

How To Sell Online Courses Mini-Course

Training Transcript

Welcome to the training on how to make money selling courses online, specifically right now in the 2020s, because there's a lot of information, I'm going to cover that in a second on whether or not it still works to sell courses. The differences between selling courses and selling courses years ago, I'm going to cover all that in great detail and exactly how this works. I've been doing this a long time, well, long time, 2018.

So here's my experience selling courses. I already had an audience that I built up since 2009. I was mostly selling ebooks and some coaching and some events. So ebooks, coaching, and some events. 2018, finally decided to sell some courses, and I sold a course on, by the way, yes, you will get the notes that I'm writing off. You will get the copy of the video, the audio, the full transcript and the notes within a day or two. Please be patient. It takes a day or two to collate all this stuff. You will be getting that. Yes, you will. Anyway, so I built up a business course, which today is now called the Alpha Tupano Business Course. Launched that late somewhere on, I think, September of 2018, I made \$242,000 net in one week. And I said, oh, okay, this is nice. I literally made the first day of the launch.

I made \$71,000 net the first day in one day. Now, to be fair, I already had an audience. I wasn't starting cold. So to be fair on that, I'm not saying you can just suddenly next week make a quarter of a million dollars in a week. You can't. You got to build up an audience first. Unless you already have an audience, then, oh yes, even if you have an Instagram audience, or a blogging audience, or YouTube, or what have you. Anyway, when that happened, as a matter of fact, pink Firefly, my wife remembers this. That first day, I was in a haze. I'm like, I just made \$71,000 in one day. Not consulting, I made a lot of money consulting, but not selling stuff online, not like that. Prior to that, I was selling ebooks, and my biggest weekend of launching a new ebook was about \$35,000 over three days, which is really good.

Be nice to make \$35,000.03 days, wouldn't it? But I made a quarter of a million in one week. And that's net, by the way, that is net 242,000. These numbers, \$242,000 after the cost of credit card charges, designing and building the course, and processing refunds that was net in my pocket. So as of that moment, I said, okay, this company is now a course company. We're going to sell courses now, you may notice those of you who follow me a long time, I have not written a new book in about six, seven years, even though I love writing books. Why? Because courses make more money than books. They just do. I'm not saying books are useless. Books are really good for branding, get your name out there, things like that. I will be rewriting my primary book, or updating my primary book, The Unchained Man, later this year, hopefully if everything goes well.

So I'm not saying that they serve no purpose in an information based business, but in terms of profitability, courses make more money than books, period. They just do. I did update one of my online dating books about three years ago, but I just updated it. I didn't rewrite the whole book. Excuse me. I did rewrite a lot of it. I didn't write a whole new book. I'm focused on courses. Let me explain why courses are good, and then I'm going to get to the objections. We're going to cover that too. So first of all, high margin. That means that they are a lot more money for what you sell for. So let me give you some basic math here. Let me pull up a calculator. Let me demonstrate this for you. So let's say you sell a course. I'm going to run up my calculator here.

Let's say you sell a course for 997, which is about normal in the course world, okay? What is your expense once the cost of building the course is over with? And you don't need a lot of costs? We'll talk about it later. What's your cost of sale? What's your cog cost of goods on that sale? It's the credit card charge. You got to pay the credit card fee, and that's it. And then you got to process a small percentage of refunds. But in terms of credit card charge, what I do is I just assign a flat 4% to that. Usually it's 3%, sometimes four. So I just say 4% for transaction fees. So 4% of 997 is \$40. If you round up, gets \$40. So your cost is \$40. Your gross sale is 997. You with me so far? Okay, so what is 997 divided by 40?

25 x. So by my math, that means if I'm right, you guys can correct my math. If I'm wrong on this, that is a 2600% markup, right? Now, imagine these guys selling lawn mowers at a 17% markup. You're selling shit for 2600% markup. You don't need to sell a lot of courses to make a lot of fucking money. A lot of money makes sense. And I'm going to show you how I do this in this training. That's the power of this stuff. Now, if you have courses that involve coaching and live coaching sessions, there's some expense in there. But then you raise the cost or raise the price. We'll talk about that. You see how this powerful this shit is. Okay, number one. Number two, courses are scalable, unlike coaching or consulting, both of which I do a lot of. Primarily consulting, but I've done some coaching, too.

Coaching and consulting. Consulting in particular is awesome. You make a lot of money consulting. I've done it. However, problem is, can you scale coaching when you're selling hours for dollars? Even if you detach your coaching consulting from hourly rates, which I've done many years ago, it's still difficult to scale because you only have so much time in the week, right? Courses, you can scale the fuck. I could sell 500,000 courses tomorrow morning. Now, there would be some issues. I'm not saying there'd be no issues. There'd be some customer service issues. I'd have to very quickly hire some customer service staff, but other than that, I don't have to do anything. It's scalable. You can sell one course, you can sell 100 courses, you can sell 1000 courses. The infrastructure is more or less the same, other than maybe hire a customer service person to handle I can't log in, that kind of stuff.

Number three, people are accustomed to learning this way now. People are accustomed to buying courses online. I bought courses online. I bought many of them. I buy everything that I sell. I bought ebooks, I bought courses, I bought coaching. I just hired a very expensive coach two weeks ago. Very expensive business coach, very expensive. So I buy everything I sell. That's why I'm congruent with everything I sell. That's why I can sell with such confidence. Everything I sell, I'm a buyer of. I buy all the stuff that I sell, including courses. And by the way, to be honest with you, I have never bought a course. This is my experience. Maybe you've had a different experience. I have never bought a course, a video course online that I did get value, more value from how much it cost. Even if most of the lessons were fucking stupid, there were three or four lessons and things I learned.

I go, oh my God, yes, that'll work. And I tried them and it worked. And I got benefit and value from it, from more than what I did on the course. So I believe in courses. And people are used to doing this now. This is now the norm that people learn from courses on the internet because people have finally figured out more or less, that the school system sucks. Okay? Number four, this is big and we're not going to cover a lot of this in this session. This is kind of advanced level stuff. Once you have someone who's purchased a course for you can now upsell them later on the back end for more expensive services because now they trust you. And once you've developed that trust, if you sell them a \$500 course now you can sell them maybe a \$3,000 coaching program. We could discuss that in a second.

Okay? All right, now, objections really Quick. You're going to hear online, and maybe some of you heard this, because I've seen it. Courses are dead. You can't make money selling courses anymore. You could in 2018 and 2008, but not anymore. Selling courses online doesn't work anymore. You're going to hear this. I have heard this. It's bullshit. Now, you know what? I'll prove it to you. Hang on. I can't show you the screen, but I'm going to pull up a profit and loss from my accounting system. I use QuickBooks online. I'm going to log in really quick. I already have this on screen here, and I'm going to run a profit and loss, okay? I'm going to give you the real numbers of how much money I have made selling courses. Now, when I say courses in this context, I'm just talking about video courses, where you buy a course and you get some videos and some materials, and that's all you get.

We also have coaching programs that are also considered courses. I internally split these up into two categories. I'm going to discuss that in a second. But I'm not even going to include our coaching programs that are technically courses. Like the 90 Day Business Builder technically is a course, but I call that a coaching program. So I'm going to exclude that because these guys who say selling courses doesn't work anymore might say, well, I don't count that kind of thing. Okay, fine. I'm just going to cover video courses. That's it, okay? And I'm going to tell you, I'm going to pull up the numbers right now. Let's see, January 1 to June Eighth, 2023. Okay, so that's what, five months in one week, right? All right. I'm going to run a cash basis. PNL. That means cash collected. If you don't know, there's two ways to run a profit and loss.

You can run an accrual profit and loss or a cash basis. Profit and loss. Accrual is what you have billed customers. Cash is what you've actually collected. I don't pay attention to fucking accrual. Everything's cash. So this is a

cash report. Run this report. Hang on. I'm going to tell you how much money I've made selling video courses, because you can't make money selling courses anymore. Watch this. Let's see. Hang on, I got a big profit and loss statement. Hang a second. What the fuck is this number? Hang on. Coaching programs, that's a very big number, but I'm not going to include that number. I'm being super conservative here. Okay? Ebooks, joint ventures. I have a lot of income streams in this company, at least. Okay, here we go. Total many courses, total online courses. Okay, \$67,665. Now, that's gross. To be fair, that's gross.

I'm excluding credit card charges. Okay. All right, so that's a gross figure because that's below, is that right? Yes. In the last five months, in 2023, right now, I just made \$67,665 right now, selling nothing but video courses. I'm not including the other courses. That's a much bigger number. Not even going to go there. Okay, so let me do a calculation here. Let me put the calculation again. 67, six, five divided by 5.1. Excuse me. 5.25 months. All right. That is \$12,886 per month I am making right now selling courses 100% location independent. If you were making almost \$13,000 a month location dependent, would you be happy? I think so. Now. Well, Caleb, that's you. I mean, you can't compare you to me. You're Caleb Jones. All right, fine. Let's say you totally suck. You're half as good as me. I'm double as good as you.

Let's divide this by two. \$6,400 a month. If you were making \$6,400 a month selling online courses, do you think location independent? You think you'd be happy? I think so. Let's say you're totally retarded. Let's half this number again, one fourth this number. Let's do it again. I mean, you can get as conservative as you want, still write about this \$3,200 if you were making \$3,200 on a few hours a week because it doesn't take a lot to sell courses. Once you make the course 100% location independent, would you be happy? Most of you would be, yeah. So this shit works. So I want you to remember these numbers. Anytime you go on the internet and say courses don't you can't make money selling courses anymore. Remember this, okay? These are real numbers right out of my bookkeeping. All right? Okay, let's see. All right, let's talk about first we're going to talk about I'm going to take through this in stages.

Oh, I'm going to make one more distinction before I go on. I mentioned this earlier. I make the distinction between video courses and I call those courses like if you buy from me the Alpha Tupito business course next week for you guys watching live, we are going to launch relaunch on my six figure location independent consultant course. And I promise you I'm going to make a nice hunk of money next week. And it's a video course. So a video course. I separate video courses from coaching programs. A coaching program is also a course, but that is where they get video. But they get a lot of live coaching from somebody, either one one coaching as part of the course or one on group coaching, things like that, or support over telegram or discord or basecamp, which is what we use. So that is still a course.

But I consider that a coaching program. And the economics are a little different. They're higher price point and there's expenses involved. So we have four, if you're curious. I have four coach. Let's see, is that right? Four? I have a lot of companies sorry, I have to think through. Yes. Okay. So in this company I have four coaching programs. Now I got about twelve courses and about 15 mini courses, which are also courses like this, but I have four coaching programs that could also be considered courses. We have the 90 Day Business Builder, which is three months. We have the Unchained Man Society, which is ongoing a membership program. We have the Founder Sanctum, which is also ongoing. That's our business ongoing membership program. Then we have the 500K Business Accelerator, which is our top line program, and that is a year. Okay, so we have four coaching programs, at least two of which 90 Day Business Builder and 500K could be considered a course.

All right, but there's expenses involved. I have to pay coaches and there's infrastructure, but the price point is higher. Instead of \$1,000, it's \$4,000 for the 98 Business Builder, and it's \$20,000 plus for the 500K program. Makes sense. Okay. But I have coaches and I expenses for those things, if that makes sense. In this session, I'm going to cover mostly video courses with a twist, because you have to change. Here's these guys who say you can't make money selling course anymore. What they really mean is you can't sell courses the way you used to be able to sell in 2018. You can't. That is true. The market has changed. I'm going to talk about this so you can make money selling courses right now, like I'm doing. Cool. Okay. All right, so hang on. Phase one, you got to design your course, all right? Now, if you know my material, you know what I'm about to say, and I sound like a broken record, but I'm right about this.

You have to niche. You cannot have a course. And when I'm looking this way, I'm looking at my notes, which you'll get a copy of, you can have a course that says how to lose weight. That's unchewed. Sorry, you won't make any money selling that course. I'm sorry. You won't. How to meditate. That's not a niche course. I'm sorry. You can buy 10,000 courses on these things. How are you any different? You have to niche. Do I have any courses called how to Make Money Online? No, I don't. Even this training right here, is this how to make Money

Online? No. Is this how to make a website? No, this is how to make money selling video courses online. Even this is somewhat broad right now. I can broaden my offerings a little bit because I already have a big audience. If you're starting from zero, you got to niche even more.

Okay. All right, someone is saying the video is paused. Can you guys please once again put the number two in the chat that you can both see me and hear me? I get nervous when someone says this. Usually it's on their end, but I want to make sure you guys can see me. So I'm going to pause for a second, and I'm going to wait to see twos in there. Oh, he says never mind. Okay. Don't scare me. All right, so these kind of courses will not work. How to make money online. How to get rich. How to buy real estate. No, here's some example. Oh, here's a perfect example. I'm seeing twos. Thank you very much. I just spoke with a guy, just met a guy through some joint venture stuff I'm doing last few weeks. Matter of fact, I'm probably going to do a joint venture with this guy.

This is this good? He has a course. Guess what his course is? How to make money running paid ads on Pinterest. Okay? Niche as fuck. Awesome. This guy makes money with that fucking course. This guy's making cash. I'm probably going to bring him on and sell it through my audience and do a joint venture. Because how cool is that? I didn't even think of that. I literally was talking like, Wait a minute. You could run paid ads on Pinterest? I didn't even know you could do it. He's like, yeah, you make a lot of money on Pinterest because there's women on there, and women buy everything. I said, oh, yeah, that's a fucking course. Not how to make money online. How to advertise online. No, how to run ads online. That's not niched, okay? That's niched. All right? The course I'm launching next week. The six figure location independent consultant.

You see how niche that is? It's not consulting. No, it's a six figure consultant who is location independent. Not the typical consultant has to go drive downtown and deal with clients in his office. Fuck that. I did that for years. I made money doing that. But that's not location dependent. So even that's pretty niched. So you got a niche, niche. And as always, here's the bottom line of niche. You identify a narrow niche, number one. Number two, you find their biggest problem. Their biggest problem not a problem you think they have. Their biggest problem that they tell you they have. Number three, your course is designed to solve or alleviate that problem, okay? Guys from India come over to the United States and they can't get laid. So you have a course on how Indian guys fresh off the boat who live in the United States can get a girlfriend.

There you go. That'll work. Not how to get laid. That won't work. You see the difference? There you go. All right. And not how non white guys can get no men from India who just arrived or have been living the United States for less than two years or whatever. Okay? I'm just giving you random ideas. We give you examples. I'm just saying, do this, all right? Niched, niche. Or this will not work. In the advertising copy for this training. I didn't say sell courses. I said niched courses. Because you just can't sell a course that's not going to work right now in terms of I get this question a lot. Hey, Caleb, can I sell a course? Doing something? Can I design a course and sell it on something I've never done. So you have two choices. Option one, the easier one is something you've actually okay.

Something you've actually accomplished in your life. And then we can make a course about that. That's my model, with rare exception. Rare exception. Everything I teach. Actually, with no exception, I'll give you one. What I was thinking of in a second everything I teach are things I have personally done. Everything in all of my companies, okay? In Sovereign CEO and Alpha male 2.0 in my consulting practice. Everything I teach is stuff I have personally done and got results with, or else I will not teach it. It is one of my hardcore rules. The only time I've gotten close to being that rule is the online dating book that I wrote years ago, about two, three years ago for my Alpha Male 2.0 audience, how to Do Online Dating in the wasn't doing much online dating because I'm not anymore. Because I live a lifestyle now where I don't need to do that anymore.

I got plenty of women in my life. I live an non monogamous lifestyle. Anyway, so what I did is I worked with twelve different guys who were hardcore online dating. They're doing it right now. And I said, how do you do it? We had to vet them, make sure they were real. And so we used their techniques in that book. But they weren't my techniques. They were theirs. That's the closest I've come outside that model. So that's your second option. Your second option is, well, I've never done it, but I know this is a good niche. I know I could make a course. I know it would make money. I know I could price it well. I know, okay, great. You hire someone or partner with someone who has done it. You get all the information from that person and you make the course. And it could be you.

It could be him. It could be someone you hire. It could be a collab with you and him. I have several courses, and some of you have maybe bought them where it's me and a super hot girl, a woman from my personal life. There

are several of them. So I've done that because I sell courses primarily to men, and men like pretty girls. So guess what I do. There you go. You could do that. So the bottom line is but even then, it's being taught by someone who's done it. Don't just make this shit up and say, well, I think I could help these people. I've never done it before. I get guys doing this. Hey, I want to help guys do X, Y and Z, but I've never done it. Can I do that? No, you can't. Unless you hire someone or partner. Now, if you can't pay that person, you bring that person as a partner, hey, I'll pay you 30% of the gross receipts after transaction fees for every course I sell up for a year, for example.

You can do that and just give me all your data, give me all your info, and you design kind of the information you design, the lessons we'll talk about in a second, those are your only two options. If you've never done it, you can't find someone, or you've never excuse me. If you've never done it, you can't find someone who's done it. Don't do a course on that. Please do a course on something else. Don't be a liar. Be congruent. Okay? All right. So when you're doing your course, when you're designing your course, in terms of telling your guys, telling your audience, stick with step by step how to information. Don't go too much into why it works or the philosophy of why it works or the history of DA DA. No one gives a fuck. That's college. If you want to waste a bunch of time learning about philosophy and why and history and, well, what if this happened and what if that happened, then fucking go to college and waste your time there, okay?

Go back to high school and waste your time there. This is a course that people are paying real money for, all right? And by the way, I didn't mention that amount I've been making in courses. That's in a down economy. So \$67,665 in a shitty economy in the United States right now and in Europe, not here in Dubai. Dubai is booming. We choose not to participate in shitty economies. But there you go. So anyway, step by step, here's how you do this. So lesson four, how to blah, blah. Step one, do this. Step two, do this. Step three, do this. If you have read any of my books or any of my courses, you know I do this. I focus on step by step how to do this. I don't say the philosophy of back in the 1940s. No, stick with the facts on how you can do it.

Step by step processes or things to avoid. Do not do this. Do not do that. One of my primary dating books on how to do a first date, for example, for my dating audience, I have an entire chapter, so I have step by step stuff in there. Step one. Phase one, do this. Phase two, do that. Phase three, do this. I have an entire chapter of 22 things to never do on a first date. Things like that. Things to not do that's okay, too, but they're very specific things. That's how you do this. How to set your own alpha two, penal location dependent company. Step one, do this. Step two, do that. Step three, do this. When you do marketing, step one, do this. Here are your options that are the marketing quadrant. Okay? All that stuff. How to information that actually gets people from zero to the results.

That's a. Good course. If you don't do this, you will have more people asking for refunds. And you don't want that. A percentage always asks for refunds. That's the way it goes. It's part of life. And many of them are scamming you, ripping you off. Yes, it's part of life. Part of doing business on the Internet. Welcome. Doing business on the Internet, it doesn't matter. But you don't want like 30% of the people asking for their money back. That's a fucking nightmare from hell. I've never had that. I'll talk about refunds a little bit. Okay, next you have to determine your mix. Let's see, videos, audios or PDFs. The best mix, in my opinion, is videos with some supplemental material. And all my courses are like this, videos with some supplemental audios, maybe some supplemental worksheets or supplemental PDFs. But it's not the focus of the courses, the PDFs and the audios.

The focus is the videos. That's my recommendation. But you can do whatever you want. You could do an audio course that could work. Video has more perceived value than audio. Just be aware of this. Now, here's one of the things you must do now to sell courses in the 2020s, as opposed to four or five, six years ago. This is where some of these people are saying you can't sell courses. This is where they're in this 25%. Right? It is very difficult now to sell a course that is 100% video with no live interaction whatsoever. You can do it. I've clearly doing it, but it's better. And this is what I do when I do joint ventures. I'll talk about in a second. It is better to have your video course packaged with some sort of live interactivity. Here are several examples. See if I have them listed.

If not, I'll just do it. Off top of my head. Yeah, off top of my head. One is you have a one or two or three live coaching calls with you over zoom or something like that, where people who bought the course I do this often. I just did this with the Maximum Freedom course a few weeks ago. People bought the course can come in, you do a quick presentation, and then they can ask you all the questions they want for an hour or two. Or maybe there's no presentation. It's purely Q and A. And you include two of those. For people who buy the course in a given period of time, that's okay. Another thing people do, which I don't do, but a lot of guys are successful doing this, is they have round the clock support, telegram support. They have a telegram group, a closed telegram group.

They're part of the group, and they're in there answering questions. And you get either lifetime access to that or monthly access to that, or you get access for three months, or however you want to do this, or on a discord server, or like what we have in base camp. You're in there for three months. Some sort of interactivity. People can ask questions. There's much more higher perceived value these days than you just get a bunch of videos and you can't ask anybody any questions. People today really want interactivity. It's a big thing today. So it is a little dangerous, in my view, to just have a course that's videos some audios, and that's it. There you go, guys. And you don't get anything else unless you already have a warm audience like I do. So I could do this. I can sell a video, pure course to my warm audience who've known me for years, and I will make money.

That's okay if you're starting from zero, I wouldn't do this. So with that in mind hang on. Whenever I do a joint venture with someone else, what I call an external joint venture where someone else with an audience who may or may not know me, most of them will not know me. They will sell one of my courses to their audience, and I pay them a commission. Whenever I do that, I attach usually one or two. Usually two. Two live Q A calls with me as part of the video course. I just throw it in there because now there's much more perceived value to an audience that doesn't know me. Makes sense. Whereas to my warm audience, I might not do that. I might do that. I have been lately, if you notice. I have lately because I want to give them value, too. But that's my point.

So when you're designing your course, and if you're new at this, you don't have a big audience or an audience yet, you really should, in my view, add some sort of live component to it. Okay? Whatever you want to do with that Q and A calls, one one coaching, I would avoid that. You can do that, too. Group calls, group presentations, or live support, telegram, discord, things like that. Okay? However you want to do that, throw that in there. And also, you can raise the price now it's higher perceived value, so you can raise the price. Hey, you don't just get these videos. It's not you just get you get me, too. You can ask me when I'm going to become your personal consultant. I'm going to help you. Blah, blah, blah. Okay? Very powerful, lots of value, much easier to sell, much less refunds, all those things.

Strongly recommend you do this. All right. I have my notes here. Unless your course is well under \$300 or so, we'll talk about pricing a little bit. Well, will we? Yeah, we will. If I don't, then remind me. We'll do a Q and A at the end. So if your course is 197, then maybe you don't have to do that. But I wouldn't do that. Let's talk about pricing really quick. My goal is for you to get to a course that sells about 997. Always end your course numbers in a seven, your price numbers in a seven. Hang on, I am going to talk about that. Okay? Sorry, I'm jumping ahead. I'm going to talk about it later. All right. When designing your course, outline your course. Outline it. Break it out into lessons. Lesson one, lesson two. And lesson one can be an overview and introduction.

That's fine. And then you get as of lesson two, it's how to lesson one. Lesson two, lesson three. Lesson four. Lesson five. Do it in order of priority and sequence. Okay, so let me give you an example. When I teach how to start a location dependent business, I start at the very beginning. You got to find a niche. So I talk about niche, niche. How to find a niche, how to brainstorm it. Then you got to find the niche's problem, how to find the niche problem. Then you got to find your offering. What are you going to sell? Is it a product surface or information? How do you design that? How does it solve the problem? How to do that? Then lesson 16, or whatever, is how to set your website, how to accept your payment system step by step by step in my dating materials for men.

How to do a first date. Well, first you got to get there. And I teach a thing in my dating material. Be there five minutes after her, arrive five minutes after they after her. So she gets there, she send you a text, she's there. You get there within five minutes, not ten minutes. That's rude. Five minutes you have higher perceived value. And then what do you do when you say hi to her? When you sit down? What do you talk about immediately? Phase one. Phase two. Phase three, take them through the process. So just outline that out. Now, let me make sure I'm following my notes because otherwise I will jump all over the place. Lessons can be any length you want. Do what makes sense for the information, not some predefined structure. Yes. So guys get very anal about this. They start saying, hey, okay, every lesson should be ten minutes should be about ten minutes, or every lesson should be five minutes because I bought a course once and all lessons were five minutes.

Okay? So lesson one has to be five minutes, less two. Okay, but shit, so that really fuck, it's only five. Okay, lesson three, but that's only two minutes. So how do I pad it? Make it five minutes, and lesson four should be five minutes, but it really should be 15. No, I have courses where some lessons are two minutes, some lessons are 27 minutes. It doesn't fucking matter what makes sense in terms of lesson structure, not what. Don't worry about having some predefined structure, like writing a book where every chapter needs around the 13 pages. No, think about writing a book. And you could be chapter one could be two pages. Chapter two could be 37 pages.

Chapter three could be seven pages. Think of it like that. Lessons could be any length. It doesn't matter what makes sense for the information. Now, obviously I wouldn't have three lessons that were an hour long.

That's a little insane. You get my point. So don't think like the lessons have to look good on a sheet and have to be the correct number of minutes. Guys, get really anal about this. Don't, don't whatever makes sense. If a lesson is two minutes, that's fine. If a lesson is seven minutes, that's fine. If it's 14 minutes, that's okay. As long as you're complete and you give them the info to help them solve their problem. Right? Next, when you have your course, you have to choose your platform and that is where you host the course. So if it's 100% live deliveries, let's all talk about that in a second. You don't need a platform. So there are some people, matter of fact, we will be selling through a joint venture, a course on AI in a few weeks. Can't talk about that yet. But that is a course.

There is no videos. It's 100% live. The guy just teaches you live four or five, six sessions or whatever they are, and it's all live and you get the recordings of the sessions and that's it. So if you have a course like that, which you could, by the way, that's okay, you could do that. And you just do it every month. Once a month. You just redo it every month. You could do that. The now the downside is you have to do it. But again, you have to have some sort of live component anyway. But the upside is you don't need a platform. You don't host your course anymore. You just sell a thing on PayPal and you just do the course you're done. And then you just share the link, the zoom recording link or whatever the fuck, and that's it. You're done. Kind of neat.

Now, most of you may not be doing that. Most of you will be doing some kind of video course. That's fine. So that means you need some kind of platform to host the video course. I'm going to give you several names and several platforms that are all good. There's pros and cons to all of them. They're all good teachable. I've used teachable for years. Very good platform. Really good. Really robust, strong, recommend. It cheap. Very good. Udemy U-D-E-M-Y. Another very good platform. I have never personally used it, but a lot of my buddies do and it works really well. It works awesome. Okay, then you also have platforms that do more than just courses. So first one we have Kajabi. It's one of the most popular ones. It's Kajabi. Is that right? I want to make sure I'm spelling that right for you? Hang on.

I'm pretty sure that's the correct spelling. K-A-J-A-B-I. Kajabi? Yes. Was that right? Wait, yeah, that's right. Kajabi is a full platform system, so it's more expensive than Teachable and Udemy. It does courses, but it also handles all your web pages, all your landing pages, all your emails, your mailing lists, your customer management. It handles everything. So it handles much more. It's more comprehensive. It's a little more expensive. Another system is Cartra. That is what I use. K-A-R-T-R-A. That's a competitor to Kajabi. Just like Kajabi. It's pretty much the same thing. It handles your courses, all your memberships, all your products, all your landing know, your funnels, your mailings. So whenever I do a mailing to my giant list of people that's in Cartra, I just press a button, and Cartra handles all of it more expensive than Teachable or Udemy, but it still works. And you can host your courses there.

Makes sense. So you got to pick one, and then there's many others. I could list another ten of them. Pick one of those. They all work. Okay. By the way, if you have questions as they come up, I didn't mention the beginning. Go ahead and put your questions in the Q A only column, and I will answer them at the end. Okay. All right. So you get your platform ready to go. You pay a monthly fee. Not a big deal. Hang on. Next, you have to actually record the videos. Now, I made a big error when I did this. I didn't know what I was doing. That first several courses, I made what I did stupidly. I didn't know any better. At least my heart was in the right place. I actually spent thousands of dollars. Thousands of dollars. And I hired a professional studio with a soundstage, with makeup artists, professional cameras.

I spent thousands of dollars. My first several courses, I had some of my friends who are females help me as my lovely assistant. Matter of fact, Pink Firefly was one of the assistants in my consultant course, which will launch next week. Other friends were other courses, and we made a big production. It cost me thousands of dollars. Then I spent thousands of dollars on having subtitles in multiple languages, including, like, Chinese and Indian and Russian and German and Spanish. Thousands of dollars. I didn't need to do any of that. It was totally stupid. And we have the data now. No one gives a shit about that. They do not care about the quality of the videos. And even worse, when you upload these videos to these platforms don't want the videos to be high res, 4K or 1080p. They don't want them because it's harder for them, because they need the course.

It's not like a YouTube video course. Videos to be played across all kinds of platforms, across all kinds of bandwidths. So they want lower res videos. So by me producing these beautiful high res amazing soundstage videos and I go to Cartra or Teachable and they say your video is too high res you need to dither that down. We don't do videos like this because this is not YouTube, dumbass. These are courses. Course videos can be grainy.

They should be grainy. Okay? Now that doesn't mean that look like shit but I've recorded courses. I have many courses that I have made six figure amounts on where I recorded out of a hotel room with my webcam. Fine, it doesn't fucking matter when I do a course now I just record it with the webcam. I don't give a shit. I do edit it but that's it.

So low res video seven hundred and twenty p is just fine. If you end up recording videos that are higher res what you're going to have to do is use a software I use the thing called handbrake. That's a PC version. I don't know if there's a Macintosh version of this where you can plug a video in and it dithers down the video. It compresses the video file so it makes it smaller. It takes it from 1080 or four k to seven hundred and twenty p or even less. It still looks pretty damn good. You just process the video. So you'll have to do that if you use something like a DSLR or a high res webcam like this one. But I'm telling you, don't worry about the quality of the fucking videos, worry about the quality of the content. The content needs to be amazing.

People don't care what's in the background. They don't give a don't. And I again I purchased courses and the last course I purchased was a YouTuber and he just used the same office he was recording YouTube videos in. It was this exact same fucking thing except the information was different and more detailed. Fine, I did not care and your customers won't care either. So record videos cheap, cheap. That's what you want for courses. Courses are not YouTube videos. Courses are not sales videos. Now when I do sales videos for like my Instagram funnel I need to use like a fucking iPhone 14 perfect amazing camera. That's different. These are not sales products. This is a course. Okay? All right? Focus on content, not presentation. No one gives a shit about how fancy it is. They only care if you're solving their problem, right? Solve their fucking problem, get them results then they will love you and buy every other course you ever make for the rest of your life.

I speak from experience. Okay? All right. Now you do need to have the videos edited. So right now on YouTube as last few weeks I stopped editing my videos because I don't give a fuck. But on courses you can't do that. They do need to be edited. So you want to take out your mistakes, your awkward pauses, your screw ups. Absolutely. If you start meandering off the topic, some of us have known to do this, okay? You need to edit those out. So you do need to edit those videos. Either edit themself or hire a video editor. If you don't know where to find a video editor, upwork.com. I have never edited a video in my entire life. I've been doing videos for six, seven years now. I outsource that. Okay, if you know how to edit your own videos and you're tight on cash, great.

Edit them yourself. Clean them up. Concise, concise. Okay, don't talk and don't just like I said earlier, don't go on and on. Step one, do this step. You got my point. All right, edit all your mistakes. Nice tight videos. Okay, okay. Remove mistakes and errors. All right? Then you upload your videos to the Teachable or Udemy or Cartra or Kajabi. It makes it very simple. They upload, you upload lessons. I don't need to train you on this because it's really obvious. You could have courses that are deluxe and standard versions. We'll talk about that in a second. All right, now, talk about selling your course. What you're going to have to do on these platforms is now, first, if you're not doing any videos, you have no platform. You just go to PayPal and set up a PayPal button. Real simple, I don't need to train.

How do that's? Real easy. You set up a PayPal payment button. Let's say, of course, is 997 payment button for how to blah, blah. Put that button, drop the HTML on your sales page, and you're done. That's it. If you have videos, then you can use this through Teachable, Udemy, all these different places. You can have an actual sales page on the platform with a button that you can activate through the platform. It's all done through the platform. It's really simple. They make it really easy. I don't know HTML and I've made numerous websites. So make it really simple. It's not a big deal. You upload each video. Then they'll say, do you have any supplemental trills, like PDFs or worksheets or workbooks or crap like that? Upload that fine. Audio, you could do supplemental audio, that's fine. If you throw any bonuses in there, that's also fine.

Upload all that, get the payment thing done, you're done. Now, step one, you do a test order. Test it. Most of these platforms have like a testing thing. You click in test mode and you can run through the order and test it. You can also put it live. And this is what I do or have my staff do this. You actually buy it from yourself. You create a coupon code that's like 99% off. So you can buy it for a dollar. And you buy it from yourself. Get a fake email address and buy it and go through every step of the process. Make sure the sales page works, the checkout page, the payment button, the payment, PayPal, whatever you're using. For payments, PayPal or stripe, PayPal is easiest. I recommend PayPal if you're new. Otherwise stripe or Wise or things like this or square, they're all good.

Make sure you actually get the dollar in your checking account. Make sure you get the email. This is how it happens. The user will get an email with a login and a name to log into the site to get access to the course. Make

sure that all works before you sell it to anybody. Test the whole process. If it doesn't work, fix it. Check for typos and crap on all the steps. Check it all. Check it all. Check it all. Check it all. Okay. If you make a little mistake, it's okay. I've certainly made my mistakes, but test it. All right. Determine your launch schedule. So the launch means that you are launching your course to either a new audience or an existing audience. And this gets off topic for this in terms of how to do launches, a book you want to buy. This is the book that made me that quarter million dollars and millions of dollars.

Since then, one book has made me millions of dollars. The book is called Launch by Jeff Walker. Jeff Walker. Is that right? Let me make sure that's right. Launch by Jeff. Let's go to Launch by Jeff. Is it Jeff Walker? I'm right. Launch by Jeff Walker. Buy that book. It's like, \$18. It's made me millions of dollars. I'm not kidding. Just buy that book. Just buy it. It'll tell you how to do a launch. And my first several launches years ago were right out of that book. I mean, like, right out of that book today. We've modified them and changed them. There's I think there's an updated version. That book, you can get on Amazon, get that book, and that'll show you how to launch a but you need to determine your launch schedule. Is this a course you can sell all the time? If there's a strong interactive coaching component, you maybe don't want to sell this all the time.

So the nine day Business builder, up until just two weeks ago, we would have to do launches for this. We'd have to say, okay, the next business builder will start in August 1. The next one will start in September 15. The next one will start in now we just changed around and make it evergreen. We just did that this week. That's secret information. No one's supposed to know that yet. But that's one option, is you have a set schedule. I know guys who do courses with a lot of so I work with some cryptocurrency guys, sales cryptocurrency courses. There's a lot of interactivity and training, because crypto changes all the time, so there's a lot of that. So they launch it four times a year. So they launch it, and then at the end of the launch, they say, sorry, we can't take you until next quarter.

And they give you a date. So there's only four dates a year. You can sign up for the course within a given week, and that creates scarcity. This is what I do. You'll notice I do this. I launch a course, and I say, you have till Friday to buy it. If you don't buy it by Friday, you can't buy it. Or if you don't buy it by Friday, the price goes up by \$600. Or if you don't buy it by Friday, you don't get this free thing and this other free thing I'm throwing in there. So those are three levels. The launch. At the end of the launch, either the course literally goes away and you can't buy anymore, or you can buy it, but the price is way more expensive. Or you can buy it, but the bonuses go away. You're adding a bunch of free stuff on there, or combinations thereof.

The price goes up, and the bonuses go away. The more bonuses you can throw on there, the more discounts for the launch, the better. Or do you assist? Something you can sell at any time, and it's evergreen. You can launch it anytime. Anyone can buy it at any time. Figure that out, determine that, and that will be determined mostly by how much interactivity you require with your customers. If it's one or two quick coaching calls, then you could probably launch it at any time and just have a recurring schedule of coaching calls. If it's a coaching program where they're going to be working with you every week for a few weeks, and it's kind of intensive, you got to think that through. Okay, let's see. And then I can launch this maybe four times a year. Three times a year, six times a year, what have you, and have a schedule.

So figure that out. Important price. Price it as high as your niche can afford. That's it as high as your niche can afford. Now, if your niche is college students, they can't afford a lot. You just want to price it on the high end, maybe 297. I don't know if your niche is CEOs no. Let's say your niche is business owners who own companies that are worth at least \$5 million. Guess what your course should be? It should be at least \$25,000. At least? At least probably \$35,000 as high as your niche can afford it. Don't be scared. I don't price my shit low. I don't. You shouldn't. Here's the other thing, too. You price it too low, people go, well, that's probably shit. I give you a course on how to set up your own Internet company, and the course is \$150. Immediately your brain goes what?

Not good now, let's say it's \$3,500. Oh. Your brain goes, okay, interesting, right? That's how your brain works. As high as your niche can afford it, with rare exception. And you can always drop the price for launches and things like that. Always end the price in a seven. You will notice that just about everything in the universe I do on the internet, the price ends in a seven. Why? Because we have massive empirical data on this. When you end prices in a seven, more people buy it. Why is that? We don't know. Doesn't matter why. Stop being a nerd. It works. And your price in a seven, by the way, if you are selling your things on radio, audio or podcast, like podcast advertising, if that's 100%, your ads are audio podcast ads, people hear you end your price in a five. Isn't that weird?

That will pull better. If you hear it, you want a five. If they see it, they want a seven. Weird. We don't know

why, but it's true. And it's been true for decades. This is nothing new. Money back guarantee. You need to have the most amazing money back guarantee you can possibly have. One of the reasons I've spoken about this before, one of the reasons that I got started in the pickup artist world, selling dating ebooks to men, and I went from zero to six figures very fast and built kind of a business empire on that stuff. When most other guys starting businesses, pickup artisty, dating type business for men back around the same time I was in 2009, they're all gone. With the exception of one or two guys, they're all gone. Why? Because there are lots of reasons. But I took this as a business and I offered the best for my ebooks, the best money back guarantee in the entire industry.

Most guys who sold ebooks, even to this day, they have a 30 day money back guarantee for their ebooks. There was one guy back in the day who was selling, Brad P. Did a joint venture with him way back then. He was selling his money back guarantee was 60 days. That's pretty good. Guess what mine was? Lifetime. You can buy one of my to this day, you can buy one of my books, wait ten years and ask for your money back. I think you're a fucking prick if you do that. But we will give your money back because I do what I promise. Lifetime fucking guarantee. I made millions selling ebooks. I sold so many fucking ebooks because people said lifetime guarantee. I said, yeah, you could read this ebook, try it out if it takes you seven months. If it doesn't work, ask for your money back.

We'll give it to you. And we did. And now people think, well, everyone asked for their money back. You probably got raped. No, I didn't. My way back in the day when my ebooks were kind of shitty, the presentation was pretty shitty, the font was shitty, I had lots of typos even then. I made a lot. Of money. I made six figures selling those books. My return rate on those books was 4%. 4% with a lifetime guarantee with shitty typos. So that means what? Out of 25 guys who bought an ebook, one asked for his money back. You think I give a fuck? No. Years later, I redid all the ebooks. I rewrote them, I hired professional typesetters. Several proofreaders, made them beautiful. No typos. I kept the lifetime guarantee. It went from 4% to 1%. One point something, 1.5%. Not bad. My courses. Now, courses, you can't do a lifetime guarantee because too many guys rip you off.

So what I do, my courses, what I did for years is here's a trick on money back guarantees, give them a weird number of days. Don't say 30 days because guys will say 30 days. Okay, no problem. This is the 18th. So by the 18th of next month, they put in the calendar, ask for the money back, give them a weird number, like 56 days, and they go 50, okay? And then they forget about it. 56 days, 42 days, 39 days, 24 days. Give them some weird number of days, the longer the better. 56 is great. Okay. We did that for a long time. What we did run into is a lot of scammers. A lot of scammers would buy my course. They'd watch all the videos, 7 hours of videos they'd watch every because you can tell in the CD systems who's watching the videos and how much they watch.

They'd watch 100% of all the videos. And as soon as I got 100% done, they'd say, your course sucks, I want my money back. You watched all the videos, you spent 8 hours of your time. If it sucked, would you watch? If a course sucked or didn't apply to you or wasn't your thing, would you watch 8 hours of videos? No. You'd get through the first few lessons and go, this course sucks, I want my money back. That makes sense. So we had a bunch of guys doing this, or we'd have a bunch of guys who literally they'd log in the course, they'd watch all the videos one day and then meet last for the money back next day, shit like that. Scammers. So were forced to do and you may run to this or not, just give you my experience, make your own decision on this.

Now, today, for my video courses, the money back guarantee is 56 days or some weird day. And you can't have watched more than 50% of the videos. And I don't like doing that, but we had to. We got enough people trying to scam us. So my point is, though, that's still a pretty fucking good guarantee. 56 days and half the videos. Not bad. As good as you can make it. All right, in terms of numbers. So what is my return rate on launches when I do courses? So, on course launches my return ratio. My goal is to keep my return ratio. That's mean the number of guys who ask for their money back below 15%. Below 15%, I'm making mountains of money. I don't care because again, it's high margin. I just showed you the margins earlier. So fine, it could be 25%, I probably wouldn't care, but I like to keep it below 15.

When we do big launches, the return rate is around seven to 7% to on the highest end we've ever had was 11%, nine, 8%, 7%, somewhere around there. And that's pretty good for the industry. Well below 15, it's half a 15%, so I'm very happy with that. Fine. And yes, you're going to be upset. This guy's ripping me off. This guy likes this course and he just wants a free fucking yes. You're going to have some assholes who do that internally, if you care. We have a policy. Internally, we don't publish this policy. I'm giving you the details here because you're paying money for this information. So I'm giving the details. We have an internal policy that if someone asks for their money back on multiple courses is we cut them off as customers. Because clearly you're ripping me off. If you buy my course and you love it, you buy my course and then you ask your money back, and I

come on their course and you buy that course and you ask your money back, and I come out, third course, you immediately buy that course too, and you ask your money back.

Clearly you like my shit. You just want free courses, you asshole. So we cut them off. So you can do whatever policy you want. Internally, we still honor their money. We still give their money back. It's not we don't give them money back, but eventually we just cut them. Say, sorry, no more refunds for you ever either. Don't buy this course. If you ask, we're not giving them to you. And here's your email. Legal notice. You do that if you want, if you're worried about this, but don't worry too much about this. What I just described, by the way, is a fraction of 1% of my customers. It's literally a fraction of 1%. So not enough to get worked up about. It's funny, my wife, years ago, worked for me in the customer service area in this company, years ago. And she had to process refunds.

She would get so mad. This guy, he watched all the and he's ripping us off. I said, It doesn't matter, sweetheart, give him his fucking money back. He's a prick. Don't worry about it. We're making so much money. Well, he shouldn't do that. I know he shouldn't. It's all right. Outcome independence. All right, let's see. Testimonials. Now, this is difficult if you don't have if it's a brand new course, this is a little difficult. However, as soon as you start selling your course, the very first fucking thing you want is testimonials. The best testimonials are video testimonials. The best video testimonials are ones that say, before I bought Joe's course, I had this problem and my life fucking sucked. And then I bought his course. I did what it told me and now I have this and this. That's the best testimonial. You want to get 34567 of those and slap them right on the sales page as soon as you can.

Yes. They're hard to get. Believe me, I know. I sell some materials that delves the world know, controversial. So guys are very nervous about giving testimonials, especially the dating stuff. They don't want to do it. So it's hard. If you're selling business stuff, it's a lot easier. I'm going to have a much harder time than you guys will. You guys will much have a much easier time. There was a guy years ago named Sam Ovens. He's still around, sort of. And he sold a course on consulting, which really wasn't consulting. Anyway, he is famous for having something like 2500 testimonial videos one of his websites for his course. Not bad. So you don't have to go that crazy. That's kind of insane in my opinion. But still you want testimonials. If you can't get a video testimonial, get an audio testimonial. If you can't get an audio testimonial, get a written testimonial with a guy's real name and a city.

If you can't get that, get a written testimonial. That's anonymous. That's the level of how good they are. But something's better than nothing. Start gathering those things up, okay? Really important limited time launch. Already talked about this. Lastly, joint Ventures and I will get to the Q A I've been going for a while, sorry, joint Ventures. Here's the fastest, easiest way to sell your new course. And I have done this well, I'll get to that in a second. You find someone who is already selling stuff to your niche, but stuff that doesn't compete with what you're selling, okay? So they're selling something to your niche already with stuff that doesn't compete with your course. You go to that person and say, hey person, you got a nice big list of people and I have a new course that shows people how to do blank, blank.

You sell my course to your list, I will pay you 40% or 50% or 60%, depending what you negotiate with the guy, okay? And boom. You can literally make a shitload of money. Thousands of dollars right from that. Some of you were involved in the launch. I did a few weeks ago with Vadine with his cryptocurrency DeFi course, which was fucking awesome. Those of you are part of that amazing shit. That's what he did. He was a customer of mine, developed the course. He took about a few months, developed the course, went to do a joint venture with someone else. Last year. He wanted to do one with me, but it wasn't proven. So I was a little nervous about it. Not about that course, about something else. And so he went and did a joint venture with someone on YouTube. He made \$24,000. Like that.

Okay? Then he came to me and said, hey, Caleb got its new course. I already did it with this guy. We sold \$24,000 worth of quarter or whatever. I went through the course. I liked it. I sold it through my thing. I won't tell you what he made. He made a lot of money, and so did I. We both made money. So you can do something like that. Fastest, easiest way to do this. Now, I know what you're thinking, well, I could have Caleb sell my course. You can always pitch it to me. I will probably say no. It better be fucking amazing if it's new. I'm very leery on selling new stuff I have, but it better be amazing. Deem's course was fucking amazing. So that's why I did it. And it was proven. He already sold it before, but you don't need to talk to me.

There's thousands of okay, so find someone who sells something in your niche and do a joint venture. It's the fastest, easiest way to get your coursehold. It is harder if you're new, because most of these guys are going to say, who the fuck are you? But look, if you talk to 25 guys and one says yes and you make \$50,000, that one

guy. Do you give a shit? No. And then you go to the next guy and you say, I already made 50,000 on this, and you show them the numbers. I made 50,000. This is a proven course. The next guy is more likely to go, oh, okay. Just like I was with medieval. Makes sense. All right. That is it. All right, let's do Q and A. If you have questions, go and put them in the Q and A thing. I'm going to rewind down the bottom.

Hang on. Any more water? Let me check my phone here. Why is my phone very slow? Okay. Oh, shit. Hang on. I gotta charge my phones. I got a lot going on. All right. Caleb I'm developing a course in a specific niche I have 15 years of experience in. I'll be selling the course for \$2,500. I would sell for 24 97. It's in the financial profession. Is this a good price to sell? It contains video resources and live interaction. It doesn't matter what it contains. What problem does it fix? Sal if it fixes a problem or allows you to make way more than \$2,500, then yes, if not, then no. So it depends on that's, how you price it, how much is the result worth to the niche, not how many hours long new lessons are. That doesn't fucking matter. That's irrelevant. It is helpful on your sales page to say, this is 6 hours of video.

This is 12 hours of video. This is 90 hours of video. That is helpful because people think that the length of things is equal to value issue. It isn't, but people are stupid. But it's better to say this solves this problem. How much is that worth to that customer? I don't know. Interaction with lifetime access. This sounds good, but again, lifetime access to solve what problem? So sal is a good idea. Lifetime access. Some guys do lifetime access courses. It's a good model, it can work. Especially if you have an upsell, which we didn't talk about where they buy the course, I just been talking about it really fast. They buy the course and when they purchase the course, say by the way, for an extra \$300 we'll give you this bonus upsell. Don't call it an upsell. We give this bonus add on. Anywhere from 15% to 30% of people who buy the course will instantly say yes.

And that's just free money. Should always have an upsell when doing online businesses. Would you say, generally speaking, that women tend to buy products whereas men tend to buy online courses? No, I would not say that. I see what you mean. But no, men buy products. Men buy lots of products. So no, women buy more experiential stuff. But you could do courses to women. Sure. So I can design a course around a niche problem and I can offer them anything. It really doesn't matter what as long as it helps them solve their problem, right? It could be video, audio, course, training, classes, it doesn't fucking matter as long as it solves the problem. Pretend it's you. Whatever problem you have in your life. Do you give a shit about the modality? No, as long as you solve my problem. I'm in, I'm in. Now you have to be aware of the niche.

So I am a CEO of three companies, so I'm very busy. So am I going to want a course that requires me to spend 3 hours and three hour classes, 3 hours a week, every week for twelve and probably not? That takes too much my time. I'm going to prefer video or quick one one, things like that. So be aware of that. But no, the answer is no, right? I mean, the answer is yes. What if there's multiple ways to solve their problem? What is the modality they most enjoy? So video, audio, live training or telegram type support, those kind of things. What does your niche like the most? You should find that out. What do they most prefer out of those four and do that? Can you mention some examples of industries which women mi 23 to 27? Does that mean age 23 to seven are eager to buy online courses or webinars?

I wouldn't know because I have never targeted that audience. I have no product service that target women. I can't help you with that. I don't know. I teach dancing a couple of hours per week as a hobby, so it'd be efficient. I plan to sell an online course to women at the same time to run game from female partners living in my city. Do you find it a good idea or should I fully split my dating and business networks? I don't see a problem with mixing those networks. No, I think it's fine. Now you can't teach how to dance as a course. That's not niched. Okay? Certain type of dancing to solve a certain type of need. Hey, you want to date a hot guy, but you don't know how to dance and you want a Latino boyfriend. And your Latino boyfriend's good at dancing and you're not.

So you got to learn salsa to get the Latino guy. You see, I'm attaching it to a problem, something like that. I sell my course for 197, but with no refund policy. Because once it's downloaded, you keep everything. Doesn't matter. Doesn't fucking matter. Doesn't fucking matter. Doesn't fucking matter. Should I offer something like a seven day risk free policy? Yes, absolutely. More than seven days, if you can. And then you adjust. If you got 40% of guys asking for refunds, you give them the refunds and you change a refund policy. That means something's going on. So yes, doesn't matter if they can download everything. I sold ebooks with lifetime guarantees. That means they got the ebook, they downloaded it. Yeah. You can also on these platforms set up where they can't download things or here's what I do. I've done this on the platform course platforms, you can't download anything until the refund period is over.

Ha. I learned this. So you watch the videos and like when there's transcripts, PDF transcripts, we have guys who just download the transcripts and ask for the money back. Oh, well, fuck you. So now you get the videos. You can't download the videos, you can watch them for 36 days, whatever the weird number is. On day 37, you get the transcripts, see, because now you can't ask for your money back because you pass the refund. Bringing to that be creative. Should I include a one month free trial to my membership with a course purchase? Absolutely. It's a great idea. Yes. Should we sell a course? Only if we are highly skilled with or expert. At least motivated. At least experience something in goal setting, motivations for training. Like I said earlier, either you did it or you can hire someone who did it. And yeah, you should be motivated.

Sure. And if not, then before launching, should we first focus on having high problem solving skill first? I answered that earlier. In the webinar, you either know how to do it or you hire someone or partner. Someone knows how to do it. That's it. Those are the only two choices. Off topic, how bad is 2023 a bad economic period to sell courses? It's not. What I'm saying is I'm making a lot of money selling courses. In a bad economy, if you're niched, you'll still make money. People who are niche do not have to worry about shitty economies. They don't have to worry about it a little, but not much. It's people who are generalists how to lose weight, how to make money. Those guys get slaughtered in down economies. Can I get the 99% off coupon code for your business program? Sure. I heard many times that personal brands shall polarize as a way to niche.

There is something on my microphone, can I get it? It's irritating me. Do you think polarization is still important or niches with white hats and non aggressive marketing are good to go? That's a matter of opinion, not a matter of fact. There are guys, unfortunately on YouTube who have built big YouTube channels by being assholes and by getting in drama with other YouTubers. That's definitely true. Now here's the thing, how much money those guys make I talked about this on my YouTube channel. I have like 10,000 followers on my biggest YouTube channel there are guys who have 500,000 followers aren't making shit for money and I make seven figures. So I mean that should tell you right there, my preference is you build based on value, not based on drama. That's my opinion. But I'm sure there are ways to make money on drama. I mean I would imagine Coffeezilla is making some money based on his drama shit.

I would assume, I don't know. Can you launch only one course or plan to have multiple? I don't understand. I assume multiple if we have useful ways solve niches problems. I don't understand your question. Can you launch multiple courses? Of course you can and you should. One at a time. Don't launch them all at the same time. Does niching to a location niche enough? My idea how to catch fish in southwest Montana. Only if catching fish in southwest Montana is different than catching fish in Idaho. If it's the same shit then not really. I mean it could but no, I've noticed that I sell 95% of my courses when it is on sale. Do you have any feedback on how I get sales at normal price then you know what, you just run your sale once a month. You relaunch it at a sale once a month at weird different dates so it doesn't seem like you're doing it.

So people catch on. Just do that, it's fine. That's okay. That's with launches when I do launches. So next week I'm launching the consultant course. It's going to be on sale for one week until Friday night and then it goes back up to as a high price again. And that's fine, it's okay. I do that all the time with all my courses. That's fine. Don't fight it, embrace it, use it to make cash. If I don't have a big audience, would you try to do a small budget on advertising? Or stick with trying to get sales via marketing, YouTube, et cetera? Both. So this is outside the course of this course, the scope of this course, but the answer is both. If you can afford advertising, yes. Run ads. Absolutely. Are you kidding? Here's a quick primer on running ads. If you guys are able to run ads, you have a course.

You want to run ads, you run your ads. Your ads go to a Squeeze page. The squeeze page has a VSL video sales letter that sells something for free. It's a free thing. And the VSL says, put your name below and your email address to get the course or then they opt in their list. They have their name on their mail list. And then you now send them their free thing. Free video, free audio, free videos. And you nurture them to your list. You send them content. Content. Then you pitch them on the course. That is exactly how we sell the 90 visibility to a cold audience. We have a YouTube funnel, paid ads, and we have an Instagram Shoutouts funnel for that. And so they get the business Builder challenge. It's nine videos where I don't do any sales and they get them for free.

And so we sell the Business Builder Challenge, get these free videos at a separate location, free. All you have to do is opt in. You get it for free. They get all that content and then I sell them. And then I say, book a call and we'll sell you something. That's how that works. So the answer is yes. And then do YouTube, organic, all that stuff, too, but do both. Yeah, you bet. Can you outline the main components of a marketing plan for an online course? Just did it. You read my mind. There you go. That's the marketing plan. Marketing plan for cold ads for

organic. You go on YouTube, Twitter, LinkedIn, wherever your niche is. So if it's B to B, business nerds, you go on LinkedIn. If it's video, it's YouTube. Unfortunately, if it's old ladies, you go to Facebook or Pinterest. If it's young American girls, you go to Snapchat.

If it's younger people, or not even younger people, mid range people, you go to TikTok, whatever the fuck. If it's very visual, you go to Instagram. If it's political or intellectual, you go to Twitter, whatever the fuck. And you're constantly posting content. Content, content. Helpful, real content with a call to action at the bottom. If you want more information on how to DA, click this. How you do it. And you can say, use a coupon code that expires next Friday. Whatever you want to do. The course I'm thinking offering is in a grief recovery area. Okay. How to help older siblings get through the first year of a grief of after losing a younger sibling. Okay. That's interesting. That's pretty niche. Yeah. Do you think people would spend money even on something involving negative emotion. Like grief. Yes. But that's one of those things where you wouldn't be able to price it at \$1,000.

If I lost a sibling, would I spend \$1,000 on a Greek book? No. Somewhere in there. So that's a lower priced item, but it is niched. Yeah. So you can think about that. I am thinking of starting a fitness business. Don't do it. Terrible idea. In separate areas of business. How long of becoming an expert from my niche should I spend by starting before I start spinning courses? First of all, do not do anything fitness related. It's way oversaturated. I'm sorry. I get guys all the time. I lost 40 pounds when I teach guys how to do the same thing. Sorry. You're fucked. The only time you do something in fitness if you really want to I still don't recommend it is if you're micro. Micro? Micro, micro niched. How Chinese men over 50 can gain muscle mass. Okay, that work. Do you want to do that?

Probably not. So I wouldn't do it otherwise. In terms of how much of an expert you have to be, it's not about being an expert. Have you done the thing that you're trying to help your niche with? Yes or no? It's binary. Yes. Go. No, don't do it. Or bring in a partner tip. I don't care about an expert. If you've lost 40 pounds. I'm using a fitness example, but don't do fitness. I'll be more specific. If you have a body just like mine, same height, same age, same endomorphic body type, same metabolism as me, okay? Same personality as me and you've lost 60 pounds, I'm going to listen to you. I don't care if you're an expert. I don't care if you're retarded. I'm going to listen to you. I don't care if you're an expert. I don't care if you do shit about fitness.

I don't care if you're a trainer. I'm about fuck. I'm going to say, what did you do? I'm going to write it down. See my point? It's not about being an expert, but did you do it or not? It when running paid advertising. Should I offer a freebie gathering? I already answered that. Yes. Well, on the location, it's more like the best spots to fish than just how to fish. That would be okay. The best spots to fish. That's good. That'd work. That'd work. What do you think about a more community model with a monthly membership plan where you offer some course material and some Q A calls? That way you have recurring revenue. So that is a membership program. Not necessarily a course, but yes, I have two of those, and they're fucking awesome. Yes, membership programs are better than courses because it's recurring revenue.

Now they take a little more work. You got to produce new content. You got to be in there for Q A calls. Yes. We have the unchained man society, my alpha Tubano business. We have founder, Sanctum and my sovereign CEO business on how to build a location of business and their membership programs. They're ongoing forever. They're fucking awesome. They're great. There's video, audio, live stuff. They're amazing. So yes, do that. That's not really a course, but a lot of what we had talked about applies to that. That's a membership program. Yeah. Those are great. Yes. Fitness nutrition niche courses. I wouldn't do it unless you're micro. Micro? Micro niched. How women over 70 can what have fixed their back problem? That's niched. But do you want to be that niched? When you say that to fitness, people go, that's kind of stupid. Yeah. Otherwise, don't do it.

How good do you find chat GPT for brainstorming on niche ideas and their helps? It's really based on the prompts you use. That's my experience. Chat GPT, if you ask it really good question, you get good answers. If you ask it broad questions, it's hit or miss. What do you recommend? As opposed to a fitness business? Any other business in the universe? A completely different industry other than fitness? Yes. Do not fitness is the worst industry to start anything any business with on the internet. It's the worst, worst one I can't think of a worse industry. You're going up against hundreds of thousands of other companies that know way more than you about this stuff and you're going to lose. Unless you are unusually micro niched, which you're not going to want to do. How about fix your life in a year course? Like go from broke out of shape and no sex to the opposite too broad.

You're going to lose weight and make a lot of money and get laid. Way too broad. Pick one of those things and niche down to a certain type of guy. I would never do that. No, you are not Tony Robbins. I'm sorry. You're not.

I'm not. I would never start a business like that to a cold audience. To a warm audience, I might do that, but not to a cold. Do you see any difference in demand between the number between summer and winter when buying courses? In other words, do people buy less courses during the summer? I've never tracked that. I do get a lot of good response in the winter. You're right about that. But I don't think I get less in the summer. I have never tracked that number set. I've never tracked those analytics. I don't know, you might be right. Stands to reason, right?

Here's the other thing, though, too, is when you sell course, you sell the whole world. So if it's winter in the United States, it's summer in Australia. If it's summer in the United States, it's winter in Australia. For example. Australia, new Zealand, south America. Right. So I don't know. Maybe. I don't know. I wouldn't worry about it. I wouldn't base my marketing plan around the seasons. I. Would not do that. I would proceed. If I'm going to do it four times a year, I'm going to fucking do it four times a year, period. And again, you're selling the world, not just one country. How would you advertise the course on a YouTube video? Watch my YouTube channel. I do it every week. I do it in the video, and if there's a sale, I just bring it up. I do it in the video, and if there's a sale, I just bring it up.

Yes. But I would also, if it's a limited time launch, like, I do, make an entire video for it. I do it all the time. I did two this week. I did three this week. I think I talked about the sugar daddy webinar we did the other day. I talked about this webinar. I talked about the get to know Paraguay service. I had a little two minute video on YouTube. And just for that, also, you guys who have a list or building a list, here's something that's awesome. I just discovered this a few months ago, and Billy's been using this and my staff billy's used this for years. Didn't tell me. She was like, oh, yeah, I've been using that for years. It's great. I'm like, Why didn't you fucking tell me this? It's called bomb. Bomb. It allows you to do videos in emails.

It's the shit. It's awesome. If you have a mailing list or you're doing any email marketing, highly recommend. It's like \$40 a month. Best money you'll ever spend. Because it really increases those click through rates. It's awesome. I noticed you include bonuses and courses with perceived value. Do you recommend them as a necessity? Yes. So here's what I would do. When I do launches, and I recommend you do this. You do a launch for a limited set of number of days. At the end of the launch, the bonuses go away. So you're adding a bunch of cool bonuses that are free. The bonuses go away, and the price goes up at the end of the launch. So it gives them all kinds of reasons to buy before the end. Yes. The more scarcity you can add and the more value you can add, the better.

And you could add a lot of bonuses, too. Yes. Off topic, should we focus on just selling one course at a time? That's not off topic. Yes, you should. Alex RamosI says one channel, one product, one avatar, up to 1 million. Alex RamosI's advice does not apply to 99% of humans. Alex RamosI advice applies to guys like me, not necessarily to guys like you. Alex RamosI's advice does not apply to a guy starting a new company. It just doesn't. And I love Alex. He's a fucking dream country. I love the guy. So, no, I disagree with that completely. I have a whole YouTube video on this guy saying, just do one product forever. No. Do many products. It's the opposite. When you get big, you want to narrow to one product. But getting there you know how many courses I have? I have ten courses, 15 mini courses, eight books, four coaching programs.

And I wouldn't be making the money I make if I just had one course. I wouldn't. Sorry, I wouldn't. I just wouldn't. So he's wrong or you misheard him. One of the two. More accurately, his advice does not apply. It's the problem with Alex Armozi. Normal people who have nine to five jobs, who never started the business life, they watch Alex Armozi videos thinking that Alex RamosI is talking to them. He's not. Alex or Mosi is talking to guys like me who are doing seven figures, high six figures, low seven figures. That's who he's talking to. He's not talking to guys who have never started business their lives. He's just not. It's a big confusion point with people who watch Alex or Mosley. Even though I love him, love Alex, he's great. Do you think that I could launch my first course in six months if I don't even know my industry or niche yet?

Less. We have guys in the 90 day Business Builder program launch it in 90 days. Now, they have our help. But yes. The answer is yes. You could. Yes, absolutely you could. Less time than that. You bet. Yeah. All right. Do a few more questions and then I got to go. Let's see. Hang on. Ticket water. While you guys are typing, what do you think about launching a first course in six months from now is a goal? Oh, you already answered that question. You already ask how much better to offer an online course as a personal public brand than any anonymous company name. It is always better to sell anything on the Internet as a personal brand. You will make more sales, less refunds, and have more back end sales and more repeat sales if they can see your face and they know your name.

Why? You know why? Trust you. Trust me a lot more because you're seeing me. You're seeing me. I'm using my real name. This is me. Whereas when I was black dragon on the internet, I made money. But I could have made a lot more money back in those days if I was Caleb Jones with video than Black Dragon with a picture of a dragon on a blog and no one knows who I was. I was able to make it work because I'm a businessman, I know what I'm doing. But no, I could have made triple quadruple had I come out sooner. I didn't know that back then. But you're always better off as a personal brand, showing people your face on video with your personality, all your personality quirks. And that's a whole topic I've talked about. That where you lean into what you are.

So if you're a nerd, be a total fucking nerd. On the Internet, there are nerds that make a lot of money. If you're a hot girl with big tits, be a hot girl with big tits and lean into that. If you're a big, blunt asshole like me, be a big, blunt asshole like me. If you're a really quiet, reserved, very analytical guy, then be a quiet reserve and lean into that. That's your personality. That's what makes you unique. Yes, do that. Yes. Would your niche course help me decide if a niche was a bad idea? Such as fitness? I do not have a niche course. You mean the 90 day Business builder? Yes. We would tell you to not do fitness. We would just tell you not to do it. We'd say, all right, give us a niche that is very narrow, that is very motivated and can afford what you're going to buy.

You go, and then we'll say, yeah, pick it. Every niche. We have guys in that program. We try to fitness stuff and we say no, unless you give us niche. Well, I have a niche. Guys over 40 who are fat, that's not a niche. Every guy over 40 is fat. Would your Alpha Tubidone niche course oh, sorry. Micronich could be recovering from posterior Tibetal tendonitis to avoid surgery. Have personal experience researching and developing my own program to overcome this. Yes, that is possible. Posterior tibial tendonitis walked with a cane for two years. Disabled. Really? Doc said it was impossible to recover, but I did using a multimodality approach. That's cool, man. Or a lady young woman. Naomi would love to share this, but no idea if it's worth going into. If you say fitness isn't a good market, we're targeting overweight women over 40 who want to avoid surgery and gain the ability.

Okay, so if you have people who are recovering from posterior tibial tendonitis, that is an itch. There you go. I think that would be okay. That's pretty fucking narrow, right? So that would be all right. That specific condition and nothing else. Yes, that might work. Especially if you said women. That's even better, Naomi. Women recovering from posterior tibia. Yes, I think that would work. Because that's not fitness. That's health. Health is risky, too. Health is oversaturated. But yeah, that's better. Yeah, that might work. With your relaunch of the six figure consultant courses, there are significant changes to content. No, that's evergreen. Consulting is not radically different than today. That was three or four years ago. If I make a course, then should I be doing content marketing like you do? You should be doing as much marketing as possible. Everything? Yes. If you can't afford paid ads, you should be all over social media, blogs, LinkedIn, YouTube.

Yes. You should be blowing up the Internet with your content. Yes. If you can afford ads, you should be running fucking ads right now. Once your course is ready. And ideally also doing social media. Yeah. Market is most important. Thing, building a great course that it's sitting on it's not going to help you. You got to market this thing right. CJ. How do you get over the limiting belief that, quote, no one would pay for my course? I don't necessarily have this problem, but sometimes it creeps in as impostor syndrome, even though I know what I'm talking about, what I said at the very beginning, what I've said several times. Have you done the thing that you're helping the niche solve? If the answer is yes, there should be no impostor syndrome. And if it is, you're just being a psychopath, you're fucked up, you had a shitty childhood or something, I can't help you.

You need to see a therapist. But now the answer is, well, kind of that's different, then you shouldn't do this, or you need to involve someone else. The answer is yes, I did this. Yes, I went from zero to \$100,000 a year in one year for this industry I had sex with. Whatever your niche is, whatever you did, yes. Naomi recovered from her tendonitis thingy. Great. She did it. So the answer is you're good. It's a binary yes or no question. That's it. If you still have imposter syndrome when you definitely did it, I can't help you. There's something going on psychologically that I can't help you with. Are any of your dating books in audiobook format for sale? All of them are, except for the open marriage one. They are all on audible.com. Go to audible and type in Black Dragon. All one word and they will all come up.

Do I need to quit my job to start a course? No, I would not do that. No, I would not quit your job to start a course? No. Have it at your side income. And my general advice is get your side income to 40% of your job income, then you can quit. That's my opinion. All right. I can do two or three more questions and then I have to go. If you got I got to go to bed. It's 1130. I got to go snuggle with my wifey. Poo people in Nine Day Business Builder, how many niches do they usually go through until they find a winning one? One. So here's the deal. 90

Day Business Builder, which, by the way, you can sign up for right now. Ninetydaybizbuilder.com. Just go there. Although that button had a problem. If the button doesn't work, they should have fixed the button on that site.

If you're interested in 90 Biz Builder for real, and you're really interested in this, go to ninetydaybizbuilder.com bi z. Click the button to schedule a phone call. If you don't get any things on there, send me an email. The onlyblackdragon@gmail.com and tell me and I will kill somebody. Because they should have fixed that thing, like, two days ago. I haven't checked. But anyway, the way it works in that program is we spend six weeks not six, four. Let's see. Five weeks on niche. Five weeks brainstorming niches. Guys come up with all these ideas, we vet them. No, that's not a niche. That's not good. Oh, that's good. But change this. We spend five weeks on nothing but niche. At the end of those five weeks, you've got a winning niche because we have vetted your niche. Three, four coaches, including me, have vetted your niche.

It's a good niche. Now, we've had guys go through the program and they get the niche, and they don't do anything. Well, that's on them. But when they proceed, they make money. Oh, yeah. You don't have to worry about that. That's the whole point of that program. That, by the way, is a course. 90 Day Business Builder is a course. A lot of live coaching. A lot of live coaching. We doubled the amount of live coaching. Now it's 24 sessions. Be twelve. Pretty cool. How many side income streams should I get before I can reach 40% of my average income? I cannot answer that question because I don't know what you're selling. I don't know what the price points are. I don't know what the margins are. I don't know the niche. I don't think about your business. So I can't answer that question. You could be one it could be one income stream at 40%.

It doesn't matter. 90 Biz or Alpha Tube and a business would you recommend? Well, there's a significant price difference between those two things. Alpha Tube of business course is about \$1,000.90. Business Builder is four is what? No, \$5,000. So it depends if you can afford 90 Business Builder, because they're both Deductible. Do that because we get you making money in 90 days, guaranteed. And we work in your favor if you don't. 90 day. Excuse me. Alpha Two in a business course is a video course. It's just videos. Here you go. You're on your own. But it's less expensive, what you can afford. Would you sell a collaboration of fresh would you sell a collaboration of fresh, nice ideas, for example, on a yearly basis? I don't understand the question. Would you sell a collection of fresh niche ideas, for example, on a really basis? Would I sell it?

No. For you? Sure you could. I wouldn't sell that. No, I would not. No. All right, do one more question and I got to go. Good questions, guys. Is it good? You guys are thinking, this is good. One last drink of water. You will be getting the video, the audio, the transcript. The transcript takes about a week. You'll be in the video and audio and notes on this course in the next day or two. We're coming up on a weekend, so be patient. Don't freak out. If you don't get it tomorrow, you'll get it by Saturday, Sunday at the latest. But that's coming. No more questions. Are we good? I'll do one more. Enough info on the alpha 2.0 business course where I could start a business. That's what that is. It's how to start your own location. But business. Yes, both those things. Just one is videos and one is we actually help you for twelve weeks.

I'm above average intelligent. That's good. So am I. All right, there are no more questions. I'm going to let you guys go. What do I leave you with? I guess that's it. This is one of those things where just do this. Don't go through this training and go, this is awesome. And then don't do it. Do this. You can make a seven figure income doing this. I would know. You can make millions of dollars selling a niched course or series of courses. That's what I'll leave you with. Your first course is just your first course. What you want to do is once you have people buy this course, which is not that hard if you do what we talked about, then they buy the next course. The next course. And then you have a program. Then you have a membership program, then you have a coaching program.

The next course. And you have a suite of courses. Big money for not a lot of work. And it's 100% location independent. You can travel the world, live wherever you want. Move to Dubai like I did. Move to wherever you want, bali, whatever the fuck you want to do. It's great. Cool. All right. See you guys soon. I hope this has helped. If you get a copy of this stuff in the next few days. Bye, guys. Bye.