

Launch (and Sell) Your Online Course



Lunch & Learn @ The Impact Guild | 29 Oct 2019



WRITE:

A course/class that stayed with you

What made it memorable?



Photo by Emir Kaan Okutan @emirkaan on Unsplash

Transformation

(not information)



Piano / Math
Portuguese
English
Sales copywriter
VP Marketing





WRITE:

Topic you want to teach
(or)

Skills that you could teach

1. STORY

2. STEPS

3. SALES PAGE





Photo by @heftiba on Unsplash



Photo by @ellaolsson on Unsplash



Photo by @brookelark on Unsplash



WRITE:

Who is my course for?

What is their goal?

Why can't they get there?





Have amazing personal style,
true to who you are.



Start our free Beginner's Guide

The Beginner's Guide helps you...



Discover your unique Type of beauty

You are unique—and so is your beauty! In the first video of this free, 5-part series, you'll discover which of the 4 Types you express.



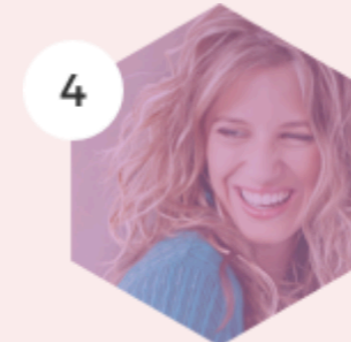
Pick clothes that look and feel amazing

Ever felt defeated in a dressing room? No more! We'll show you exactly what to look for in your clothing, so you can pick winners every time.



Apply makeup that highlights the real you

Are you using makeup to hide flaws (or have you given up on it)? We'll show you a makeup routine that's so simple and brings out your best.



Finally find a hairstyle you actually love

Ever had a haircut that made you cry? In this part, you'll see why. We'll show you how to get a cut, color, and style you love 100%.



See how to bring your style together

Every woman deserves to love how she looks. We'll show you how to keep dressing your truth so that you feel amazing for the rest of your life.



Photo by David E. Ragusa @davideragusa via Unsplash



WRITE:

3-5 steps to bridge your gap

2. STEPS



WRITE:

What do you worry that you don't yet have (or know) that would keep you from creating a course?



[← Previous Lecture](#)

[Complete and continue →](#)

Before Our Course Begins

We're **0%** COMPLETE

How to use/join Zoom for our weekly lessons

Interview with Lexie Kite from Beauty Redefined

Going beyond body positivity to body image resilience (64:01)

Lesson 1: The Body as Friend

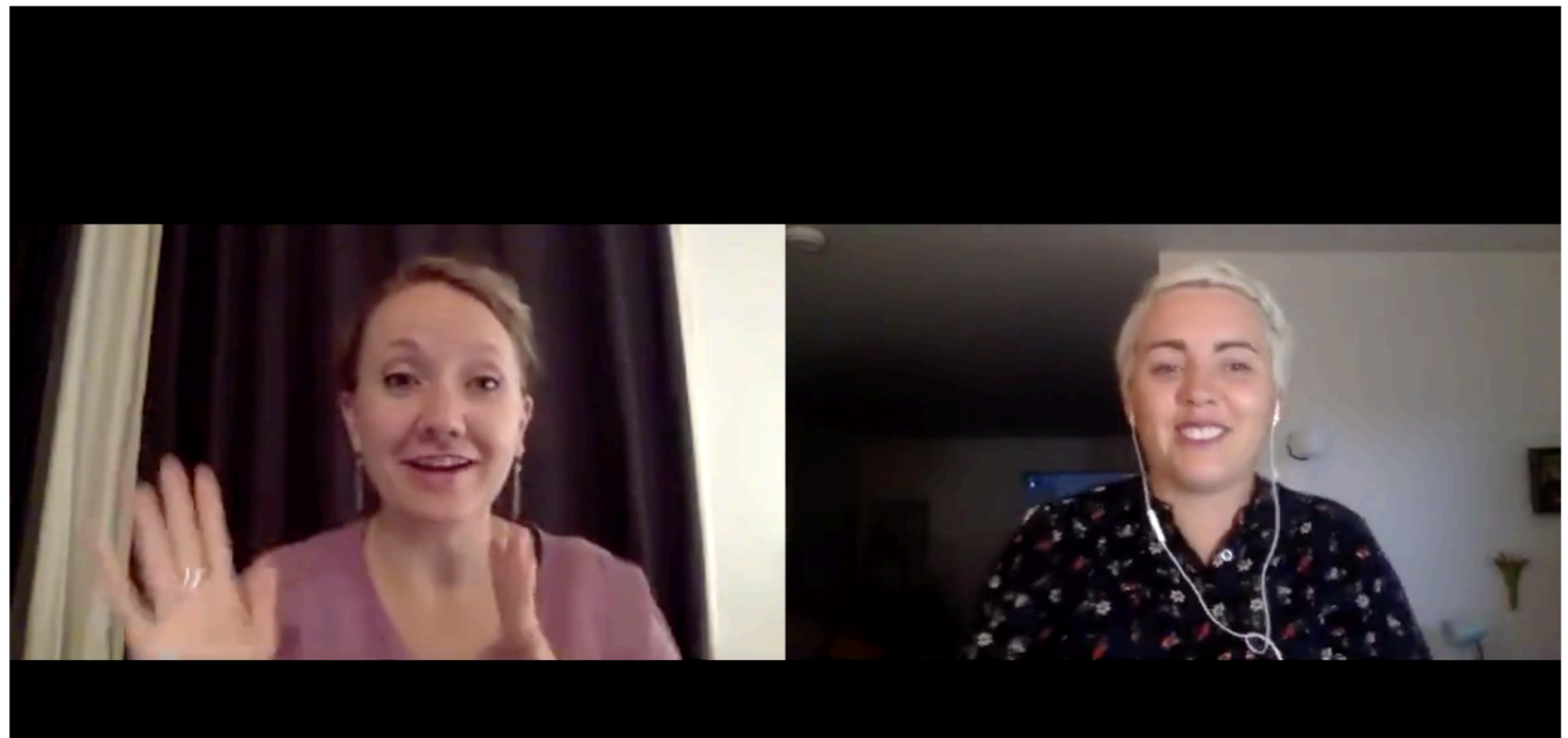
Lesson 1: Video, slides, chat (86:55)

Lesson 1: Visualizations

Lesson 1: Outside Reading, Chronology of the Body by Sam Kiss

Welcome to Lesson 1!

You're here because you're carrying a story that's ready to be told. It's a brave thing to show up to tell your story and we are honored to be your guides. In our first class, we set the scene for the weeks to come and walked through 3 writing exercises to get you started. We invite you to grab something to write with and do the exercises along with the recording.



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3. SALES PAGE



the playground

A Pop-up Academy
for the Performing Arts



5 Weeks – 10 Workshops – 12 Teachers – 3 Shows

Just begin.

