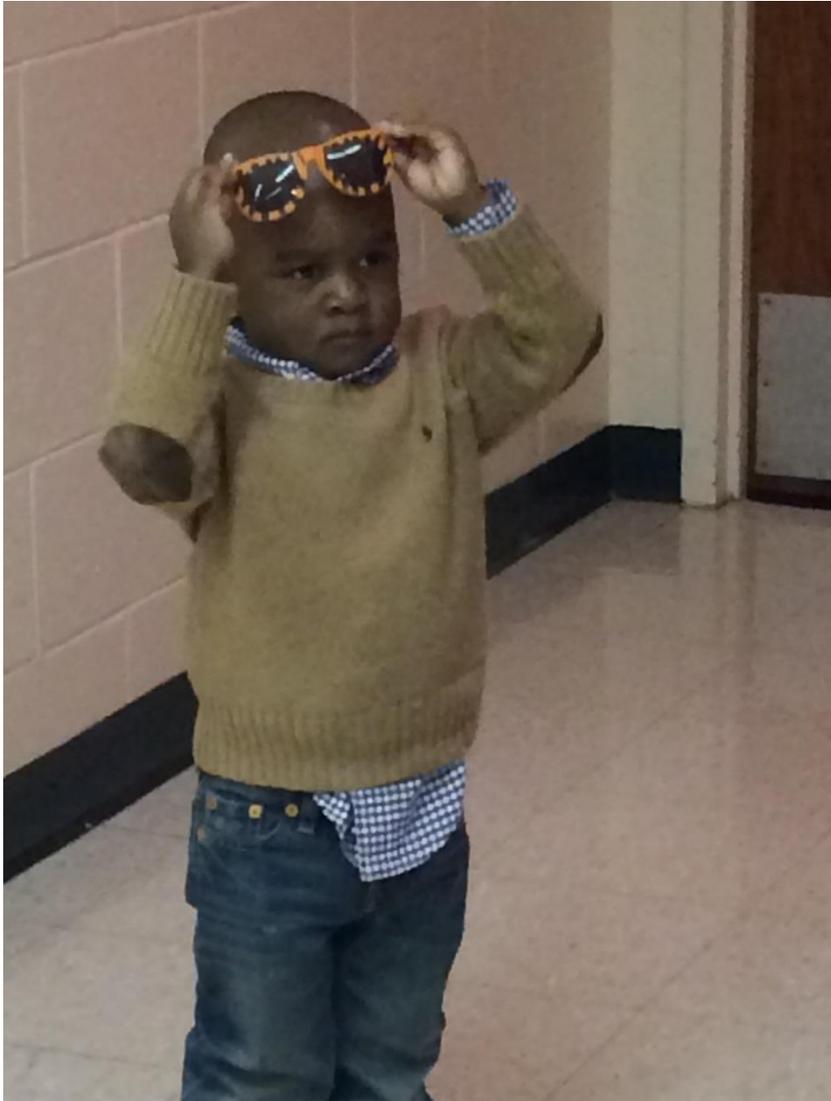


C.L.A.S.S. Is In Session:
**How to Write Course
Content that Excites and
Encourages Results**



QUESTION #1:
How many of you have
been writing course
content **THIS WEEK?**



QUESTION #3:
And it got you feeling
like this?



Baby, you're in
the right place
today!!



I AM:

The Million-Dollar Word Stylist™

A Mommy

An Author + Risk Taker

All About Words that SERVE and SELL



Time for the good stuff ...

- 1. The real reason people enroll in courses and why that matters to you**
 - 2. Why more content is NOT always a great thing**
 - 3. My make-your-course-rock 5-part strategy for crafting compelling content**
-



**The real reason people
enroll in courses and why
that matters to you ...**



**Why more content is NOT
always a great thing ...**



C.L.A.S.S. is in session ...

- 1. CHUNKIFY** your content
- 2. LOVE** on your learners
- 3. ASK** for feedback
- 4. “STORIFY”** your lessons
- 5. SELL** the dream



Step #1: Chunkify your content

What does this mean?

Don't smack folks upside the head with too much too fast – that hurts. 😊



Step #2: Love on your learners

What does this mean?

Don't be a wham-bam-thank-you-ma'am course facilitator.



Step #3: Ask for feedback

What does this mean?

Don't think just because they enrolled that everything is rainbows and sunshine. You gotta shoot for results!



**Step #4: Storify your
content**

What does this mean?

Stories are **memorable** and **relatable**. Teach someone and they'll forget the lesson. Tell a story, and they'll remember it forever.



Step #5: Sell the dream

What does this mean?

Getting folks to enroll is the first step. After that, your job is to deliver course content that continues to sell the dream.



Bottom line:

C.L.A.S.S. is in session!