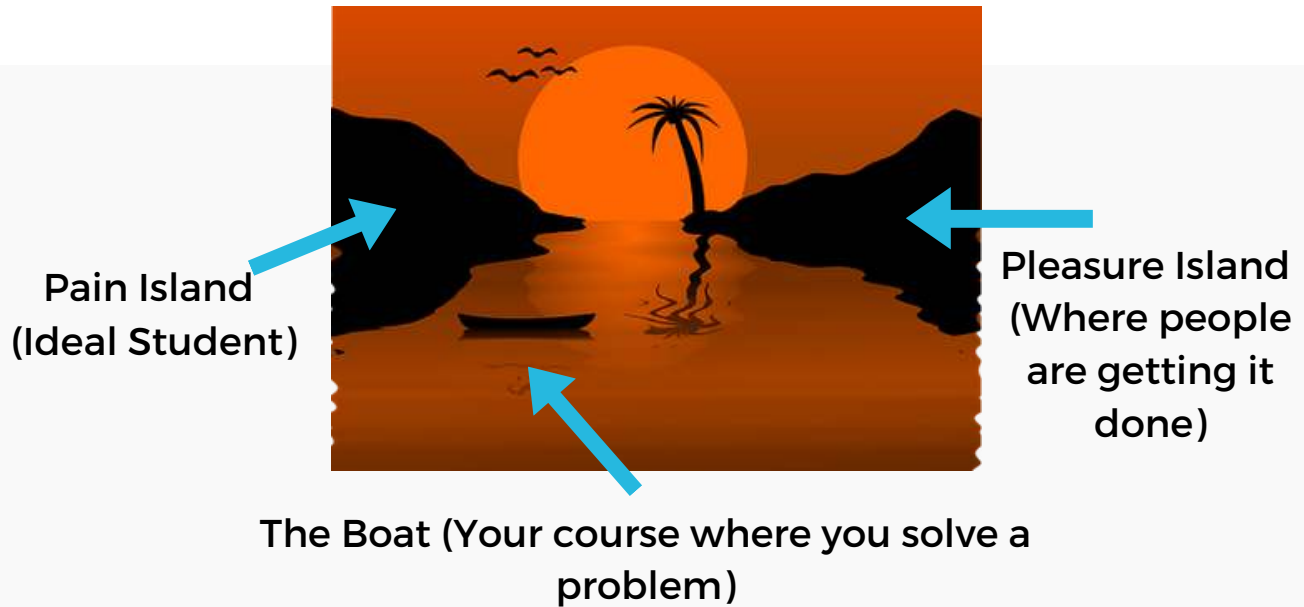




30 DAYS TO CREATE YOUR ONLINE COURSE



WRITING COMPELLING COPY: GETTING CLEAR



Characteristics of your ideal student ~ Pain Island

Characteristics of your transformed student ~ Pleasure Island

Features of your course ~ Describe the Boat

WHAT TRANSFORMATIONAL EXPERIENCES HAVE YOU BEEN THROUGH?



Choose an experience



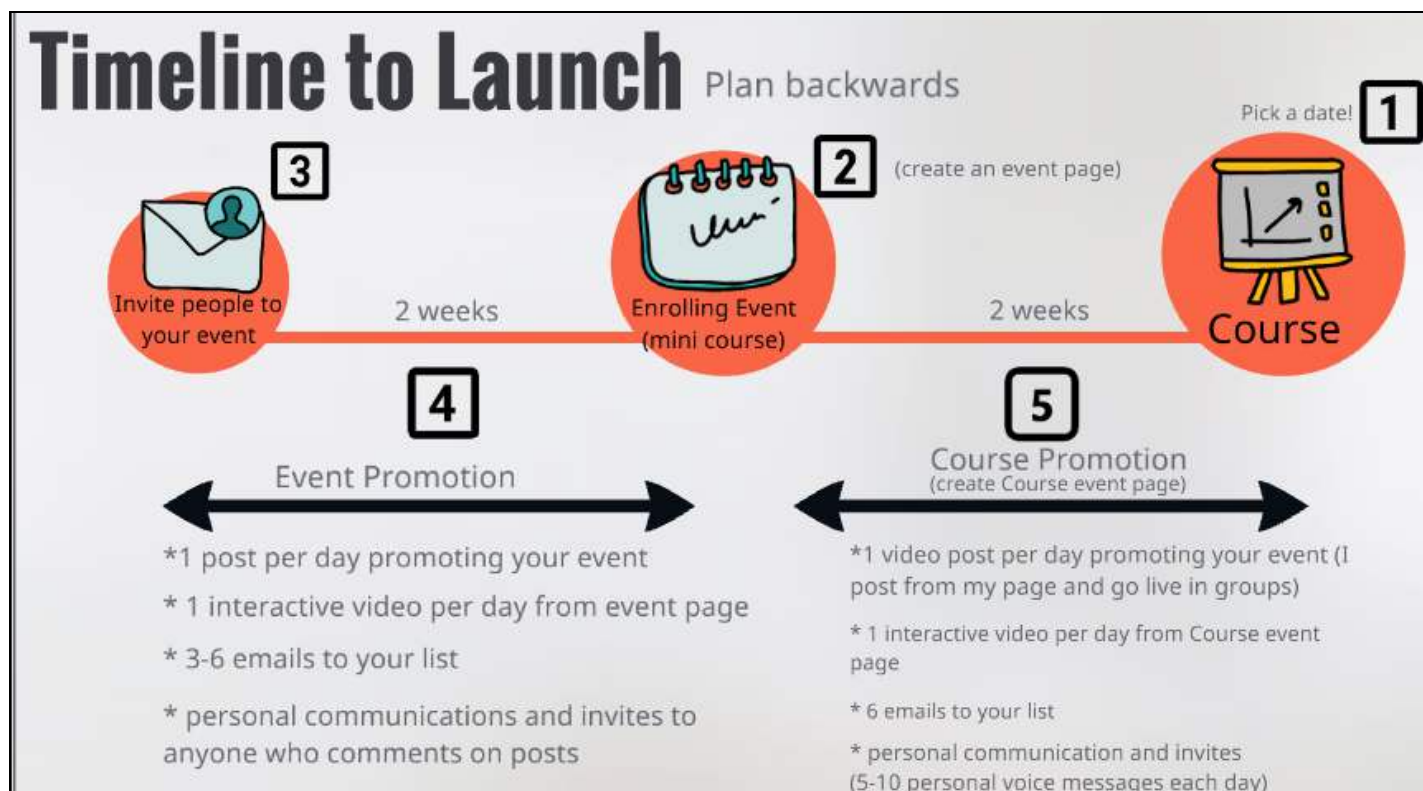
AVATAR CHARACTERISTICS

Before Transformational Experience

During Transformational Experience

After Transformational Experience

Launch Timeline & Promotional Checklist



Core Offer Title:

Launch Date:

Event Title:

Event Date:

Promotion Start Date:

Event Check List:

Day 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14

Daily Event Post

Daily Interactive Video (EP)

3-6 emails to your list

Daily personal conversations

Program Check List:

Day 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14

Daily video promoting course

Daily video from course EP

6 emails to your list

Daily personal conversations

Creating Event Training

Who are you?



What's your mission?

Why is this important?

3-5 points from your master course outline:

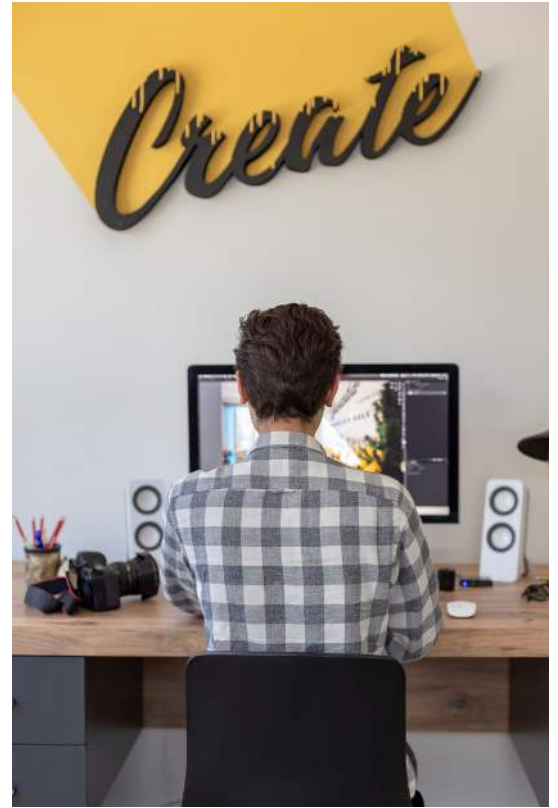
Short experience:

3 action steps:

Deliver offer: (Copy Writing Template Worksheet)

Graphic Creating Instructions

**#1 GO TO PIXABAY, FIND IMAGE
THAT REPRESENTS A HUMAN ON
YOUR PLEASURE ISLAND AND
SAVE THAT FILE TO YOUR
COMPUTER
(LOOK FOR A VERTICALLY
ALIGNED IMAGE)**



**#2 GO TO CANVA, CHOOSE BLANK FACEBOOK POST
TEMPLATE, UPLOAD YOUR GRAPHIC**

#3 BUILD PERSONAL TEMPLATE

- *ADD GRAPHIC TO HALF THE TEMPLATE**
- *CHOOSE COLORS AND COLOR BLOCK THE OTHER HALF
OF YOUR TEMPLATE**
- *CHOOSE 2 FONTS (COURSE TITLE, TAG LINE, AND CALL
TO *ACTION GET ONE FONT, YOUR DETAILS GET THE
OTHER)**
- *ADD COPY TO COLOR BLOCKS**

Copy Writing Template

COURSE TITLE:



ENROLLING QUESTIONS

#1 ADDRESS AUDIENCE

#2 PLUG PLEASURE

ISLAND

**#3 IDENTIFY THE
PROBLEM YOU SOLVE**



**BENEFIT STATEMENTS,
PLEASURE ISLAND,
HOW LIFE IS DIFFERENT
AFTER YOUR COURSE**

In this training you will learn:



SOCIAL PROOF



**COURSE BONUS,
FOCUS ON SPECIAL
BENEFITS**



**PAYMENT AND SIGNUP
INFORMATION ,
TIME/DATE LOGISTICS**

CREATING YOUR BONUS

(Energetic Blueprint~ How to Install Success)

Course Topic:

What characteristics support this transformation?



Choose a characteristic



Based on the characteristic you chose, co-create with Source an experience to support the expansion of this trait. Appeal to visual, audio, and kinesiesthetic learners.

What characteristics disallow this transformation?



Choose a characteristic



Based on the characteristic you chose, co-create with Source an experience to support the release of this trait.. Appeal to visual, audio, and kinesiesthetic learners.

4 STAGES OF TRANSFORMATION

Dissolution

Resistance

Exploration

Commitment

LEARNING STYLES

Visual

Audio

Kinesis

Digital

STUDENT EXIT SURVEY

30 Days to Creating Your Online Course

Instructions: Complete the following assessment based on your experience. Please rate your answers from 1 being the lowest rating, 3 being average, and 5 being the highest rating.

PLEASE RATE YOUR EXPERIENCE

Was the content you experienced comprehensive?

1 — 2 — 3 — 4 — 5

Was the content easy to understand and apply?

1 — 2 — 3 — 4 — 5

How helpful did you find the addition of spiritual support through this process?

1 — 2 — 3 — 4 — 5

PLEASE RATE YOUR LIKELIHOOD FOR SUCCESS

What was your confidence level to launch your course prior to this training?

1 — 2 — 3 — 4 — 5

What is your confidence level to launch your course after this training?

1 — 2 — 3 — 4 — 5

How likely are you to launch your course in the next 3 months?

1 — 2 — 3 — 4 — 5

STUDENT EXIT SURVEY

30 Days to Creating Your Online Course

Page 2

Instructions: Please share your answers based on your experience.

DID YOU EXPERIENCE PERSONAL TRANSFORMATION ? PLEASE SHARE.

WHAT WERE YOUR BIGGEST STRUGGLES DURING THIS PROCESS?

WHAT WERE YOUR BIGGEST VICTORIES DURING THIS PROCESS?

WHAT IMPROVEMENTS WOULD YOU SUGGEST FOR THIS COURSE?