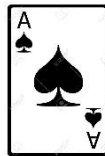www.christyjohnson.org
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Course Hosting Platforms: Zenler, Teachable, Thrive Apprentice, your website

Audio & Video Resources

- EZ Prompter: teleprompter software
- Zoom: audio and video conferencing platform
- Wondershare Filmora: video editing software

Marketing Essentials:

A_____

C_____

E_____

Attract
Gain exposure for your groups through:

Current Clients	Social Media	Brochures	Speaking Events	Webinars
Facebook Live	Podcasts	YouVersion	Lead magnets	

Connect

Build a relationship with potential clients through an automation series of emails
Popular email service providers: Constant Contact, MailerLite, Mail Chimp, Active Campaign

Explain

- ❑ Create a web page, preferably a landing page or squeeze page
- ❑ Describe your course content and objectives….What will your student learn?
- ❑ What will you charge?
- ❑ Will you have bonuses?
- ❑ What type of content will you offer?
  - ➢ Written material or books to read
  - ➢ Access to private online content
  - ➢ Worksheets
  - ➢ Prerecorded Audio sessions for them to listen to
  - ➢ Prerecorded Video sessions for them to watch
  - ➢ Other
- ❑ Will you have live audio or video coaching calls? If so…
  - ➢ How many sessions will you have?
  - ➢ How long will they be?

Resources:

- www.Adazing.com 3d book cover mockups
- Reader Magnets: Nick Stephenson's free download on Amazon
- DotCom Secrets by Russell Brunson