



QUICKLY FILL YOUR NEW COURSE WITH THESE POWERFUL TOOLS

*Stop launching to crickets
and start selling your
program!*

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CONGRATULATIONS, LOVELY MISFIT!

You've figured out what kind of online course you're going to create. Or maybe you've already completed it.

And now, you're ready to start enrolling new people, but this is feeling a little tricky, right?

You know you have an excellent program, but how do you share it with the world that doesn't seem too forceful and despite.

You and I both have been on the receiving end of pushy marketing. On the other hand, we've also been on the receiving end of honest, genuine, fun marketing. We might not have even realized we were being "marketed" to because it was that good and was the answer to one of our problems.

As you go through the five powerful tools, please keep these two things in mind:

- The strategies below are not just a try once, and you'll receive massive amounts of sign-ups. You have to be consistent, you have to do this more than once or even five times to see results.

Side Note: If you're looking for instant sign-ups without putting in the work, I recommend deleting this PDF and not wasting your precious time reading these five powerful tools below. Though these strategies and tools can help you quickly fill your program, it will not happen overnight.

- Stop thinking about how much money you're going to make. Start thinking about how much you can be of service. By shifting your focus, this will help you build relationships rather than acting desperate for sales.

Are you ready to dive into the powerful tools Corporate Misfit?

Let's get started!

Brittany Darrington





POWERFUL PLATFORM # 1:



Email Marketing

You've heard all the online marketers say it before: the money is in the list. Some marketers (we won't name names) have even referred to their lists as their ATMs. Just to be clear, I am not advocating referring to your list as your personal ATM, but there is a lot of truth in the expression.

The reason marketers say that the money is in the list is simple. Without a list of email subscribers (people who have given you their permission to communicate with them), selling your online course – or any product or service, for that matter – is challenging. Having an email list of highly targeted prospects for your business gives you the power to generate immediate revenue whenever you promote (within reason) a product to them.

Here's one thing I know for sure: It takes 6-8 touches to get a sale.

But before you can start sending emails to people to promote your online course, you need to build a database of people who want to receive emails from you in the first place. This process, known as list building, is what I'm going to cover in this article.





SCALE YOUR BUSINESS WITH KAJABI

STEP 1:

CREATE AN ACCOUNT WITH AN EMAIL SERVICE PROVIDER (ESP)

I use Kajabi's all-in-one platform to run my courses, email service, website, landing pages, and so much more. Learn more about how I use this platform for my business.

STEP 2:

CREATE A NEW LIST

Once you've set up your account with your ESP, the next step is to create a new list. Regardless of which ESP you use, creating a new list is a pretty straightforward process.

STEP 3:

CREATE A LEAD MAGNET

Once your email list is created, the next step is to create a lead magnet. A lead magnet (sometimes called an ethical bribe) is a valuable resource that you make for your target audience and give away for free in exchange for their email address.

STEP 4:

CREATE YOUR EMAIL CONFIRMATION PROCESS

Before writing your first email to subscribers, you must understand the different types of confirmation processes that new subscribers must go through to join your email list.

STEP 5:

CREATE YOUR WELCOME EMAIL FOR NEW SUBSCRIBERS

When someone opts-in to your email list to receive your lead magnet, they must receive that lead magnet right away. Your first email to your new subscribers (The Welcome Email) must be sent automatically.

Just remember Corporate Misfit, every online instructor (and every entrepreneur, actually) begins their journey with a list size of **ZERO**.



POWERFUL PLATFORM # 2:



Facebook Groups

Facebook groups are easy to implement as a part of your business and are incredibly useful for generating new students to your online programs.

Here are some tips to help you succeed with Facebook Groups:

- Post in 3-5 Facebook Groups EVERY WEEK. You can join up to 5 groups a day without being locked out ;-)
- The posts will be longer and more in-depth than those on your personal pages.
- Always comment on your own posts and five other posts. Rather than being a spammer, you're creating value and helping others.
- ENGAGE with people that like your post, comment on it, or reply to your comments.
- Don't be afraid to ask more questions or provide additional resources. Remember, the people you're communicating with can become potential customers :).
- Don't post the same post on multiple groups - Facebook will flag that as spam. Change it up :-)
- Types of posts:
 - Transformational Post (Look what I've seen/experienced)
 - Educational (Tips, tricks, etc.)
 - These are the least engaging - Story-based. Just remember, though, this might not be as engaging, it can inspire others, add trust, and build connection.



SCALE YOUR BUSINESS WITH KAJABI

Focus on joining as **MANY** groups as you can in your industry, and add **TONS** of value to the members.

Here are some post suggestions:

*Read the rules of the Facebook groups you join. Just know that some groups might kick you out of the group for promotional posts. If that is not the case, check out some of the suggestions below.

- Cut and paste your Facebook ad, including the bitly links.
- Give away a PDF downloadable attachment in the post with a summary of a topic and a link to connect with you.
- Give a short and sweet “what I can help with?” including the pain points.
- Share an upcoming workshop event.

POWERFUL PLATFORM # 3:



JV Affiliate Platform

Joint Venture partners (also called JV partners, promotional partners, or affiliate partners) are people or organizations with an email list of people in your target market and who agree to promote your online course to their list in exchange for a commission or percentage of sales. You provide the product. They share it with the email list. You split the sales. It's a win-win for both parties, and that's why they are so powerful.



SCALE YOUR BUSINESS WITH KAJABI

Where to find potential Joint Venture partners to help promote your online course:

1

CREATE A NEW LIST:

The first place you should look to find a potential Joint Venture partner is your existing network. These are people who already know, like, and trust you. Who do you know that has access to your target audience? Who do you know that could refer you to someone who does?

2

YOUR EXISTING CUSTOMERS OR EMAIL LIST:

Your existing customers and/or list of email subscribers can be a great place to find a Joint Venture partner. These are people who have already purchased your product or service (or, at the very least, consumed your content), and are familiar with what you do and what you offer. Some of these people likely have access to your target audience or introduce you to someone who does.

3

PODCAST HOSTS:

Search for podcasts related to your topic on iTunes. You can also check the New and Noteworthy section and the What's Hot section for the categories most related to your niche.

4

OTHER ONLINE INSTRUCTORS:

Other online instructors can be great Joint Venture partners because they already have an audience of people who have purchased an online course. The key to this strategy is to search for online courses that complement your course topic but are not your direct competition. Once you find a program that fits these criteria, contact that course's instructor. Course marketplaces such as Udemy and Lynda are useful for searching for online courses.



SCALE YOUR BUSINESS WITH KAJABI



Once you've put together a list of potential Joint Venture partners, the next step is to reach out to them. But before you do, you need to understand something essential.

- Asking someone to promote your online course is asking for a favor. So unless the JV partner knows you personally or you've helped them with something in the past, they may not be comfortable promoting your online course to their audience (an audience that they've likely worked very hard to earn the trust of).
- You should also check to ensure that the person you reach out to doesn't have an online course that competes with yours.
- Keep in mind that this first email's purpose is simply to pique their interest and start a conversation. It is not to ask the JV partner to promote you right away.

How it works:

- They promote the webinar to their email list.
- You build your email list as people register for the webinar.
- You host a live webinar together where you sell your course.
- You split the revenue from course sales with them.





POWERFUL PLATFORM # 4:



Facebook/Instagram/Youtube Lives

Hop on the live video streaming platform of your choice (Facebook Live, Instagram Live, or Youtube Live) and share specific tips relevant to your course topic.

- Come up with five quick lessons that you can teach. These should be things that take less than 15 minutes and help people see the value of learning more about your topic.
- Create a simple 3-point outline for each video and come up with a compelling title/promise for each video, Example: “How to easily share your computer screen and record your presentations for your online course and membership.”
- Stick around for a couple of minutes at the end of each video to answer any questions people might have about what you just shared. If you do not receive any questions, I recommend letting your audience know that you will make sure to respond in the comments if there are any questions in the future.

LIVE STREAM STRUCTURE



1. INTRODUCTION
2. CREDIBILITY
3. CTA #1
4. PROBLEM STORY (This is Your 3-Points)
5. SOLUTION
6. CLIENT CASE STUDY
7. CTA #2



POWERFUL PLATFORM # 5:



Host A FREE Challenge - Kajabi

Hosting challenges with your audience is a great way to lead to your new program. You guide your participants with videos or emails through different tasks and inspire them and motivate them to do something to get a result.

To participate in your challenge, people will need to sign up with their email address. The whole point of running this kind of challenge is to get your followers to subscribe.

After the challenge, when people want to learn more, they can join me in my program, where I teach them step-by-step how to do the specific thing the challenge is centered around.

Participating in the challenge gives people the feeling that this is possible. That they can make this happen. Helping your participants see the transformation is a massive mindset shift, and it's what needs to happen before they would buy my program.

You want to solve the problem.

The easiest way to do that is to make sure your challenge is based on a measurable outcome. Once you figure out their problem and bridge that gap, you need to create a challenge that explicitly solves that problem.



SCALE YOUR BUSINESS WITH KAJABI



PROMOTE YOUR CHALLENGE



RUN YOUR CHALLENGE - RECOMMEND 3 / 5 DAYS



SELL YOUR ONLINE COURSE AFTER THE CHALLENGE.

On the last day of your challenge, your participants should be saying, “Yay, I’m thrilled with my results and what I’ve got out of the challenge. Now what?”

The next step is to invite your participants into your paid product, which is the next logical step for them to receive next-level results.

TIP: On the last day of the challenge, I send out two emails. My first email is the task for the day, and I also tease at the end that I’m going to send them a special invitation later.

Then I send out my second email with information about my paid program later, just before I go live in the Facebook group, and I also ask them to join me live right now.

In my live session, I introduce my paid product and answer questions. This is where you pitch your product, but because you talk about it to people who’ve been with you for five days now and you answered their questions and helped them, it doesn’t feel like selling. It feels like offering a solution, which is what it’s all about.