MY NU WAYS!
COACHING & CONSULTING

💎 BUSINESS STRATEGY

THE 1-2-3 ONLINE COURSE CRAFTING KIT

FROM GUESSWORK, FRUSTRATION & WASTING EFFORT TO CREATING AWESOME, WELL-PLANNED, LUCRATIVE ONLINE COURSES—IN JUST 6 SIMPLE STEPS!

CREATED FOR YOU
WITH LOVE, CARE & PASSION

WHAT SEEMS SIMPLE AND STRAIGHTFORWARD TO DO - TURNS OUT TO BE THE BIGGEST FAIL TRAP FOR MOST ONLINE BIZ NEWBIES 😳

I totally get you.

As the expert in your field of profession, passion, or interest, you want to share your wisdom, expertise, and knowledge to help people achieve whatever they dream of. You can help them because you are the expert. **Clear!** 🙌

Obviously, **it's really cool and handy** to bundle all your support and wisdom into **self-learning online courses** that help people through their transitions.

🤩 **And here's the exciting part:** you can do all this while spending time with your family, exploring the world, or even catching up on sleep.

The beauty of selling courses on autopilot is just the beginning of a journey towards multiple streams of passive income. **It's a world of possibilities!**

But let's face it: the road to creating a successful online course is not always smooth. 👎

Many start with the noble intention of helping their clients, only to end up with a massive, unsellable product that no one wants. It's a common struggle, and it's okay to feel overwhelmed. ❌

But it's not the end of the road.

Hey, I'm Melanie. 👋

I help people turn their expertise or passion into digital mini goodies, selling them on autopilot and eventually scaling to more passive income streams.

Creating and express launching online courses is one of the major cornerstones for passive income biz owners, helping you sell digital products like clockwork.

Being able to create online courses and other digital products that
(1) are highly in demand and profitable,
(2) fit and feed 111% of your automated sales funnel strategy and
(3) are launched in no time is **absolutely vital** to making earning passive income based on your expert status consistent, predictable, and possible.

How do I know this works? 👇

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I've been in your shoes, struggling to turn my expertise into a thriving business.👟

But I persevered and successfully transformed it into a six-figure business, reinvesting those earnings into other passive income streams like real estate.

⭐ In just four years, I replaced my six-figure corporate salary—and the growth keeps coming. **This journey from struggle to success should give you hope and inspiration for your own path.**

After creating countless online courses, I stumbled upon a **game-changing insight.** 💃 Implementing this into my business strategies made selling through my funnels, email list, and online course creation **so much easier and more effective.**

THE SECRET?! 🤫

Ditch the isolated idea-based online course creation. 🤩 **Yep, you heard me right.**

❌ I used to jump on every scattered idea and turn it into an online course, thinking that's what people want and need. This resulted in poor sales and a large number of unrelated, unsellable online courses that did not add to each other - and a massive waste of my time, effort and money. **That sucked!**

🔄 But when I switched to a **more reverse-engineered mini-program approach,** considering my clients' transformation journey and my funnel strategy, I saw a growth in email subscribers, a spike in sales, and a significant increase in sales per client. Needless to say, creating online courses is now laser-targeted, super fast, and done with a distinct purpose.

The thing is:

❌ People don't need ANOTHER vanilla, unauthentic, humongous online course.

✅ **What they need are <u>unique, appealing and tailored online courses</u> based on your specific expertise and authentic authority that take them by their hands and walk them step by step through their transformation so they can reach the goals they aspire so much to.** 💎✨

If you want to deliver these kinds of HIGHLY VALUABLE and OUTSTANDING online courses, you base everything you do on your **client transformation.**

I developed methods to create online course content with the client in mind. Here is a **6-Step-Outlining Kit** to help you develop yours.

Have fun! Happy passive selling and online course crafting,

Melanie

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STEP 1:
WHAT'S YOUR CLIENTS' TRANSFORMATIONAL JOURNEY WITH THE HELP OF YOUR ONLINE COURSE?

You start by putting yourself in your target clients's shoes.

In this step, you only think about the **change your clients are about to undergo** with the help of the online course.

Where do they start <u>from</u>, and what do they end up <u>to - and how</u>?

Transformation Formula:
FROM [Problem]….. TO [Desired Goal]….. BY [Online Course Content].

- **FROM:** Consider the problems your customer is facing. What problems does your customer solve through your online course [basically any of your digital products]? How do they manifest? What disadvantages do these problems cause in their daily life?
- **TO:** What specific goals and transformation does your client achieve with your online course? Where do they want to go? What will change in your client's life when they reach their goal?
- **HOW /BY** Your course content has to help your client achieve this transformation as quickly as possible and show them all the steps along the way.

<u>Transformation Example:</u>

Passive Income Quick-Starter Online Course

<u>From</u> time-bound and stuck-in-a-rut Subject-Matter Expert <u>to</u> breaking free as a personally and financially independent Passive Income Entrepreneur!

🚀 **DEFINE YOUR CLIENT'S TRANSFORMATION [FROM … TO … .]**

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STEP 2:
3 -5 MAIN ONLINE COURSE TOPICS OR STEPS (= MODULES)

- **FROM:** ✓
- **TO:** ✓
- **HOW/BY** What are the three to five main topics (content) your ideal customer needs to understand, or what are the three to five steps they need to take to achieve their transformation? What key principles, strategies or understanding do they need to grasp and develop?

Example:
Passive Income Quick-Starter Online Course

- STEP 1: Passive Income Strategy
- STEP 2: Create your Lead Magnet
- STEP 3: You start selling
- STEP 4: You sell high-tickets Digital Products
- STEP 5: You sell & deliver on autopilot

YOUR ONLINE COURSE

STEP 3:
ALL YOUR MODULES & SUB TOPICS (= LESSONS)

When creating your online course, start by developing 3-10 modules, each with 2-7 lessons - especially if it's a signature program. Review the main topics and subtopics, and then use them to structure your modules and lessons. You can organise 1-3 modules for each main topic.

When creating the lesson, ask yourself: What specific topics and smaller steps do your customers need to grasp or complete to achieve the desired transformation? What are the necessary requirements? These subtopics or minor steps act as checkpoints, leading to the ultimate goal of the online course.

Finally, utilize the planner provided on the following pages to compile your module and lesson summary.

Example:
Passive Income Quick-Starter Online Course

STEP 1: Passive Income Strategy
- Strategy for 10 sales per day
- Evergreen Lead Magnet Ideas
- Goals & Niche
- ...

STEP 2: Create Your Lead Magnet
- Digital Product in a day creation
- Profitable Topics
- Done For You Visuals & Templates
- ...

STEP 3: START SELLING
- Sales & Pricing Strategy
- Done For You Content&Launch Planner
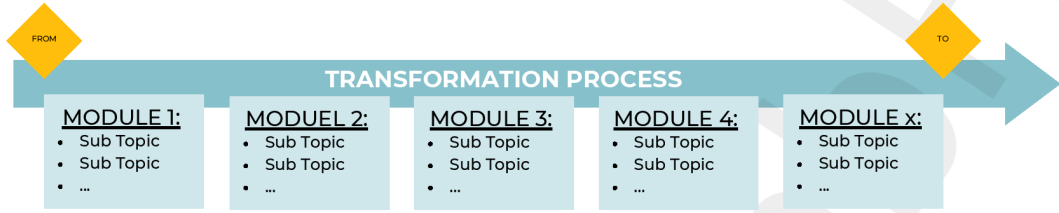- Done For You Ads Visuals, Templates
- ...

STEP 4: HIGH-TICKET SALES
- Strategy for premium sales
- Mindset
- Funnel Maps
- ...

STEP 5: AUTOMATION TOOLS
- Sales Processes
- Delivery Processes
- Tools
- ...

STEP 3:
ALL YOUR MODULES & SUB TOPICS (= LESSONS)

FROM → **TRANSFORMATION PROCESS** → **TO**

MODULE 1:	MODUEL 2:	MODULE 3:	MODULE 4:	MODULE x:
• Sub Topic • Sub Topic • …	• Sub Topic • Sub Topic • …	• Sub Topic • Sub Topic • …	• Sub Topic • Sub Topic • …	• Sub Topic • Sub Topic • …

YOUR ONLINE COURSE MODULE & LESSONS

YOUR ONLINE COURSE MODULE & LESSONS

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STEP 4:
DEFINE LEARNING GOALS FOR EACH LESSON

A successful online course should prioritize delivering results rather than simply sharing information. So, it's your turn now to clearly define a specific outcome for each module and (almost) every lesson. → What will your clients achieve once they complete each lesson? What objective will they reach?

Module	Lesson	Goal

STEP 4:
DEFINE LEARNING GOALS FOR EACH LESSON - CONTINUED

Module	Lesson	Goal

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STEP 5:
DECIDE ON FORMATS HOW TO DELIVER THE CONTENT

You're almost there. Now it's time for you to carefully consider the formats and resources you will utilise in the individual lessons. For example, video, audio, text, workbook, checklist, cheat sheet, template, script, calculator, list, ...

Module	Lesson	Format / Resource

STEP 5:
DECIDE ON FORMATS HOW TO DELIVER THE CONTENT - CONTINUED
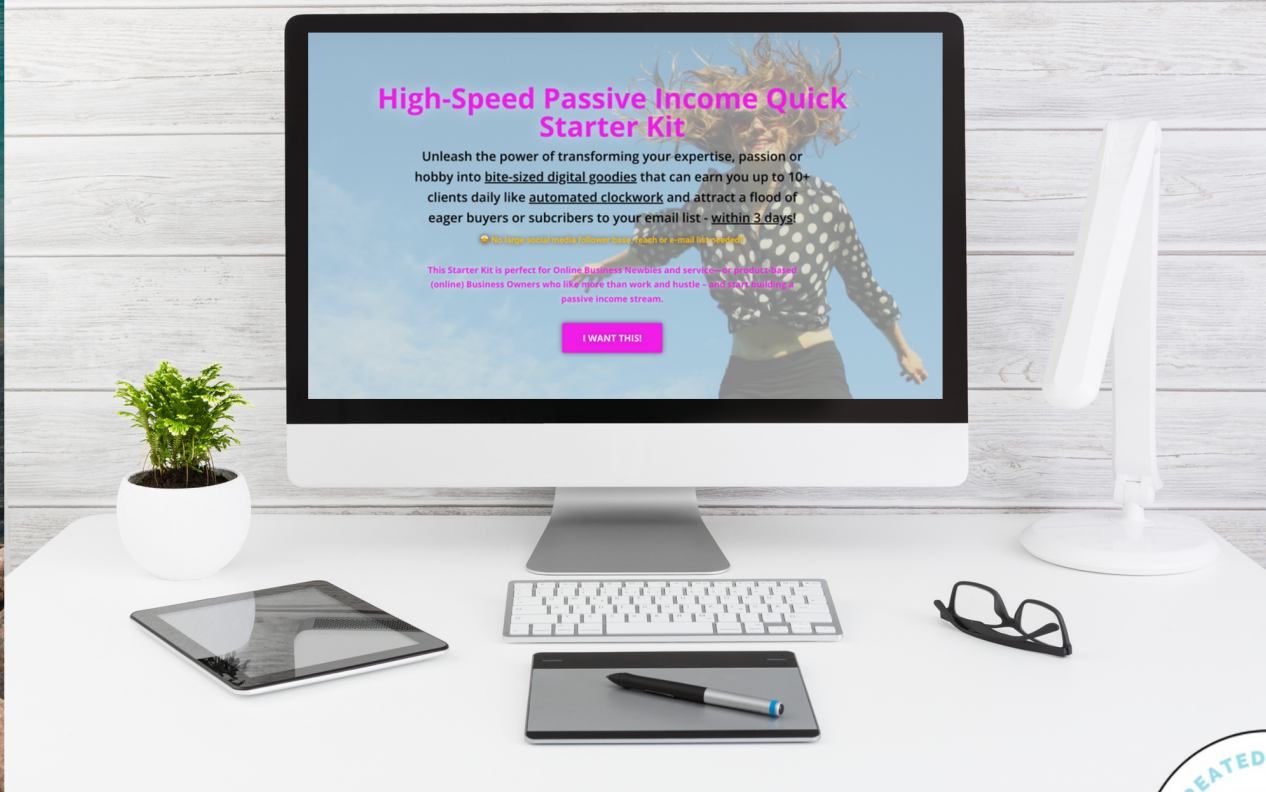
Module	Lesson	Format / Resource

Version: 01102024

STEP 6:
WHAT SUPPORT WOULD YOU LIKE TO OFFER?

A self-study course might not be a hit in 2024 and onwards. **And it's the BEST & EASIEST WAY to make your online course stand out and unique from the competition."**

So, making a guided online course with extra support is a much better idea. You can support your participants in various ways, like group coaching calls, Q&A sessions, live or asynchronous feedback in a community group, one-on-one appointments, community networking, co-working, challenges, and daily prompts.

So now it's up to you to think about what kind of support you'll provide:

YOUR SUPPORT MODEL

High-Speed Passive Income Quick Starter Kit

Unleash the power of transforming your expertise, passion or hobby into bite-sized digital goodies that can earn you up to 10+ clients daily like automated clockwork and attract a flood of eager buyers or subcribers to your email list - within 3 days!

No huge social media follower base, reach or e-mail list needed!

This Starter Kit is perfect for Online Business Newbies and service- or product-based (online) Business Owners who like more than work and hustle - and start building a passive income stream.

I WANT THIS!

SO WHAT'S NEXT?

READY TO MASTER THE ART OF CREATING AND SELLING DIGITAL GOODIES ON AUTOPILOT LIKE A PASSIVE INCOME BIZ PRO WITH AN EASY-PEASY STEP-BY-STEP PLAN - IN JUST 3 DAYS?

With the **High-Speed Passive Income Quick Starter Kit**, you whip up irresistible evergreen mini-offers that are too good and yummy to be ignored - and will attract **5 to 10 clients daily and even sell your high-ticket offers in one go.**

This online course is your golden ticket to jumpstart your Passive Income Biz Adventure with a **fail-proof fast lane roadmap and recommended tool set-up** made for go-getters like you - even without a big follower count. 💃

Join now for only 17,99€
[instead of 147€]

LIMITED SPECIAL OFFER

Voila!

Congratulations on sketching out your new online course. ✨ Instead of obsessing over making it flawless before sharing it with the world, I strongly advise you launch a beta version pronto.

Perfection is so last season! Just give it your all.

Team up with your early bird clients to refine it. This collaborative effort will elevate your course beyond what you could achieve solo in your zen den. Remember, progress is not just vital; it's a source of joy. **Enjoy the process and the journey toward your goal!**

💡If you'd like more support and to learn how to create and express launch a new, in-demand, and profitable online course as a beta version that fits 111% of your sales funnels, no matter what size and price range, in **under 30 days**, click here and snatch a special offer - just for you:

💥 **30-Days Online Course Express Launch Blueprint.**

**At MY NU WAYS, it's all about striving for personal
and financial freedom to live life to the fullest and
be independent! Join in!**

@mynuways   **@mynuwaysprograms**

@mynuways   **mynuways.com**

LET'S DO EPIC THINGS TOGETHER!

Yours,
Melanie

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