

# How to 10x Your Course Sales



Do you want more paying students in your courses?

Would you like more people to discover your work?

Do you need help converting the leads you are getting into paying customers?

If so, you probably know that the answer to your challenge is marketing. And this ebook is about marketing. So you're in luck.

But before we dive into all the marketing stuff, I want to take a moment to acknowledge the fact that marketing is difficult. I hear things like this all the time...

*"I've figured out what to sell, but I need a lot more people to buy it. And I don't know how to make that happen."*

*"The fact that people aren't buying makes me second guess myself and wonder if my stuff is even valuable. Am I that far off track?"*

*"I thought my product would sell itself, but word of mouth is not happening fast enough. And now I'm frantically trying all sorts of stuff to see what sticks. No luck so far."*

*"I don't have the time or money to engage in marketing — but I also don't have the option NOT to market. So I'm stuck."*

*"Marketing is so stressful. I have it in me to create something of value, but maybe I just don't have what it takes to market and sell my stuff."*

*"If I can't get my stuff to sell, then I might have to give up on my business. I hate marketing. It frustrates me. I don't understand it."*

*"I'm an introvert, so approaching strangers terrifies me. How would I ever turn strangers into customers?"*

Any of this sound familiar?

Running your own business is hard, and there's definitely a learning curve around marketing.

But if you have something valuable to offer, and you just need more customers to buy it, I've got something very special to share with you.

Because that problem of turning strangers into customers? It's a solvable problem.

There is a consistent and reliable process to quickly and cost-effectively get your customers to know, like, and trust you. And ultimately, to buy from you.

And I want to teach it to you. So let's unpack that process.

# No Marketing Engine, and No Resources to Build One?

You set out to launch your first course, and you did it!

People paid you money for it, and they probably loved what they got.

Not only that, but you also learned how to make it even better, thanks to the co-creation process during your pilot.

So your course is better than ever...

...but maybe you feel like you've maneuvered yourself into a blind alley.

In other words, the strategies that you used until now to market your course all seem depleted.

You can't sell to those same students again.

But you don't yet have the marketing engine or resources to reach strangers.

Ultimately, you know that you want strangers to become your customers and students.

But the fact that nothing is working now makes you second guess whether everything you've done so far was a wrong move, down a dead-end path.

Well, the good news is that it wasn't.

You probably did exactly what you should have been doing.

Because here's the thing about course marketing: it exists in two distinct phases in the lifecycle of a course (and they can look like the polar opposites of each other)...





# Phase 1: Attracting Your First Cohort of Students

Selling your course for the very first time is extra hard, because you have to do it with one hand tied behind your back. It's like you're starting with a handicap.

The first question that anybody would ask before buying your course is, "Who has gone through it, and what were their results?" And your answer has to be, "Nobody and nothing," because it's brand new.

So your marketing strategy needs to be able to lean into those constraints.

Every course has to start somewhere. Every course has to have a "first sale" to that first batch of students. Somehow, you have to get them to trust you to deliver results, even though this is your very first run-through.

It makes sense, then, that for the very first batch of students who go through your course, you take advantage of existing relationships. You don't set out to build all that trust from scratch. You tap into a network of people who already know at least something about you. Because even if they don't know whether they can trust the course yet, they do know that they can trust you.

On top of that trust, you layer the secret weapon that is the narrative of co-creation that occurs when you pre-sell your course for the very first time. This supports you, engages them, and also gives you the feedback that you need to make the course even better.

If you want to learn more about pre-selling your course through a narrative of co-creation, check out the free 7-day [Course Builder's Bootcamp](#).

That's great, but once you have that result, once you've sold and delivered your pilot, you are ready to go further.

And that requires a shift in focus.



## Phase 2: Getting Serious about Marketing

Congratulations! You've built and sold your first pilot! Despite the handicap of a brand-new, unproven course, you've succeeded at your first phase of marketing, and you should congratulate yourself for that.

And now, whether you realize it or not, you've moved on to Phase 2.

While in Phase 1, your core focus was to get really serious about building a great course, in Phase 2, your core focus is to get **really serious about getting consistent marketing**.

When you get ready to launch your course the second time, the third time, or the tenth time, or you want to evergreen it, there's no handicap anymore.

Your course is now a known entity, and there are happy customers and proven results that you can point to.

But now you have to reach strangers, and they have to agree to sign up. This is where the focus shifts from **building** a great course (check — you've already done that) to **marketing** that course.

You can no longer rely on people who know and like you personally.

Hopefully, you did things right when you built the pilot, and you now have an amazing course that earns rave reviews, glowing testimonials, and all the positive social signals that will reassure people when they research your course and ask those questions. ("Who's been through the course before? What have the results been?") Now you can answer, "Lots of people, and here's what they had to say.")

But if you're depending on word of mouth alone as a marketing strategy, you'll probably fill spots in your course a lot slower than you'd like.



And you have a business to run. You have revenue goals to hit. You want to make a big impact.

So you turn to marketing. And it's easy to go down the marketing rabbit hole. There are so many things that you can do to reach people (from digital marketing techniques like ads and funnels, to offline methods like speaking on stages). And then, once you've gotten in front of them, there are so many other ways that you can try to turn them into customers (from email sequences to webinars to live events).

So how do you choose? How do you know which strategies to focus on?

It can be overwhelming, to say the least. But here's the thing: You don't need to figure out and understand everything right away.

You just need **one traffic strategy** that works consistently and well for you.

And you need **one conversion mechanism** that works consistently and well for you.

And that's it.

If you have one traffic strategy and one conversion mechanism, that's enough to easily grow your business to six figures, if not seven figures.

Just one. And one. :-)

That's all you need.

As soon as you narrow your focus to one traffic strategy and one conversion mechanism, suddenly this “marketing” thing feels a lot more doable.

The trick is to figure out the right one for you.

So let's talk about that. Let's explore the options for your one traffic strategy and one conversion mechanism.

In other words, where do you to get the traffic you need?

And then how do you convert your interested leads into paying students?

In the next two sections, I'm going to explore your traffic strategy and your conversion mechanism. But let's define the terms first.



#### What is a traffic strategy?

It's a way of getting strangers to come to you.



#### What is a conversion mechanism?

It's a way of turning someone who (kind of, sort of) notices you into a customer.

# WHERE TO GET THE TRAFFIC YOU NEED

Imagine the difference between a deserted dirt road in the country and a busy interstate highway.

Now, imagine that you're a store situated along one of these roads.

Which road would you rather have your store on?

The idea behind traffic is that the more people who are exposed to your name, your course, your offer, your big promise, and the things that make you stand out, the better.

So it's a no-brainer that you want to get as much traffic to your store as possible.

But the beauty of digital marketing is that you don't just have to "hope and pray" that someone drives by your store. You can take action to drive traffic to your site.

How?

Here's a list of sample traffic strategies. Remember, you only need ONE of these (done right) to be successful.

- Content Marketing
- Podcasting
- Guest Blogging
- Search ads on Google
- Social ads on Facebook or LinkedIn
- Video ads on YouTube
- Radio and TV ads
- Print media ads
- Search engine optimization (SEO)
- Social Media
- Joint Venture Partners / Swaps
- Trade Shows
- Direct Mail
- Telemarketing
- Live Events
- Virtual Events (e.g. Online Summits)

Now that you've seen this long list of options, you may be wondering, "If I only need one strategy, which one? **How do I choose?**"

That's a great question, and the short answer is, there is no one option that's right for everybody.

The strategy for one person is not the strategy for another person. And even if someone else is using the strategy that's right for you, you still can't copy their entire method piecemeal.

Because hey, you're unique — your business is unique, and your needs and your customers' needs are probably different.



Therefore, in order to make a wise choice, your approach should start by asking a lot of questions.

**Here are some questions to ask that will help you zero in on the traffic strategy that might make the most sense for you:**

- What are your strengths?
- Are you a great writer? Or are you more comfortable on video?
- What other strengths do you have that might lend themselves to a certain strategy?
- What are your resources?
- Do you have more money or time?
- Or do you have neither and you need to bootstrap it?
- Who is your audience?
- Where do they hang out?
- What do they like to consume?
- What are their demographics and personality profiles?
- Where does this mean you can probably find them?
- How do they like to make purchases?
- How much time do they typically take before making a decision?
- How big is your potential market?
- Will this market grow or shrink in the future?
- What is your topic?
- Are there certain places where your topic would be more welcome than others?
- What traffic strategies have worked well for others in your niche?
- What creative new techniques could you use to stand out or play in a less-crowded market?
- Should you adopt a well-worn strategy or branch out and do something that no one has done before?
- How much money will each strategy cost you until it starts working?
- Is there one strategy that provides the biggest return for least amount of effort?
- Are there any rules or regulations that restrict the way you advertise your services?
- Are there any unforeseen consequences in the long-term with a particular strategy?
- What actions are and are not in the 80/20 for you?
- Which strategies will enhance the persuasiveness of your content?

Asking these questions may help narrow your focus a bit, but remember, your traffic strategy needs to work in tandem with your conversion mechanism.

Again, remember, you only need ONE effective, repeatable conversion mechanism to create a thriving business.



# CONVERTING INTERESTED LEADS INTO PAYING STUDENTS

Conversion is when you attract people who have already heard about your work, and turn them into customers.

And it's about working to get better and better at converting the people who are already coming your way.

You can do this partially by just improving and refining the product that you're selling. But mostly, getting better at conversion means getting better at how you position your course, present it, and guide prospects through that journey towards the purchase.

When you focus on improving your conversions, getting traffic becomes a whole lot easier.

This is because if your conversions are strong, you can always get more leads.

The more sales you make in relation to your leads, the more you can afford to invest in exposing people to your message — whether that means paying for expensive ads, working with skilled marketers, or hiring people to cold call everyone who might be a prospect.

But if your conversions are weak, you can't afford to do much of anything, and getting more leads doesn't really solve anything — it's like pouring more water into a bucket that's full of holes, or trying to eat soup with a fork — it'll keep you busy, but you'll stay hungry!

So the key is to get your conversions to be as strong as they can first, and then focus on getting more leads and traffic afterwards.

But just like there is no one “right” traffic strategy, there is also no one “right” conversion mechanism. It's really about choosing the one that's going to make the most sense for you.

So let's take a look at some of the available conversion mechanisms that are out there and available for you to choose. All of these are ways to either stimulate a sale or bring a customer closer to making a sale.

- Webinars
- Long-form sales pages
- Video sales letters
- Free + Shipping offers
- Strategy Calls
- Sales conversations
- Free Trials
- Limited-Time Offers
- Email autoresponders
- Live events

Now that you have a long list of possible conversion mechanisms, you're probably wondering, "Now, **how do I pick one?**"

How do you pick the conversion mechanism that not only optimizes your conversions, but it makes your offer so compelling that people are falling over themselves to buy it?

The answer, again, comes back to asking yourself a lot of questions.

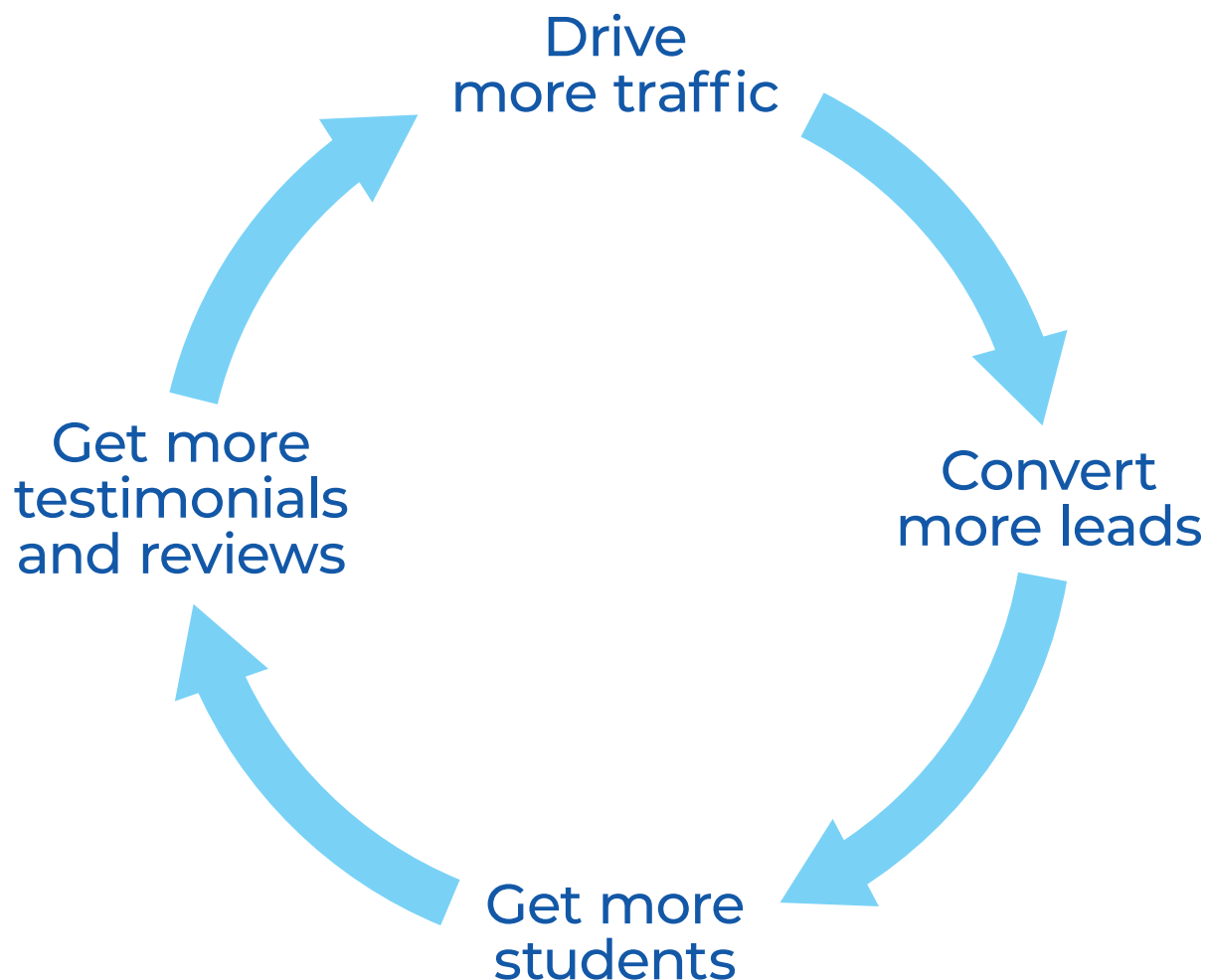
**Here are a few questions to ask that will help you narrow down your choice of conversion mechanism:**

- What are my strengths?
- What are my weaknesses?
- Am I good at closing sales on the phone?
- Am I good at writing copy that closes sales?
- Am I good at closing sales face to face?
- What are my sales targets?
- If they are aggressive, which conversion mechanisms lend themselves best to hitting aggressive targets?
- What are my resources?
- Do I have the finances to figure this out by trial and error?
- Are there some items on the list that are uniquely available only to me?
- Are there some items on the list that are unavailable to me because of lack of resources?
- If one of those items was really the right strategy for me, what creative things could I do to afford it?
- What does my audience respond to?
- How does the age and sophistication of my audience influence which mechanism might work best for me?
- What is the optimum path for people to take advantage of my offers?
- Is it in their best interest (and mine) to progress incrementally forward into higher- and higher-dollar items?
- Or is it in their best interest to jump straight to the high-ticket item that offers the most transformation?
- Are there certain conversion mechanisms where I am uniquely positioned to outperform my competitors or do better than anyone else?
- What are my customers' biggest objections?
- What is the biggest area of resistance that my customers are likely to encounter, or the biggest obstacle against buying?
- Which conversion mechanism is the best positioned to overcome my customers' objections and creatively bypass obstacles?

- Will the conversion mechanism enhance (or detract from) the persuasiveness of my message?
- Are there unforeseen consequences in the long-term for using a certain conversion mechanism?
- Are there regulations in my industry that affect which types of conversion mechanisms I should use?
- What are the analogs and antilogs in my industry (i.e. what are similar companies doing successfully, and what have other companies tried and failed)?
- Are there ways that I could improve on the methods or approaches of others in order to stand out and get better results?

The answer that's right for you will be different from the answer that's right for someone else. And that really comes down to understanding your situation well.

The better you can get at converting people who are already coming your way, the more money you will have to re-invest in lead generation, further testing, and even greater effectiveness.



# Personalization: The Secret Ingredient

Right now, if you're wondering HOW to choose the right traffic strategy and conversion mechanism, don't worry. It can be confusing to know which one is right for you.

The secret isn't to pick one item from Column A and one from Column B and hope for the best.

And while it's true that you only need ONE traffic strategy and ONE conversion mechanism to make sales...that's only true if you've picked the right ones for you and your unique situation.

Having a personalized marketing strategy (and executing on it well) will make the difference between filling your course again and again, and hearing crickets.

So it's NOT a good idea to pick your strategy based on...

- What stands out or “sounds cool” to you
- What works for somebody else
- What *might be right for you*, but you copy it from somebody else.

Instead, your personalized, custom strategy should spring from who you are and what makes sense for your situation.

After all...

- Your circumstances are a little bit different.
- Your personality is different.
- Your skills are different.
- Your audience is different.
- *Their* needs are different.
- Their personalities are different.





When you personalize your choice of marketing strategies to your situation, you get much stronger results, leading to momentum, leading to business growth, leading to even more resources to get even better at your marketing.

On the other hand, when marketing fails, half the time it's because it's the wrong traffic strategy or the wrong conversion mechanism for the audience. The other half of the time, it might *\*be\** the right one, it just isn't applied in a way that works for them.

If you want to find the right strategy that's personalized for you, your circumstances, and your needs, but you're feeling a little overwhelmed, that's understandable. There are over 200 combinations of how you could combine just ONE strategy from the first list with ONE strategy from the second list.

So if you're wondering which strategy might be best for you, I want to invite you to email me at [danny.iny@mirasee.com](mailto:danny.iny@mirasee.com). Let me know what you're considering.

The shortcut to finding YOUR personalized strategy is to start the conversation with someone who knows how to do what you're looking to do. We're here to help.

Instead of guessing, second-guessing, and getting stuck in the selection process, just send us a message.

To your success,



*Danny Iny*  
**Danny Iny**  
Founder/CEO at Mirasee