Twitter Thread by Aditya Pratap Singh

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I've sold 2000+ courses in the past 4 years and made $200,000+. Here's how to create online courses that sell like a Black Friday Sale:

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People think they need to create a fancy website and hire professionals before they can sell online courses

But you can run successful courses with a mail list and zoom calls

Focus on the following 8 points to create courses that will sell:

1. Grow an Audience

It will be challenging to know the exact problem and solution if you don't have an online audience.

Even a small audience of 1000 people can make a huge difference

Paid ads are an option too if you have a budget but nothing is better than an audience

2. Understand the Problem

You will find it easier to find a unique solution if you have:

• Solved a problem for yourself or others
• Gained expertise in an area
• Mastered a skill

Lean into that and use feedback to find out how you can maximize the value

3. Sell the Transformation

What's the 'zero-to-hero' transformation you can provide through your course?

For ex:
• Better health
• Wealth
• A Job

Also, people want to minimise the pain/time they have to invest.

If you can do that, they will give you their money.

4. Create a Lead Magnet

A lead magnet can be an ebook, mini-course, email course, etc.

My YouTube channel has been doing the same for me.

Nobody wants to buy from strangers.

Your lead magnet will help you connect with your customers and build trust with them.

5. Pre-sell the course

You don't need to have all of your content ready before you start selling

Sell it based on your unique formula and transformation

Provide a schedule to finish the rest of the course

You will understand your clients better by listening to their problems

6. Provide the Best Customer Support

Everybody hates bad customer support

You can improve any existing course with a better support

Offer 1-1 sessions, mail and call support to improve customer satisfaction

Every customer can be your brand ambassador

7. Maintain a Time Limit

You don't want to create courses that can be finished in a day and also courses that will take more than a year

Ideally, limit the upper limit to 3 months if possible or the completion rate would be extremely low

8. Promise a Refund

It's always painful for customers to spend money

Use every method to reduce that pain.

Giving refund within 1 week or 1 month will help you much more than fighting with a dissatisfied customer

How to create and sell online courses:

1. Grow an Audience
2. Understand the Problem
3. Sell the Transformation
4. Create a Lead Magnet
5. Pre-sell the course
6. Provide the Best Customer Support
7. Maintain a Time Limit
8. Promise a Refund

What's one course that you'd like to create?

If you learned something from this thread:

Follow me @AadityaPsp for more of these https://t.co/GPJhRW6kgc

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> — Aditya Pratap Singh (@AadityaPsp) September 30, 2022