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# EIGHT EASY STEPS TO CREATE TRAINING THAT SELLS

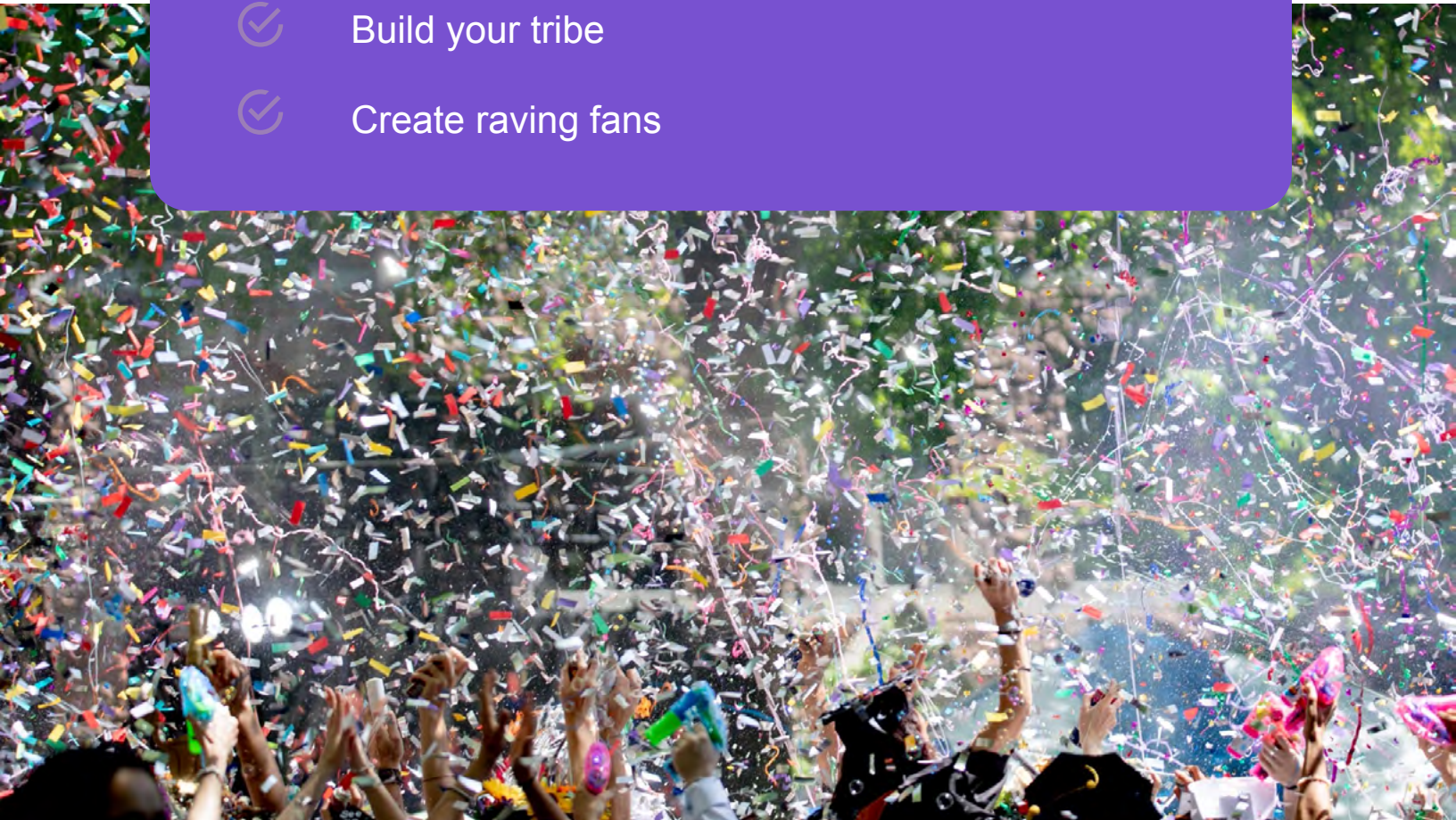
ONLINE  
COURSES



The demand for online, virtual and digital courses is strong and growing! It's expected to reach \$325 billion by 2025. Are you getting your piece of the pie?

The era of just record it and sell it is over. People are expecting high quality, high value content that's well designed and produced. Follow these eight easy steps to create Training That Sells.

- ✓ Increase Your Credibility
- ✓ Expand Your Influence
- ✓ Build Trust and Loyalty
- ✓ Build your tribe
- ✓ Create raving fans





## Step 1

### WHAT IS THE PURPOSE OF YOUR COURSE?

- Begin with the end in mind. Get a clear picture of what success looks like both for you and your client.
- What is your expertise and what makes you unique? What new idea or way of working do you have to share?
- What strategies, tools, processes, and techniques have you created that you can share?
- What type of course do you want to offer? Online, mini course series, group mentoring, virtual retreat or a combination?

## Step 2

### WHO IS YOUR TARGET AUDIENCE?

Analyze your audience and create a detailed audience persona.

- What are their goals and aspirations?
- What are their issues and challenges?
- How will your program make a difference?
- What problem will you help them solve?
- How will your program help them?



### Step 3

## CONDUCT A DEEP DIVE DISCOVERY.

- Inventory and organize all your content (Presentations, Blog Posts, Articles etc)
- Do a competitive scan. What's out there? How are you different? What will they get from you that they can't get anyplace else?
- Conduct client research. This could be a survey, interview or focus group Identify client pain points. What can you teach them that will improve their situation?



### Step 4

## SELECT YOUR TOPICS

- Brainstorm Topic ideas
- Prepare a list of courses you can create.
- What is the big outcome/promise?
- Review your course list. Identify which topics will have the most impact. Begin with quick wins.



## Step 5

### CREATE A DESIGN BLUEPRINT. THIS IS YOUR OVERALL FRAMEWORK.

- Create an outline and learning objectives.
- Decide what to include and what to offer as a resource
- Identify what content you can repurpose and what you need to create from scratch. For example, plan a webinar and design it so you can divide it into an online series.
- Select your instructional strategies.
  - What type of experience do you want to create?
  - How will you make your content interactive and engaging? (e.g., stories, examples, case studies, activities, quizzes. etc.)

## Step 6

### CREATE YOUR CONTENT

- Prepare a storyboard
- Write your video
- Create slides
- Conduct video shoot
- Write activities and exercises
- Edit video
- Put all the components together



## Step 7

### IMPLEMENT YOUR COURSE

- Upload content to your delivery platform (e.g., Kajabi, Kartra, Zenler, Teachable, Thinkific or Podia)
- Run a pilot for a small group of your clients
- Engage with students, ask for feedback & make improvements to the course
- Keep adding fresh content and different course delivery options to keep you prospects and clients engaged



## Step 8

### PROMOTE YOUR COURSE

- Once you are clear about your topic start creating a buzz with current clients, prospects and influencers. Prepare messages that tap into your clients and prospects needs.
- Schedule your program launch. Time your launch so that you're ready to go when your course is complete. Pick your target delivery date and work backwards.
- Create your marketing funnel, include your email sequence, and social media posts
- Set up a Landing Page for your course
- Create a free Lead Magnet to give people an idea of what your course is all about. This could be a webinar, booklet or short video
- Extend personal invitations.



## ABOUT NANCY

Nancy Giere works with organizations that want to use virtual learning to generate leads, build customer loyalty and improve employee performance.

After a lifetime in the corporate training world, Nancy knows how businesses operate and she isn't afraid to shake things up. Her unique perspective combined with 25+ years of experience has empowered her with fresh insight and the industry's best-kept secrets that she's ready to share with you. On a life long campaign against boring training, she uses the power of storytelling and light-hearted humor to create an engaging, fun, and interactive environment. Masterfully intertwining comedic humor with life lessons, her stories make learning stick! Nancy has worked with the biggest names in corporate America like Johnson Controls, Harley Davidson, and Northwestern Mutual.

***If you'd like to brainstorm ideas, or need help getting started please contact me.***