

## [Deb's Info Products](#)

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# The Course Entrepreneur's Guide

*To Overcoming Content Creation Overwhelm*

## WHAT EVERY COURSE ENTREPRENEUR WANTS

Being an online course entrepreneur isn't just about selling products or services anymore. It is also about sharing a constant stream of valuable content with your audience. The **key** word here is ***"valuable."***

Oh sure, it sounds simple. *But is it really?*

If I were to guess, I would say that the goal of every course entrepreneur is to have a final product that provides proven and consistent results – on autopilot. .



Is it possible? I think it is, for a while at least. Until the trend starts to descend.

But as we know, ***everything is always changing at a rapid pace on the internet.***

So, let's first talk about what it takes to have a proven business on autopilot, and then we will talk about the reality of a course online business

## THE IDEAL COURSE BUSINESS ON AUTOPILOT

In order to have the best case scenario come to life, certain things need to be in place. Starting with a phenomenal course guaranteed to give a specific audience consistent and reliable results.

If only it were so easy. Outlining and designing the “perfect” course is just the first step.

**The next step is to start gathering an audience.** This can be done through paid advertising or organic advertising. Likely you know the difference but if not, organic means “free” and consists of social media posts, articles, videos, email, podcasts, and more.

So, you need to be consistently putting out valuable content that is attracting your ideal prospect. Or you need to have successful ads that bring in more money than you are putting out.



*This means that you have to have a successful “lead magnet” (freebie) that they are eager to exchange their email for and receive. Then you want to get them into a community, so you can continue to find out – what do they want and need?*

Then you need to verify – ***will your audience actually pay for this million-dollar course idea?*** Do you know how to attract buyers versus freebie seekers?

When you finally do have that audience built up, you need to “court” them for a while. In other words, build up a relationship with them.

They need to get to know you and hopefully like you. They need to trust you enough to be willing to hear what you have to say.

All of this, in a super busy and fearfully stressful world, when there is a “gazillion” other things competing for their attention.

Once you have an established audience willing to pay you for your first course (beta) version, then it is time to roll up your sleeves and get to work.



This is the point where you have to spend weeks creating educational slides (typically) with **PowerPoint** or **Keynote**.

You need to do a few movie videos so they can see your face and feel like they know you.

You need to create additional resources such as workbooks, educational resources, and action steps.

And then there are the bonuses because everybody who is anybody in this business understands that **you need an “irresistible offer”** and not just a product.

So now you need to create several other bonus courses to address all of their objections.

At this point in the game, you must analyze – **are they getting results?**

Is your course actually helping them? Where are they confused? What do you need to clarify? How can you make it better?

Once you figure all of that out, **then you need to refine your course.** Improve it. Make it the best it can be.

Make sure the design is professional. And most importantly, that the results are guaranteed (if they follow the directions, of course.)

Now it is time to make your course go **“evergreen.”**

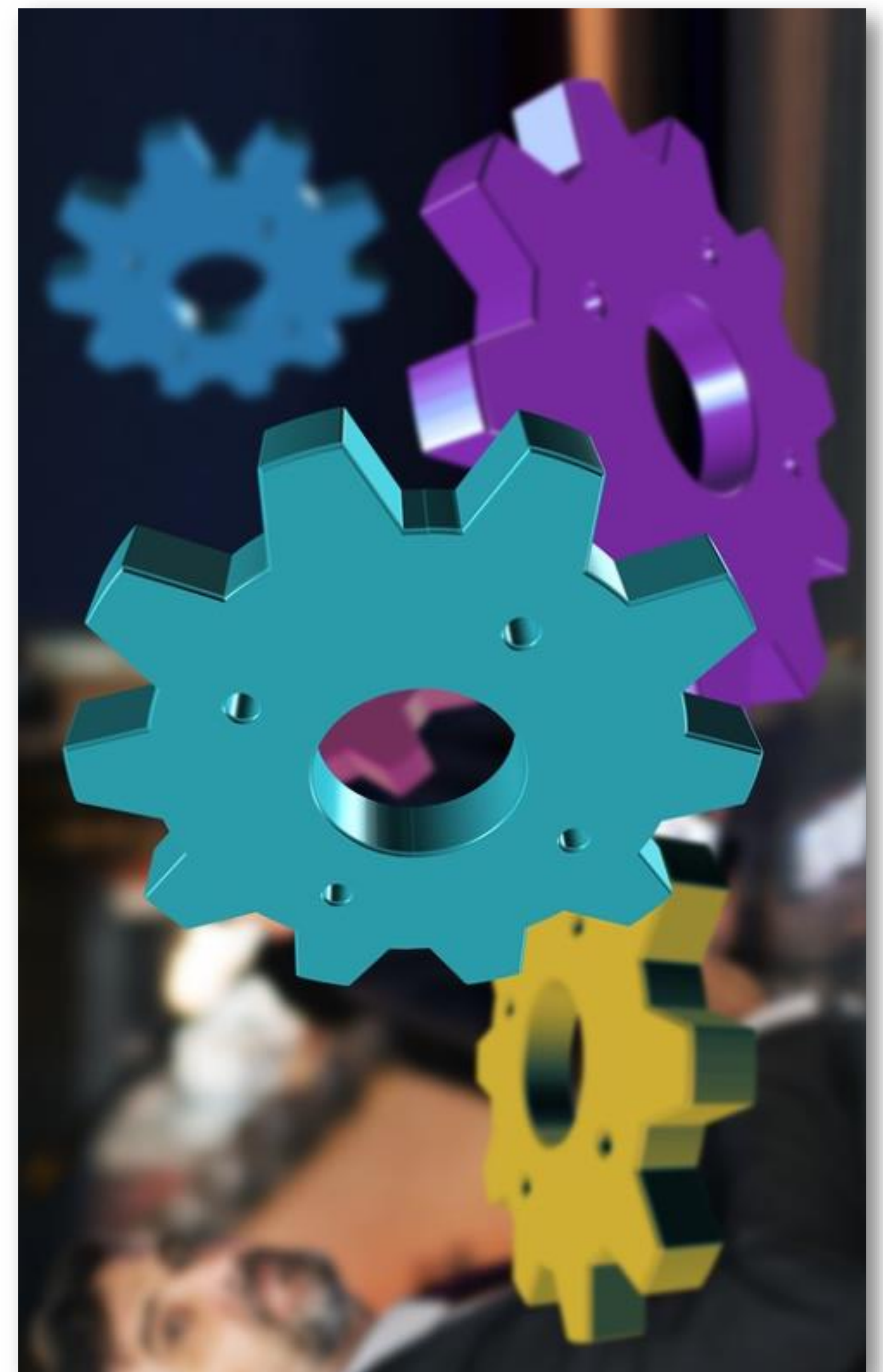
This means, to create a sales webinar that will convert your audience into buyers, in a sales funnel full of effective copywriting techniques and design.

*And finally, you have to find an advertising platform that contains your ideal customer. And have the perfect ad that is guaranteed to bring in more sales than advertising costs.*

***Whew. You made it.***

For a little while, anyway. Until someone else comes along and converts them to something new. Or your advertising platform goes to the graveyard and is replaced by the next best trending place to be.

And then you start all over again. And that’s just assuming that everything goes well.



## THE REALITY OF A SUCCESSFUL COURSE BUSINESS

Most successful entrepreneurs understand that **it is critical to be building up organic audiences**, *even if you have a paid strategy that works.*

The reason? Because you need to have a variety of places to attract leads into your business. Kind of like multiple streams of income.

And who doesn't want to attract leads into their business for free?



Organic advertising has been proven to work extremely well for those entrepreneurs who have an effective content strategy in place.

Traditionally, **many have used organic social media platform strategies with HUGE success.**

But, unless you have seriously not been paying attention to the world around you, you know that the entire world is shifting and changing right now. In some drastic ways.

All of us hope and pray that this will lead to positive changes in the end. And I am more of a **"glass half full"** kind of person, so I believe it will.

But at the time of this writing, at the end of 2021, our world is in limbo at best and chaos at worst.

Many, including top marketer Russell Brunson, have predicted this “storm” for quite some time.

But as Russell points out in his book, “**Traffic Secrets,**” the fundamentals of marketing will never change. What DOES change is where your audience goes when trends shift.

So, the best way to set up your business is in a way that it can always “pivot,” and ***move to where your people go if necessary.*** This would apply to free and paid advertising alike.

This is not bad news. This is actually GREAT news if you understand how to set your business up the right way. Meaning, that it is able to make necessary changes in ways that will accommodate an ongoing information war.

## **A CONSTANT OUTFLOW OF VALUABLE CONTENT**

I think the biggest challenge that course entrepreneurs face today is the rapid pace of changes taking place in this world.

The problem with that is this – **what is current today is outdated tomorrow.**

Keeping up with the pace in a rapidly changing world is daunting to any entrepreneur, especially one that is producing information products.

So the first strategy that needs to happen is to put much of your focus on evergreen educational ideas that won’t change over time.



*Especially* when creating a course.

But when it comes to technology, obviously, this is not possible. But here is **the good news about technology products** – there is ALWAYS a great need for new information products that will help people learn and navigate the changes.

So, the need for these products is not only alive and well, *but in great demand*. Every time there is an update or a change on any platform, the first thing people do is go searching for ways to learn, understand and cope with these changes.

And whoever has an information product in the right place at the right time wins. Always.

Message  
Market  
Match



This is why it is so important to go where your people go. In marketing, it is called the **“Message To Market Match.”** This means putting the right product in front of the right audience at the right time.

That is exactly what made Facebook’s controversial privacy invasions so successful for marketers who were riding the wave. Nobody was better (other than maybe Google) at understanding what people were looking for at the exact moment they were looking.

***The result?***

Their advertising became hugely successful and affordable.





But alas, all good things must come to an end. My opinion – people started getting weirded out when they would see an ad for something they had just mentioned to their spouse in the kitchen.

**When did privacy invasion become completely “*Big Brother*” like?** Were lines being crossed? Were laws being broken? I will leave that up to people more qualified than me to answer.

But I will admit this. For a while, I had the mindset of *“If you can’t beat them, join them.”*

I even wrote a book called, ***“The Good Making Money News.”*** The theme of this book was kind of like, *“Hey, we all know Facebook is spying on us, but rather than complain, let’s take advantage of it and start making money.”*

At the time, I thought their motives were no deeper than just making money with advertising.

In retrospect, perhaps I was a bit naïve. **Perhaps.**

All of that is yet to be seen. Like you, I have opinions, but only time will tell. I’m not in a position to accuse or defend them. But let’s just say my trust level has gone down.

So, where does that leave us for the future? Will privacy laws become stricter and therefore advertising results go down? **Maybe.**

Paid advertising, anyway.

## **But what about organic, free advertising?**

For people with morals and ethics, free advertising is fantastic because it only works if the entrepreneur follows the “**Golden Rule.**”

In other words, treat people the way you want to be treated.

If you do this, you will succeed. If you don't, you won't.



***Follow The Golden Rule***

***Will the privacy restrictions hurt free advertising?*** Honestly, I don't think so and I will tell you why.

Because with free advertising – people find each other in communities. These communities form on the basis of interest. In other words, people who share common interests flock together.

My opinion is that this is still going to be more effective than going back to the direct mail days. You know, the days before computers and social media.

**The reason is that it is still easier to find people who are interested in what you have to offer.** You must follow the rules of the community, of course. You can't just get in there and spam people.

But offering to help people, making friends, establishing relationships, and having an optimized profile have been shown to be effective.

## THE BIG ELEPHANT IN THE ROOM

Here's the problem with all of this – it takes TREMENDOUS amounts of time.

Every single soul on this planet understands that. At least, anyone over the age of five.

And **exchanging time for money is every entrepreneur's biggest challenge.** And quite frankly, their biggest nightmare.

Truly valuable information products not only take time to create and design, but if done correctly, they take just as much time (if not more) doing extensive research. Unless that person already is an expert on the topic.

But these days, *things are changing so fast that no one is an expert anymore.* We are all just navigating the changes the best we can.

## WHAT IS A GOOD INFO PRODUCT STRATEGY?

What is the best strategy? That's what every course entrepreneur wants to know.

Here is my answer. First, always, always try to **focus as much attention as possible on products that will NOT change over time.**

Second, get extremely clear on your audience. Who are they and where are they?



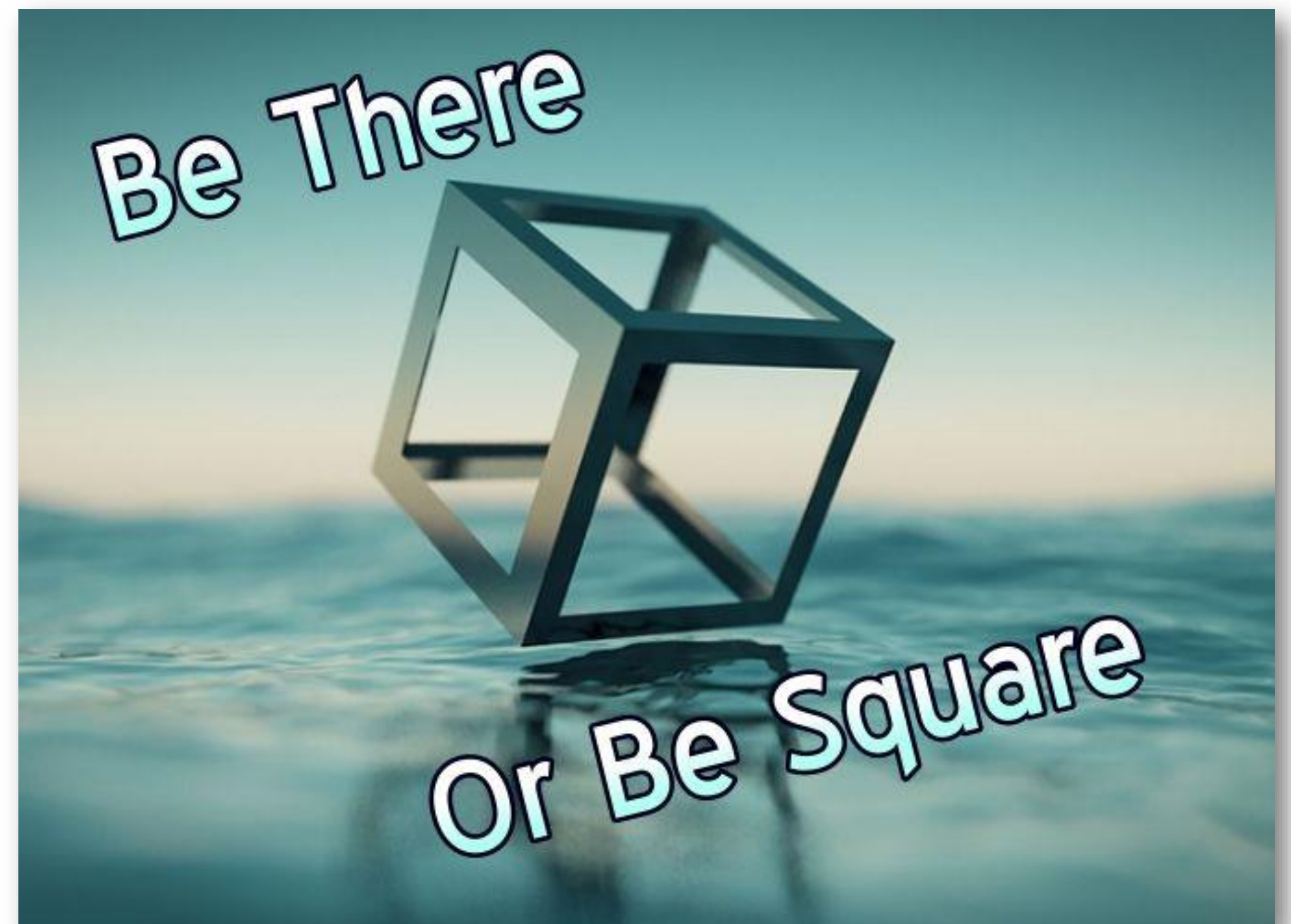
But even more importantly, where do you think they will go when all of these changes settle in and settle down?

(Which I think will happen eventually.) *Hopefully sooner than later.*

Do your research. Try to get ahead of the curve or the trends.

Third, **look for technology changes that you can learn as quickly as possible and then teach them to others.**

When people start trying to figure out the changes, where will they go to look for answers?



**Be there.**

All of this means that we need to research, research, research. Which takes time.

But once that product is created, it will (hopefully) live on the internet for a long time and bring in new customers for years to come. That should be the clear goal, anyway.

After understanding the problems that you can help solve (and the people who have those problems), ***creating info products is the next logical step.***

In other words, you need to clearly understand where your people are (or will go), what problems they need to solve, and how to attract and nurture them into your business.

Next, you need to **understand how to build and grow an audience**. This can be done in some type of community or on an email list.

You need to understand ***how to create info products every step of the way***. You need to have info products that you give away for free to attract people in the first place.

You need to have info *products that will nurture them*, build relationships with them, and encourage them to know, like, and trust you.

You need to have info **products that you can offer for sale** in a variety of price ranges. Obviously, the higher the price, the more value they should receive.

## Value Ladder



And finally, you need to have *a variety of content that you can put out there on social media*.

This would include articles, infographics, educational videos, movie videos, demonstration videos, screencast videos, animated videos, e-books, podcasts, and more.

### **SO, HOW DOES ALL OF THIS HELP WITH OVERWHELM?**

I think that the main thing is to **have a long-term strategy** that you can automate and put on autopilot.

In other words, get to the point where your course is effectively getting people results and your marketing strategy is profitable.

Top marketers have been saying this for years, but the problem is that **nearly everything will be outdated in the year 2022**. This means that a HUGE portion of what was effective and current in 2019 will no longer be effective or current in years to come.

Just guessing, but I would say it is not out of the realm of possibility that ***approximately 80% of our businesses will need a complete overhaul*** due to the recent world changes.

Let's face it. Those changes have been MASSIVE. The world is in CHAOS. We ALL need help! And we need it bad.

**So, what is the good news?**

The good news is that this is a tremendous opportunity for people who want to do freelance work on the internet. In other words, do the work for busy entrepreneurs. Help them save time. Help them produce newer and more current content.

It is also *a fantastic opportunity for course creators*. Because this gives you a chance to create products and courses that are current and timely.

It will separate the ***“Gonna Be’s”*** From the ***“Has Been’s.”***

It will be obvious who is current with trends or way behind the times.



I know what you may be thinking. *“Yes, that all sounds great but how does that help with overwhelm? That sounds like a LOT of work.”*

The way that it can help with overwhelm is if you are willing to hire freelancers to help you build back up a current and updated array of info products...

(Freelancers **willing to do the research** to stay current with the trends while producing high-quality content, info products, and courses.)

Now, obviously, I am just one person. I can help with *“done-for-you products,”* but I still face the 24 hour a day challenge. If you want to talk about that, contact me, and let’s see if we are a good fit.



But I am also working on something else. I am also teaching freelance skills to others. ***My goal is to offer the most current training possible*** that will address these challenges and new trends.

**This gives people the opportunity to choose from a few options.**

1. *Those looking for online work* can specialize in specific skills (that I will teach) and become a freelancer.
2. *Established entrepreneurs* will be part of a free community with trained freelancers ready and willing to help with info product overwhelm.
3. Both entrepreneurs and freelancers will have *current training available* to learn digital info product and marketing skills.

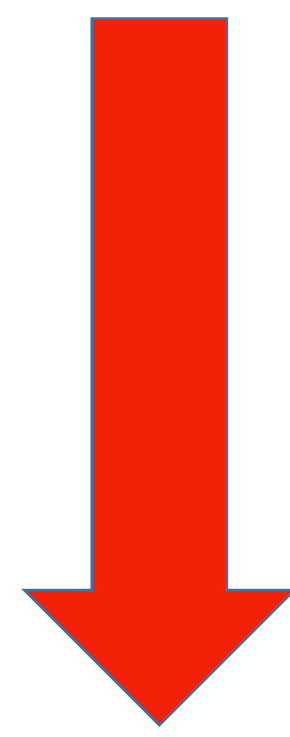
The bottom line is this – **let's build a community where we can all help each other through these challenges.**

The community will cost you nothing. And there will be free and paid training options available, depending on your financial and/or business needs.

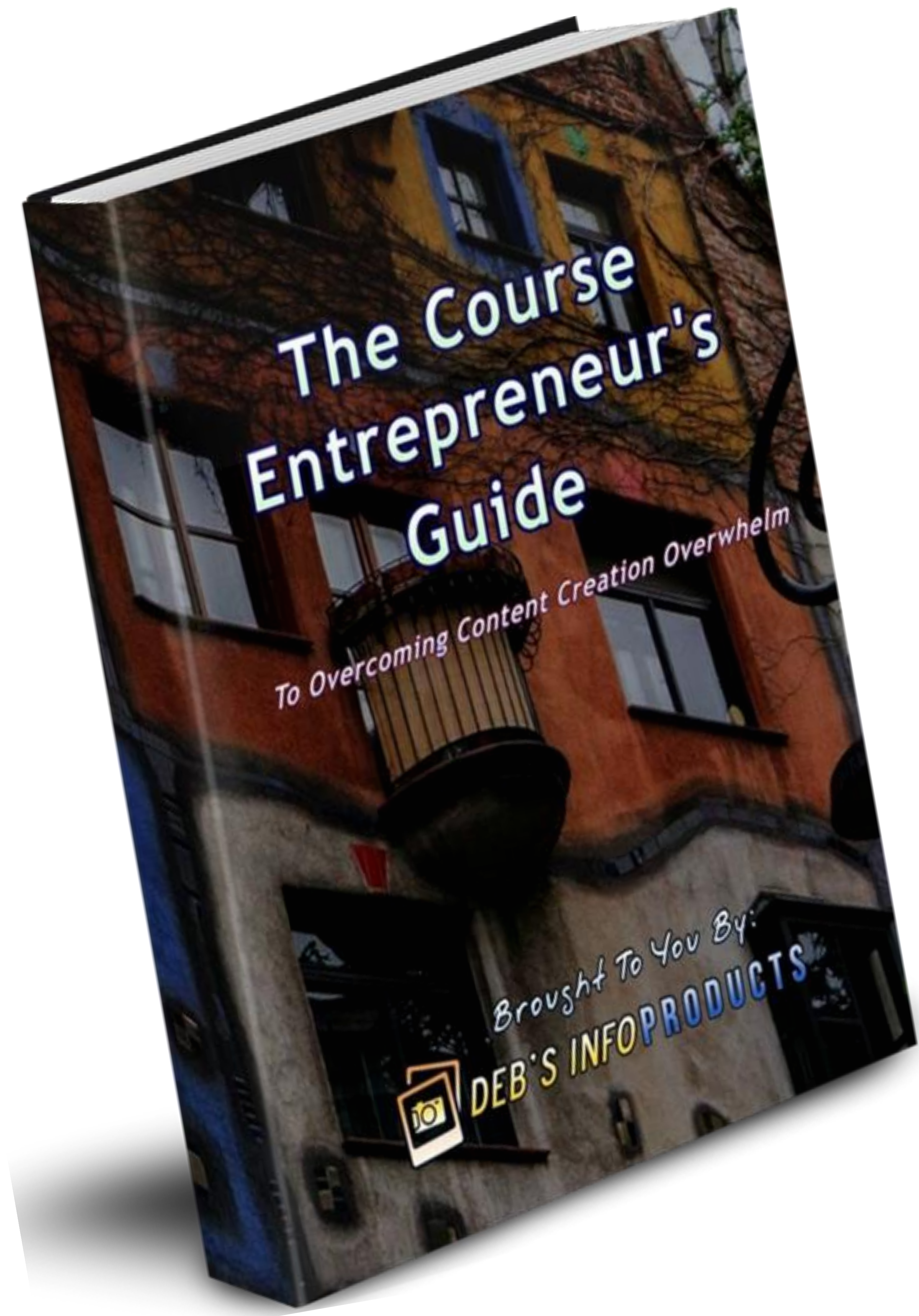
This community focuses a lot on **introverts** who don't like to be on camera, but hey, if you are an extrovert – no problem! You just have extra advantages.

*But for those of us who are somewhat camera-shy, we discuss alternatives that have been proven to be successful.*

Do you want to join us? **Click the banner below to find out more.**







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