

# THE Course to 10K

How to get to your first 10K Course



[www.KatTheCourseBuilder.com](http://www.KatTheCourseBuilder.com)

2018

# **How I went from unheard of to unstoppable...**

As a career corporate trainer I found myself on the road so often that most of the time my neighbors didn't know whether I still live next door to them. I was constantly traveling out on Sunday back on Friday then out on Sunday again and back on Friday. I decided that if I would ever calling to start a family and settle down I was going to have to figure out how to get off the road. There was just one problem. I was making nearly six-figures a year.

**On the course to my first 10K online**

# HOW IN THE WORLD WAS I GOING

to make that kind of money without traveling the way that I was doing? Like most people I put all making any kind of major career move because let's face it replacing that kind of income is a brand-new year was not going to be easy. Then one day, my manager who looked every bit of 20 years old told me that I could not take off work for my birthday. Mind you my birthday is on New Year's Eve. I had are the time off from working so much and yet here I was having to suffer the humiliation of having to ask someone if I could take the other half of what was already a holiday all for my birthday. She apologized and went on to explain that there was nothing she could do. Her words modeled into Charlie Brown utterances. Womp, womp, womp was the only thing I could hear after a while.





**It was in that moment,**


that I got deadly serious about getting a plan instead of just thinking about it. I decided that a natural progression for my career would be to create the courses that I was teaching.

After all, instructional designers mainly work from home. This choice would allow me to get off the road and finally realized my personal goal of starting a family. So for the next 17 years I've worked as an instructional designer even going back to school during that time to get a Master's degree in instructional design and teaching with technology. That would be my second master's degree. I had earned the first one in business with a concentration in entrepreneurship.

# Now that I was off the road

and settled in my new career I met a great guy. We got married. And three years later we gave birth to my daughter Olivia. I had a steady flow of work from mainly corporate clients. The money was great but there was just one thing. Over time, my corporate client had gradually began one thing more and more of my time. Yes, they were willing to pay my price because they had it to pay. But that wasn't the point for me.





**Because of  
the demands  
of my clients,**

my husband and I decided that he would quit his job and stay home with my daughter her first year of life because we did not want her intake here before the age of one. This was a huge decision for us and a painful one.

My husband, a systems engineer, had worked very hard to get to where he was. As an immigrant from Africa who came to this country without much more than a small blue suitcase had struggled to finish school and make it here. Nevertheless, he put his career on hold so that I could pursue mine.

Entrepreneurship was never going to be an easy road. Before I met my husband, I'd periodically took on corporate jobs to help with the lean times, and sometimes accepted less than favorable contracts, but I always knew that I was never going back to the corporate life wholeheartedly.

# That was true

even more so when I had my daughter because now it wasn't my own birthday that was at stake, but those of my new baby. I didn't want to miss even one because of someone else's whims. And I wasn't ever going to take that chance. When I finally got married, I was 38 years old and feeling way behind all of my family and friends in the personal-life arena. I knew that I didn't have many more years left before my body would be a much more difficult host for a pregnancy. But when my daughter came along once again my priorities shifted. Once again, time became my nemesis.





Hubby and Lady O seeing me off on yet another trip to see a client. This time in Madrid.

**She seemed to  
grow and  
mature faster**

than I could keep up with. Working day in and day out while my husband took on the primary role of caregiver. And I struggled to serve my clients and business because I wanted to be at home more. They had sucked my time and zapped my energy.

But the money was good. That was how we were able to afford for him to stay home with the baby.

The entire point in taking the contract had been so that I could focus on building a family, and now it was getting in the way. I had to find a way to win back my time so I could focus on what I loved most – my husband and daughter.





Like most people,

I wasn't sure what to do, so when all else fails, find something to distract yourself.

So my friend SAM and I decided to get on social media and create a lifestyle brand to talk about being wives and mothers. We created the Wife Life Today, a brand which produced our Periscope show called The Kat & Sam show. We talked about all things that wives and moms struggled with and things they could explore. (Tours, projects etc).

We noticed that when we spoke about our careers, our followers became more engaged and always wanted more insights. After 6-mos I realized that while I loved my experience with SAM, I was either going to have to help people more consistently and find a way to fit it in to my already hectic schedule or walk away from it altogether.




## So, I offered help

a few people with their courses and they paid me. The light bulb went off.

People were willing to pay me for a skill I already had and maybe this was my path to leave my contract.

I wanted to give this online marketing thing a go. So, I spoke with my husband about it and he agreed that we would be fine (financially). I was prepared to take a drop in my income to raise my happiness level.

I had been miserable on this contract and afraid to leave the financial security, but with my family's support I was prepared to take the leap. June of 2016 I have my 30-day notice. July 22, 2016 I left my long term contract earning \$94k.



## I was willing to take the risk

even though I didn't understand how to make money online, but I had faith and determination that I could learn. It was 7-mos after launching wife-life I was now launching Kat The Coursebuilder brand.

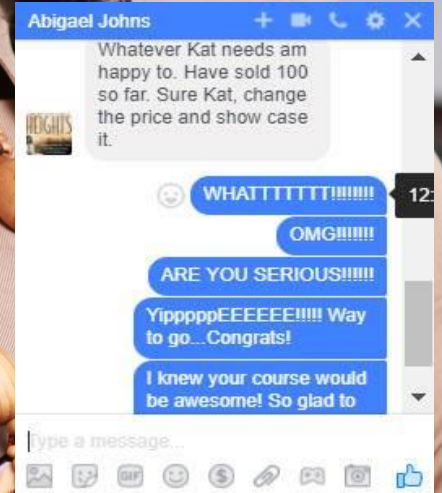
On the day I made the announcement and asked for people to follow me, I also announced my first course. My first course was a 4-week Bootcamp with 15 registrants earning me just over \$7k. I knew that I could duplicate or even triplicate that number now that the formula had been validated.

The formula for my bootcamp course had worked. The question was, would it work for other people. I decided to teach it to others and find out. I figured that if I could teach people to make \$1,000, they could make 5K and then 10K. I was right.

This is **Valorie Lawson**, a television reporter who crushed her course. See her testimonial video below.



Kevin C Williams · 2:47 I am loving this challenge and we love being apart of the 1% thank you so much for your guidance!!!  
Like · Reply · September 13, 2016 at 5:06pm



I launched the \$1,000 Course Launch Challenge with a Beta group of about 12 people. Six of them completely crushed it with some of them making anywhere from \$873 to \$8,023. It was on and poppin'! I upped the ante and morphed the \$1,000 Course Launch Challenge into Course to 10K. Since then, I have students that have well surpassed the \$10K. One of my students, Abigael Wongambe make almost \$30,000 with her first course!

I mean, I knew that I had a winning formula but good googly moogly! Thirty GRAND! Even I was shocked! Here's that exchange on Facebook. She had sold 100 of her courses at \$300. Of she's raised the price of her course since this time.

Now I'm sharing this winning formula with you. Why? It's because I know that there are other women out there that are trying to figure out how to have it all – the family, the business, and the ability to not have to ask anyone about when and how they can live their lives. I'm doing this because I want them to win.



# The Course to 10K Formula

The course to 10K is paved with methodical process. Build a course that people want then sell it to them. Revolutionary? No. It's almost too easy. But, only if you use these steps without skipping even one. So, the first thing that we'll do is build the course.

## Step 1: Create a signature process

Create a unique position and process on the course within your niche. Whichever topic you decide that your course will be about it is crucial that you add your own unique perspective on that topic. That is why people are coming to you. There is nothing new under. So that means you will have to add your own unique take and process on your topic. Your audience is looking for your unique voice in the market. In order to attract those people who will be willing to pay for what you know you have to be willing and able to articulate why your process will work for them and how your experience will add to their own.



Your course should allow your audience to move forward in their own process. In other words, it sure shortcut the time that they would stand on their own trying to out. There are three reasons that people by intellectual property. Save them time, save them money, for make them money or representations of the freedom that they desire.

For example, if your course can help them to accomplish their goal faster you're off to a great start. If your course can keep them from unnecessarily spending money, you also raise the value level of your course. If you can show them how will to acquire money for the thing that they believe will add to their quality of life, the chances are that you will have an easier time selling your course. So, find your unique perspective then this side how you will help them. Will you save them time? Will you save them money? Will you show them how to acquire a better quality of life?

## **Step 2: Establish your credibility**

I use a technique I like to call Know, Show, and Flow. A key component of creating a course that will eventually generate at least \$10,000 is your ability to establish your credibility.



In order to accomplish this you have to help your audience to know you, show you what they need from you and flow with your signature process. This requires a high level of transparency and ability to communicate the process they will need to follow in order to get to where they are going. Remember that your audience is on a theoretical highway. You are the newcomer to the road. When you enter the on ramp, you have to go in the flow of the traffic. Otherwise, you will quickly get run over.

A big mistake that lots of people make when first starting out is trying to go against the flow of traffic. Now why would anyone do that knowing that they will get run over? It is not that they want to crash and burn. It is that they know what it up ahead and want to help your audiences of or you any upcoming dangers.

So, they enter the highway trying to get hundreds or even thousands of cars determined to go in a certain direction to go in a different direction. That is not going to work. Instead, take the time to find out where they're going why they're going there and what they think they need from you to help them get there.

Then and only then will they consider following you. Once they have gotten to know you and you have taken the time to allow them to show you what they then they will be willing to flow with you.



When I first entered the marketplace as Kat the Coursebuilder, I had no idea if anyone would follow me or looking to me. But wit in less than three months I had established myself as a bona fide influencer.

One of the most frequently asked questions that I get is how to establish authority marketplace quickly. It is different for everyone. However, I found that there are very three and behaviors of people who are able to accomplish this.

First, you have to be willing and able to show up with others fall short. I showed up on live stream almost every day. Others would show up for a time. And then fall off the scene.

Consistency of presence is a nonnegotiable factor. No one is going to pay anyone any substantial amount of money if they are not sure that you be around tomorrow as well they should not.

You have to the right to ask people for money.

Next, you cannot allow your competitors for your audience to outwork you. Your work and dedication to your topic, your field of work, and the progress of your audience will become evident to every. This is not something that you can fake. That is why it is in court to make a conscious decision that you will make this work. If you are wishy-washy on this question, you will dramatically decrease your ability to convert your audience to paying customers.





Also, you have to be willing and able to talk about your topic from many different angles. Your perspective has to be multidimensional. This will not be difficult if you have been in your field for at least a few years. Your audience will be on a continuum of some will be beginners some will have intermediate understanding and some will be advanced. You need to be able to talk to all of them. They may not all be your ideal customer but you should be able to discuss your topic at whichever level you are engaged. So people who read a bunch of books and then tried to regurgitate the main points in order to look like an expert do not have a sustainable and foundational influence. They end up often having to resort to gimmicks in order to maintain attention in the marketplace. You don't want that to be you.

### **Step 3: Create an irresistible course**

As you are establishing yourself as a person that has the ability to lead and influence others, you will begin creating a product to offer to those who choose to be led by you. In order to create an irresistible force it has to be a course that your audience actually wants. So how do you know that you are creating something that they want? You have to be calm like an investigative reporter.



My very first career was as a journalist. This would serve me well throughout my career as an instructional designer and as an entrepreneur because I learned how to ask the right questions in order to get the answers I was looking for. I've learned how to interpret the answers and translate them in a language that anyone could understand quickly. I also learned how to create headlines that grabbed attention.

I teach my students how to do the same thing. The quicker you can get to the heart of your audiences challenges, fears, desires and roadblocks the quicker and more effectively you will be able to create a learning experience that addresses their needs.

In my course, I teach my class how to get to the yes by asking relevant questions and interpreting the answers so that they can articulate their solution and how it will meet their own audience's needs.

Now will that you've created a course that meets the audience where they are, it's time to do some testing. Once, you've established that it is a viable idea, you'll want create a minimum viable product (MVP). This is a product that will confirm your theory of what they will need and will buy. You don't want to spend a ton of time and money on a course that no one wants. So you will create your minimum viable product and test with your audience.



Once you established, that your topic has a high level of interest you can began mapping the content of your course to income streams.

### **Step 4: Map Your Course directly to Profit**

**Your course is just one bucket of profit. There are many others that can flow directly from that one course. You can create other profit centers:**

- Membership sites
- Membership groups
- Webinars
- Ebooks/Physical books
- Complementary/Topic-Specific products
- Audio books
- Signature course
- Live Workshops
- Pop-Up Clinics
- One-on-One Consults
- Signature Service
- Complementary Services
- Affiliate sales

### **Step 5: Make it even MORE irresistible**

Front load the value by adding parts of your course that are complementary to the primary topic (peanut butter jelly technique)



Make your course even more irresistible by adding bonuses that they would normally have to pay for. Make sure that they understand the value of the bonuses so that they can fully appreciate the fact that you have included them.

I use a technique called the Dagwood. Back in the day, there was a cartoon character called Dagwood and he loved sandwiches that were stacked high with meat, lettuce, cheese, tomatoes, onions and anything else he thought would make it more yummy. He stacked it so high it was tipping over. That's how your audience has to feel. The sandwich that they want (your course) is stacked so high with added value that it's irresistible!





## Step 6: Price it right

One of the biggest mistakes that I see people setting the price of their course according to their own perceived value. That's a huge mistake. You want to set the price based on the THEIR perceived value. Not your own.

New course builders tend to under value their intellectual property because it's so easy for them that they can do it in their sleep. They also devalue it because they think that if they lower the price it will make more people buy it. Not necessarily. If you lower the price too much, people will begin to give it the side eye wondering if the value is truly there.

Set your price based on the value that your audience places on it. Not your own.



## Step 7: Package it for profit

People who are new to business and who are trying to figure out who they are in the marketplace you a lot of experiment with how their product looks and feels. There is nothing wrong with that. The problem comes in when that experimentation causes your audience to the value your product or services.

If you want to be able to charge top dollar for your intellectual property, the value must be evidence. In the last section we talk about value-based pricing.

That perception of value is then to how your product looks. People buy with their senses. How that your product look? How does your product sound? How does your product make them feel? You

you for example, if you go into a restaurant that came highly recommended and the first thing that you see is trash on the floor and who on the menus you will think twice about actually staying and paying for food. I know I would.

It is worth it to invest in systems, graphics, and other resources that will help you create a professional looking course for products that you would be proud to display.

You risk losing out on sales not because you don't have a great product but because it does not look like it is. The truth is that pretty sales and ugly fails.



## Step 8: Location, Location, Location

Being able to convert your course and products into sales have in large part to do with where you are placing it for consumption. If you ever had a fish you know what it's like to watch the fish swarm to the top of the fish tank in order to get the fish flakes that you are bringing to feed them. However if you were to bring the fish something that they don't eat or don't want they are going to quickly disperse. So make sure that you are putting your products in front of audiences that will swarm to get it. Another big mistake that a lot of course creators make is trying to sell to everyone. If you try to sell to everyone you will get no one. It is better to sell to those that are looking for what you have to offer.



## Step 9: Face Time: Get in front of your buyers

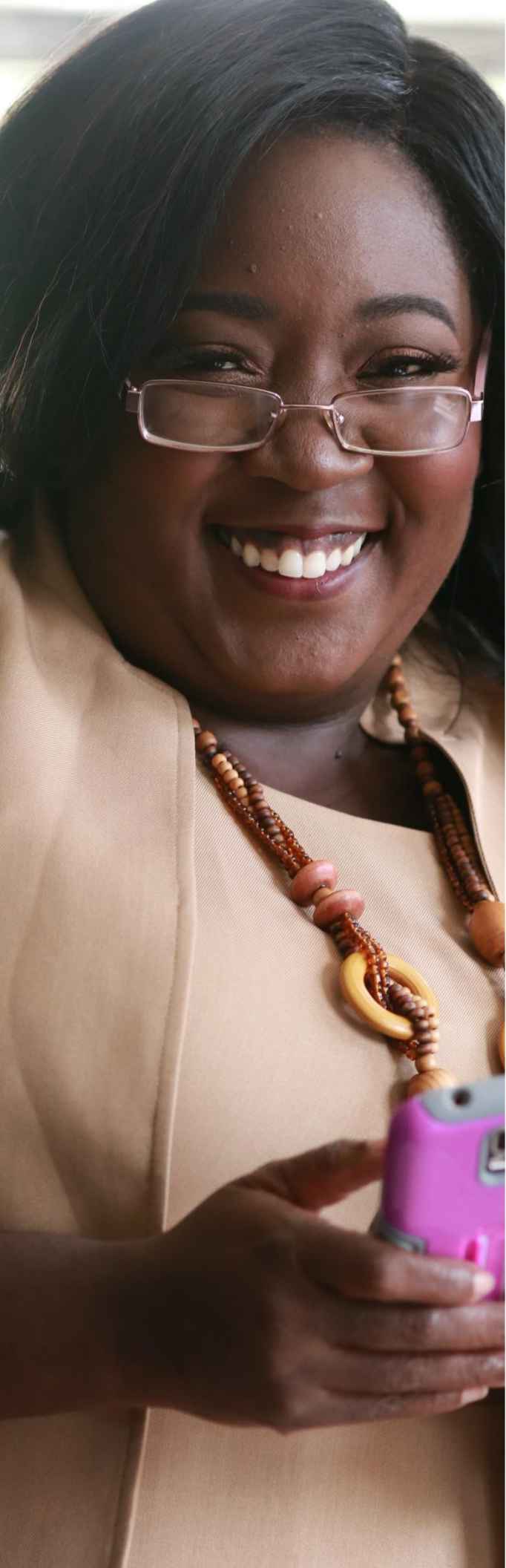
Selling by teaching online is one of the most effective ways to sell courses. The problem comes in when people get more caught up in whether they are popular online and the numbers of people that like their pages then teaching valuable content consistently.

One of the greatest tools that you have is the ability to live stream on the Internet. This is would be customers a chance to see your teaching style and to get to know you and how you can help them. It is one of the number one ladies that I personally sell thousands of dollars worth of products and services every month.

You have to get comfortable with being on camera. The better you get at be able to communicate your topic, your value, and your credibility online the easier it will be on you to convert new customers.

Teaching online is the number one way to sell full courses. It gives customers a sneak peek into how you will teach them and what they will learn if they actually pay.






Just make sure that you are not going overboard with it. If you give them to my online they'll never buy because you have already given them everything they need without having to pay.

Breakdown your content into bite size pieces and hope this on the who, what, where, when, why and piece of the how. I take this back to my days as a journalist. If you want people to keep coming back for your courses and products just give them the basics and then teach them pieces of the house along the way.

### **Step 10: Rinse and Repeat**

Automating your process is going to be critical to long-term sustainable profits. Ghost money is money that works and moves even when you are not there. When I wake up in the morning, there are very few times that I don't see money by the morning that was not there when I went to sleep.

That is because I have systems and processes in place to move products even if I am not there. You will want to have systems that allow you to capture leads, direct customers to sales pages, and deliver products.

A woman with dark hair and glasses, wearing a tan blazer, is smiling warmly. She is sitting at a desk with a laptop. The background shows a brick wall and green foliage. A large purple circle with an orange border is overlaid on the image, containing text.

If you're anything like me,  
you are more than willing to  
do the work. You just have  
to be set on the right course  
and not some goose chase.

If you're ready for the  
journey, let's chat.

**Click HERE**

to set up a clarity call with  
me so that I can help you  
get on course.