

# The Path to Profitable Online Courses

## 10 Point Checklist

**Billy Bross**

Want to gain as much knowledge as possible out of Marketing Speak?  
Read on below for a **10 point checklist** that gives the next, real steps  
you can take to elevate your marketing to the next level.

**MARKETING SPEAK** 

HOSTED BY **STEPHAN SPENCER**



**“Design the business that you want,  
not one that you think you need to have.”**

**BILLY BROSS**

# 10 STEPS YOU CAN TAKE TODAY

## Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Cultivate a curious mindset and find something productive to do. There's so much to do and learn nowadays, especially with online courses that have become popular and accessible.
- Take advantage of free online courses. YouTube alone has a wide variety of video content that can teach anything from coding to knitting. There's a lot of options for certified classes as well.
- Aim to help by teaching and creating my own online course as well. Find a niche that I love and let that become an avenue to expose my creativity and build a community.
- Determine what I should invest in for an online course. Spending too much on a website and expensive membership tools/plugins may not be the best strategy. Instead, start small and figure out what works along the way.
- Nurture and grow my email list. My leads are the best type of prospects. When someone gives out their email address, they become a contact for life (unless they unsubscribe, of course).
- Be consistent with publishing quality content, so my subscribers/students get the best value from their purchase.
- Sell an outcome and not the product. Convince my prospects with solutions and a better way of living. If they can imagine their lives improving with what I'm offering, they will buy what I offer.
- Improve my customer retention by stirring things up in my courses. Offer upgrades, promos, one-on-ones for my clients to feel valued.
- Create a conversation. Get to know my students/customers by asking them for feedback. This way, I have a better understanding of what to offer or provide next.
- Check out [Billy Bross' website](#) to learn more about his teachings and services.