MY NU WAYS!
CONSULTING & MENTORING

💎 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 LOOKS EASY AT FIRST OFTEN TRIPS UP NEW DIGITAL ENTREPRENEURS THE MOST. 😲

And yes—we've been there.

When you're the expert in your field—whether it's your profession, passion, or niche—you naturally want to share your knowledge and help others create real change. So turning that expertise into an online course? Totally makes sense. 🙌

✨ *Imagine guiding people through transformations—while you're with your family, traveling, or simply catching up on sleep.*

That's the magic of self-paced online courses selling on autopilot! It's the gateway to multiple streams of passive income—and real freedom.

But here's the truth: Many people dive in with good intentions and end up with a course that's too big, too messy, and totally unsellable.

❌ Overwhelmed. Burnt out. And questioning everything. Been there. Felt that.

But it doesn't have to be that way—because now you've got us. 👋

Hey, we're Katrin & Melanie 👋

We help passionate entrepreneurs and experts turn their knowledge into mini online courses and digital products that sell on autopilot—fast, smart, and without all the tech chaos.

We're all about digital products that are:
✅ Profitable & highly relevant
✅ Built fast & strategically
✅ Designed to fuel your automated funnel

Creating and express-launching online courses isn't just our jam—it's one of the most powerful foundations of any passive income business model.

When done right, it sells like clockwork without you being stuck in delivery mode 24/7.

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💡 And how do we know it works?

Because we've lived it. We started exactly where you are—full of ideas and eager to help, but stuck trying to turn it all into something that sells.

Fast forward to now: We've built a six-figure digital product business, replaced our corporate incomes, and reinvested in multiple passive income streams like real estate.

But the real shift? It came when we stopped creating courses based on random, disconnected ideas—and started building with purpose.

We used to jump on every "great" idea, create massive online courses... and hear crickets. 🦗 All that work—and no sales. Been there, done that. 😅

But when we flipped the script and started reverse-engineering our courses based on:
🎯 What our clients truly needed
🧩 How the course fit into our funnel
⚡ And how it moved people step-by-step through their transformation...

That's when it clicked. 💥 More email subscribers. More sales. More impact—without more work.

Here's the deal:

❌ People don't need another giant, generic online course.
✅ They need you—your unique expertise, packaged into mini, transformational offers that walk them step by step toward their goal. 💎

And guess what? You can create exactly that—starting now.

To make it easy, we created a 6-Step Outlining Kit to help you map out a mini online course that's aligned, focused, and built to sell.

🎉 Let's get that first (or next) course launched—the smart way.

Have fun + happy course crafting,

Katrin & Melanie 💛✨

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.

Transformation Example:

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 … .]**

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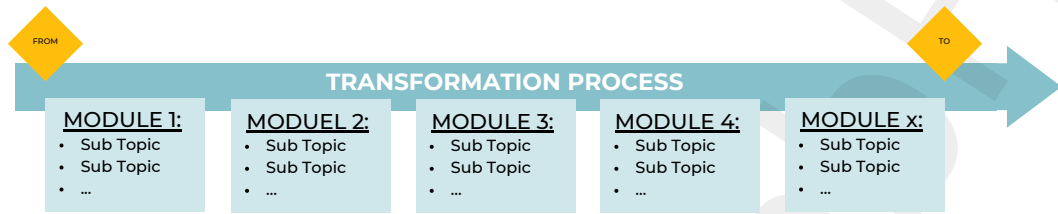
STEP 4: HIGH-TICKET SALES
- Strategy for premium sales
- Mindset
- Funnel Maps
- …

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

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

TRANSFORMATION PROCESS

FROM

TO

MODULE 1:
- Sub Topic
- Sub Topic
- …

MODUEL 2:
- Sub Topic
- Sub Topic
- …

MODULE 3:
- Sub Topic
- Sub Topic
- …

MODULE 4:
- Sub Topic
- Sub Topic
- …

MODULE x:
- Sub Topic
- Sub Topic
- …

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

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STEP 4:
DEFINE LEARNING GOALS FOR EACH LESSON - CONTINUED

Module	Lesson	Goal

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

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

CREATE & LAUNCH YOUR DIGITAL PRODUCT IN JUST 2 HOURS!

Now that you know exactly what you want to create,
let's make sure you launch it as quickly and easily as possible!

⏳ Create your digital product in just 2 hours—with a simple, step-by-step strategy that saves you time, avoids overwhelm, and delivers real quality.

🔗 **Grab our mini course Digital Product Express Builder for just €17.99 + VAT (instead of €147 + VAT) and turn your idea into a finished digital product—in just 2 hours!**

👇 **Click here to get started!**

https://mynuways.thrivecart.com/ai-digital-product-express-builder/?coupon=DONEIN2HOURS

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

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