

How To Tell If Your Course Will Sell



12 Point Checklist

**Don't take your new online course to market
– until you READ THIS first!**

How to Tell If Your Online Course Will SELL

SELF-AUDIT CHECKLIST

Before you spend any more time, money or emotional energy creating and marketing your new online course, **check that your course is a winner *before you go to market***. Use this self-audit checklist to discover if there is already demand for what you're selling OR if there are some crucial elements missing in your course marketing plan.

Take the self-audit and find out if your online course will be a “big flop” or “selling success” ...

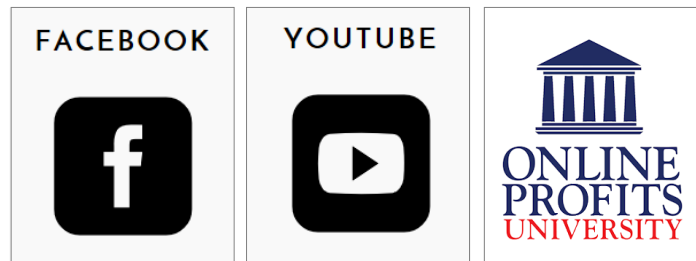
What to check ...

- You know exactly WHO your prospects are - you have a very clear and descriptive ideal customer avatar – you can name them!
- You know exactly what your audience wants; you've researched their dreams and deepest desires and your course is designed based on your thorough research and understanding
- Your course delivers what your prospects really want – not what you THINK they need. It's going to take them from where they are now to where they want to be
- You are clear on the problem your course will solve, you're clear on what your course will promise. Click here to view my [“How To Position Yourself as a Problem Solver”](#) video lesson
- Your course fulfils a need in the market and you know how to clearly demonstrate how you fill that need

What to check ...

- You are comfortable and confident asking for the price of your course and you know how to show the value you're offering. Click here to watch my ["How Much Should I Charge"](#) video lesson
- You can demonstrate to your audience how you can deliver on what your course promises
- You have proof that your audience is willing to buy your offerings (we cover this in detail in our *"Proof of Concept"* milestone training in the Online Profits University).
- You're offering a bonus that is so irresistible that your prospect will want to buy your course so they won't miss out on the bonus
- You know how to maximize the perceived value of what you are selling (we cover this at length in the *"Profitable Product Pricing"* milestone training in the Online Profits University)
- You have a result-based title or solution-focused name for your course
- You've already tested your offering on a smaller scale with positive results
- Your course takes your customers from where they are now – to where they want to be
- You've got a sales page that has all the key elements of a sales page that sells AND a promotional plan that has all the elements of a successful converting campaign (we cover this in our *Simple Product Launch* milestone training in the Online Profits University)

To find out more about how you can build an online freedom-based business that works with your lifestyle, register here for the Ultimate Guide to Online Profits free online webinar training:
www.online-profits-university.com/training-invitation



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