

# Monetize Your Knowledge With a Digital Course: Determine Your Offer



KATIE  CASILLAS

# MONETIZE YOUR KNOWLEDGE

## With a Digital Course

### Determine Your Offer

<b>Target Audience:</b>	
<b>What are their problems, pain points, and desired transformations that you can help them solve/achieve?</b>	
<b>Where does this fit into your offer suite?</b>	Ex: Course can be an upsell from a low-ticket downloadable, and funnel students into your 1:1 coaching.
<b>What are your business goals/objectives?</b>	Ex: Offer an on-demand version of what you teach in groups that brings in \$1,000/month.
<b>What pricing structure and program availability will help you reach your goals?</b>	Ex: One-time launch, then available all the time VS quarterly open-cart and seasonal promotional pushes.
<b>How will you deliver the information?</b>	Ex: Course, mini-course, membership, private podcast audio stream, knowledge vault, cohort-based group program, etc. How does your student best learn? How do you enjoy teaching?

# Validate Your Idea

I always recommend my clients test their offer on the market with a beta test. This can either be a live-taught cohort-based group version of the program, or you can offer a few individuals the opportunity to run through a first draft of your course material. I always recommend requiring some kind of investment for your students - you can definitely discount this beta round.

Either way, you'll get feedback from the market on your offer, messaging, and pricing, and get to make some money while you create the content. Your goal with your beta is to get your students their desired results and collect testimonials and feedback.

- Step one: Create a one-sheet (this can be a google doc) that includes:
  - Who the course is for
  - A basic outline
  - What they'll learn
  - Pricing
  - Dates
  - Where to sign up
  - A little about you
- Step two: Set up a way to collect payment. If you don't have a website, this can be as easy as creating a paypal.me or checkout on Gumroad. Be sure to collect their full name and email so you can follow up with program information ( pro-tip: automate a confirmation email with info about when the program starts and any dates, times, and zoom information)
- Step three: Share your offer and one sheet with your email list, social media audience, and anyone in your network who might be willing to share (pro tip: offer them an affiliate commission)
- Step four: Enroll students, run your beta, complete a program debrief analysis and go from there.

# Course Creation Framework

## COURSE CREATION FRAMEWORK

This can be modified for knowledge vaults, membership, mini courses, etc.



### 1: THE COURSE IDEA

Who it's for, what is it, what it costs, where will it live (platform), etc, what's the transformation, where does it fit in your offer suite, what content and experience do you need to provide for your students to get the desired outcome?

### 2: PRE-SELL W/ONE-SHEET

Monetize before you make/ validate your offer. Develop a Beta launch promo plan + determine the tech needed for this initial stage. Many will use a one-sheet to sell \*example\*

### 3: BETA TEST YOUR IDEA

Live group beta or live 90 min+ training. Teach, listen, get feedback + testimonials. Debrief your Beta.

### 4: OPTIMIZE & EVERGREEN

Make updates, record or re-record, create sales page, etc

### 5: PRE-LAUNCH + LAUNCH

Sell it on repeat! +Ads optional

### 6: LAUNCH DE-BRIEF

What worked, and what didn't? What do you need to change or start/stop doing?

### 7. ON-GOING VISIBILITY & LIST BUILDING

Always be finding ways to reach new audiences, and grow and nurture your list

## Need Help?

Do you still feel unsure about what exactly your course should be about? I can help - in fact, this is the stuff I LIVE for!

I currently offer 1:1 strategy sessions, ongoing coaching support via zoom or asynchronous messaging, and can even help you build and launch your course.

Find me here:

**@heykatiecasillas** on Instagram and LinkedIn

*katie@katiecasillas.com*

A promotional banner for Katie Casillas. On the left, there is a circular logo with the text 'THE CONFIDENT CONTENT &amp; COURSE CREATOR' and 'CASILLAS MEDIA &amp; CONSULTING'. In the center, there is a photo of Katie Casillas, a woman with blonde hair wearing a denim jacket, with a blue lightning bolt icon above her head. On the right, the text reads 'KATIE CASILLAS' with a lightning bolt icon over the 'I' in 'KATIE', and 'SOCIAL MEDIA, CONTENT &amp; COURSES' below it. At the bottom, there is a blue bar with the website 'katiecasillas.com' on the left and social media icons for email, Instagram, Facebook, and Pinterest, followed by the handle '@heykatiecasillas' on the right.