

ASSIGNMENT - 100 DAYS OF BUSINESS

CREATE
ONLINE
COURSES



CREATE AN EXPERT ONLINE COURSE!

CHOOSING YOUR FOCUS

1. CHOOSE YOUR TOPIC.

- What does your community need?
- Where is the urgency- what can they accomplish?

2. CHOOSE YOUR DIRECTION.

- What product(s) or service(s) does this course point to?

3. CHOOSE YOUR EXPERT TITLE.

- Create Canva Event Covers for Events, Emails, Handouts
- Create Facebook Event
- Create a video explaining your course benefits
- Create a FREEBIE
- Choose a date and create an event in zoom
- Write out your invitation, description and flow you will use for Mailchimp or Google Forms
- Create Sign up through Mailchimp or Google Forms
- Create Marketing Strategy (see page 2)
- Create digital download and presentation
- Test Zoom for key features



CREATE AN EXPERT ONLINE COURSE!

Use these ideas and your own to create a marketing plan!

- Recorded Video
- Lives
- Cross posting between Instagram, Twitter, FB and Linked In
- Social media slides
- More free tidbits- tips, recipes, techniques etc.
- Links to sign up
- Polling
- Congratulations slides (for sign up)
- What else? You choose and write your marketing plan out below.