



# B.O.S.S. Sales Page Checklist

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## **ABC Bootcamp**

### **The Procrastination-Proof Push You Need to Finally Create Your Course and Attract Raving Clients Fast**

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Before I kick you in the behind about that “create a course” bullet that’s been sitting on your to-do list for over a year now, let me tell you a little secret ...

Sometimes it’s okay to give up.

Sounds insane, right?

I mean what real action taker would ever just give up?

Now, I know you’re ready to hit me with the side eye, but save it until after I tell you a quick story about a time I threw up my hands and screamed, “I GIVE UP!”

I remember thinking I could do it all. Be the mom who cooks dinner every single night. The wife who’s waiting at the door with slippers in hand when my hubby gets home. And the money-making, self-employed online course strategist with a long list of private coaching clients and no need for sleep.

I felt chained to my computer. Sure I was making money for my family, but this was only because I sacrificed what little valuable time I had to spend with my hubby and kids. And as a result I was frustrated and overwhelmed.



**“This isn’t the lifestyle I signed up for when I quit my job,” I thought.**

And that’s when I said, “Forget this. I. GIVE. UP!” ...

I gave up on the idea that I can only deliver value by meeting privately with clients.

I gave up on the myth that I had to hustle day and night to make enough money to keep living the “good” life.

So, does “giving up” really sound like that much of a crazy idea after all?

You see, I allowed myself to give up on the procrastination and overwhelm that kept me from not only serving more people with my genius but also doing what I knew was right for me and my family. And in that situation, giving up was the best thing I could ever do.

I know it’s the best thing for you too. Especially, if you’re killing yourself with one-on-one client sessions and consulting work.

If you’re tired of the corporate politics at your day job.

And overwhelmed by all the courses that inundate you with videos and checklists on what you *should do to live a life of freedom and flexibility*, but never give you real, actionable advice on *how to do it*.

The bottom line is this:

You’re already convinced that creating your course will allow you to send your kids to the best schools, go on family vacations without worrying about missing out on money, and take time off without freaking completely out and thinking you’re letting your clients down.





The only problem is, you have no idea where or how to get started.

## Transition

But here's the good news:

**I came up with a way that  
you CAN do it all ...**

Serve the world with your genius.

Send your kids to the best schools.

And make enough money to support your family.

All without sacrificing time with your loved ones.

Here's how you CAN do it ...



### **Introducing *Create Your Course* Bootcamp**

***Create Your Course* Bootcamp** is the first “do-it-with-you” online **coaching program** that gives you weekly access to an experienced online course design strategist, as well as everything you'll ever need to get your course up and running so you can attract raving fans FAST.



You get everything from step-by-step templates, fail-proof guidance on finding the right buyers and creating your course content, to how-to tips on putting together presentation slides and videos, and detailed checklists on choosing the perfect course platform. Plus, you also get tutorials for setting up all that techie stuff that makes your head spin with confusion and frustration ... you get EVERYTHING!

**BUY NOW**

Now, if you're tired of the **“wham-bam-thank-you-ma'am”** courses where the “expert” gets your money and then leaves you to sift through hundreds of hours of video all alone, then what I'm about to tell you next will surely have you jumping up and down with excitement ...

**Transition**

**But before we get to the best part of all of THIS,  
let me first tell you who I am ...**



I'm Sue Smith – mom, online course design specialist, get-your-butt-in-gear motivator and founder of the first **do-it-with-you ABC Bootcamp**. I've guided new and superstar coaches, consultants, speakers, authors, and other industry influencers in creating lifestyle-changing online courses that not only serve their audiences, but also break the chains of one-on-one work.

After ditching my 6-figure course designer job to start my own business, I dropped thousands on high-profile online business courses that only taught me *what* to do, not *how* to do it – leaving me stuck trying to figure it all out on my own.

You see, when I finally mastered the *how* of this online business world, I hit six figures – completely replacing my corporate salary.



**And for the best part of all ...**





You get ME – the online course design specialist & get-your-butt-in-gear motivator – every single week. I get you unstuck and answer every burning question you have so you can turn your ideas and content into a money-making, audience-serving course by the end of our 6 weeks together.

Any of these common Q's swirling around in that brilliant mind of yours?

- *How can I repurpose previously used content and package it for an online course?*
- *How should I set up the course and structure the lessons in a sensible and easy way for my participants to consume?*
- *What tools can I use to deliver and set up my course without needing to be a tech genius?*
- *What can I do avoid wasting time building a course nobody wants?*

... if they are, then THIS is the place where you'll finally get the answers you not only want, but need to make your course the success you know it can be.

Here's a sneak peek inside the Bootcamp:

## **Week 1 – Raving Fan Reality Check**

You will:





- Get up, close and personal with your ideal client so you understand exactly how to get their attention, and know how to develop content that will change their world.
- Prime buyers so you excite them even before you launch the course.
- Discover a course outline secret that slashes your course planning time in half.

## **Week 2 – Crush Your Content**

You will:

- Discover how to repurpose every piece of content you create to expand its reach and save you time.
- Create the ultimate customer experience by digging deep into where your clients are, where they want to go and how you will get them there.
- Choose a course name, logo and color combo that captivates and excites rather than confuses and repels your audience.
- Attach a “happy place” price tag to your course that makes your ideal clients feel good without devaluing your genius.

## **Week 3 – Presentations that Pop**

You will:

- Eliminate all confusion on how much content to include and how to deliver it.
- Learn the hacks I use to create presentation slides, videos and worksheets, all generating a ridiculous level of engagement in your course.







- Understand the art of gamification while you discover how to make your presentations pop with personality.
- Discover what's at stake if you don't carry your brand elements through every video, presentation and worksheet of your course.

### **Week 4 – Lights, Camera, Teach!**

You will:

- Develop your video confidence and get comfortable showing up for your course participants on screen.
- Learn my best course instructor hacks to keep your audience engaged and wanting more.
- Get my easy-breezy tricks to fast video editing so you can smack that “publish” button sooner rather than later.
- Discover the best way to shine on video (even if you're scared to show your face).

### **Week 5 – Tech Setup for the Technophobe**

You will:

- Get step-by-step training sessions on 2 plug-and-play platforms that'll eliminate all uncertainty when it comes to delivering your course.
- Learn how to integrate your email account, sales page and payment system so your behind-the-scenes process is primed to pump money into your account.
- Get my exclusive, must-have list of platform dos and don'ts so you avoid last-minute landmines and course catastrophes.





## Week 6 – Red-Carpet Course Review and Launch

You will:

- Get access to two Q&A calls to tighten up your course before you release it to the world.
- Launch your course (Bring on the confetti and bubbly because it's PARTY TIME!)

Now, unlike other programs that teach you *what* you need to do to create ridiculously valuable online courses, in ***Create Your Course Bootcamp***, I walk you through *how* to make it a reality too.

But don't take my word for it. Here's what a few thrilled clients have said about my courses:

**<<Testimonial>>** *“Prior to working with Janet I was feeling overwhelmed – I wasn't sure how I would come up with enough content to lead such a long program!*

*After working with Janet I have way more clarity, I can see now the progression and structure of the course and I feel much more supported in moving forwards. I'll be launching the new program as a mastermind to support my existing clients over a longer period of time and so the program will help to support and grow my business.*

*Working with Janet was really powerful, she got straight to the point and gave me the confidence that what I had created already was great content, it just needed some shuffling and a few new extras.*

*Working with Janet is worth the investment to help you gain clarity and confidence in your program.” – Niyc Pidgeon, Positivity Psychologist and Founder of Guru Girl Mastermind*





<<Testimonial>> *“It’s rare to find someone who has knowledge across the whole online marketing spectrum. Janet is that rare bird that does!”*

*I had programs but with Janet’s help I was able to dramatically improve them. Janet showed me how to organize my knowledge and thoughts and create a quality online program. I also learnt how to structure and best deliver my program in a way that provided students with a rich learning experience.*

*I honestly believe that after working with Janet I was able to deliver my best work to date. This is because I now had a clear framework to get my knowledge out there.*

*Janet’s expertise also led me to invite her to be a Community Success Coach for several of my programs. She is a pure delight to work with and delivers every time.*

*As a super coach, online marketer and powerful program designer – get ready to uplevel fast if you’re lucky enough to work with Janet!” – **Jane Copeland, Online Business Strategist and Founder of 6 Figure Funnels***

<<Testimonial>> *“Janet has a defined process that walks you through everything you need to know who you serve, how you serve them, and what tools you’ll use to serve them. It’s an awesome process and she helps turn those thoughts swirling in your head and bits and pieces of creations and turn them into something tangible that you can use with your clients, from the stage, in all kinds of ways. She’s the real deal!” – **Sophia Fulkerson, Relationship Coach and Creator of the Relationship Language Healing System***





**Get highly practical, easy-to-apply  
course creation guidance  
from an actual human – not JUST hours of video.**

*Create Your Course Bootcamp* is packed full of highly practical, weekly trainings, templates and checklists and 7 “pick my brain” sessions so you turn all your content chaos into a lifestyle-changing course in 6 weeks flat.

**Ready to step inside my brain?**

It's a pretty freakin' awesome place to be.

**Doors to the Bootcamp Swing Open Tuesday, April 5  
Here's What YOU Get**

Exclusive Access to the Course Creation Toolkit

1-Year Access to all 6 weeks of instruction

7 LIVE “Pick My Brain” sessions

5 Weekly LIVE training calls

1-Year Access to all future additions and updates to course content

Access to a private Facebook Group where you'll feel safe about sharing your course ideas and progress





## **The Investment**

2 Payments of \$597

OR

Save \$200 off the total price NOW

**There's just one more thing  
I want you to know ...**

***Create Your Course Bootcamp*** is NOT some random program I put together to pad my own pockets. In fact, even though I can sell this Bootcamp like hotcakes, I'm only **opening the doors to 12 ambitious action takers.**

*Why is that, Janet?*

Glad you asked.

Because if you're one of the Lucky 12, I really want you to have the accountability, personal attention and resources you need to create your course in 6 weeks.

Plus, I have no idea when or if I'll ever offer the Bootcamp again. So if creating a course is something you've wanted to do but never got around to it, there's no time like NOW!

## **Your 7-Day "Procrastination-Proof" Money Back Guarantee**

I'm so confident that in just 6 weeks you'll learn EVERYTHING you need to know to create your course that I'm offering a 7-day money back guarantee.

Enroll in the Bootcamp today and work through Week 1's assignments. If after Week 1, you're not completely satisfied with the Bootcamp, then turn in



your completed assignments within 7 days of your purchase date for a full refund. This way, you've got nothing to lose (except for not staring at that wretched bullet on your to-do list that says "create a course")!

