PLEASE NOTE: This is a machine transcription. Some punctuation and spelling weirdness are to be expected.

In the past few weeks, we have talked about the different types of course formats that you might choose. We've talked about how long it should take to create a course, how to price your course, and we've talked to a learning design expert about how to make your courses more impactful and more effective for your students. All that's left is to put it out into the world and let people come and buy it, right? Well, not so fast. I mean, you could do that i've done that i know lots of people who do that they create a course and then they launch it and that's just how their business goes and like I said, that's how my business has gone for a long time and it certainly can work.

But today I want to push pause on that launch button for just a minute and talk about a different strategy. This is episode 125 of the Tiny Course Empire Podcast, and today I want to talk about three things that you can do before you launch your course that will help increase your sales.

Hey, it's Cindy, and thanks for spending a few minutes of your day with me. You'll find the show notes and the recommended resources for this episode at TinyCourseEmpire.com/125. While you're there, be sure to download My Clear Framework. This is the blueprint that will take you from no business to six or even 7 figures as a digital course creator, don't let the simplicity of this framework fool you. This is a powerful action guide. All you have to do is follow the steps. If you're new to the show, be sure to hit the subscribe button.

New episodes drop every Monday morning and next week I'm going to share 15 things I wish I had known sooner because it would have made my online business journey a whole lot smoother. What can I say Hindsight really is 2020 but that's next week. This week is all about the strategies you can use before you launch your course that can have a huge impact on your sales. O let's dive in. All right, thing number one is all about building a buzz, and you can be doing this as you are creating your course. In fact, that's the best time to be building a buzz because you know what a buzz is.

It's your excitement spilling over into your community it's you being so excited about what you've created and what you are creating that you just can't wait to share it with people. That's what building a buzz is all about and you can do that as you are creating your course you can do things like share a behind the scenes look i did this just a week ago or so with my email list when I shared an image of a stack of three by five note cards you all know how much I love my 3 by 5 note cards it's how I plan out all my courses.

I'm working on a brand new course that's going to launch in January called Compounding Content. And I have my stack of three by five note cards. And I shared a picture of that in my email. And it was just a way to say, hey, look, look what I'm working on. Look what I've got going on behind the scenes. It's a sneak peek at what's coming U And it is a way to create that interest, to create some intrigue around what it is that you are working on. O you can use things like a behind the scenes look or maybe a sneak peek video maybe you've recorded a video for your course and you're especially proud of it and maybe you take a little snippet of that and you share it with your email list or you put it out on social media.

Just a way of telling people what it is that you are working on and why you are so excited about it. It piques people's interest. Another thing you can do is create content around what you are working on. If you've been paying attention to the podcast topics lately, you will notice that it's been all about course creation. We've talked about different formats, we've talked about pricing, we've talked about how long it takes to create a course. We've talked about all different areas of course creation and that all leads up to the course that I am launching tomorrow, which is our course creation challenge that's coming up live tomorrow if you're watching this video in real time or listening to the podcast in real time, it's launching on September twenty fourth.

This episode drops on the twenty third so you can see that I have been building up to this for the past several weeks so that's another way that you can be creating a little bit of interest, creating a little bit of buzz around what you are doing. It's getting your community excited, getting your community interested in the topic, getting them invested in what you're doing and another way to do that, this is tip number two for you is to create a wait list. Now I did this with my very first digital, very first big digital course this is the first one that was successful anyway, I created a wait list for people.

And the reason that a wait list is so powerful and so power so, so impactful is a couple of different reasons number one, it gives people a feeling of exclusivity, like they are part of an exclusive club because they are they are on the wait list. And if you approach your wait list properly, you can actually get their input and their feedback and that makes your wait list even that much more invested in what it is that you are creating now you definitely want to reward your wait list you want to reward people for stepping up and saying, yes, I am interested in this course yes, I am a potential buyer of this course.

So you want to reward them in some way. You can reward them with exclusive content. You can reward them with exclusive bonuses that aren't available to anyone else. You can reward them with special discounts that are only available to the wait list. Those are all good ways to keep people interested keep them on your list keep them waiting for this new course to drop to be more excited about it when it does. And the third way that you can build up some interest in your course topic ahead of time and to increase your sales after your course goes live is to be

engaging with your audience in the weeks and months prior to your course going live.

I just started receiving some email promos from a marketer who I have a great deal of respect for, and I've taken some of her trainings before i've taken a lot of her courses and I really like what she does i really like her style, I really enjoy the way she teaches. But I don't hear from her for weeks and weeks and weeks and then she emails me to say she has a new course available. And I find this pretty common, honestly. And it doesn't bother me, really i mean, she can certainly run her business anyway she sees fit, but I can't help but wonder if it wouldn't be so much more effective if she was in constant contact with her list, if she was emailing her list more frequently rather than when she just had something to sell.

And you can do this and still maintain your focus on your course. So we talked earlier about giving people building a buzz about your course, about building a buzz about your topic, about creating content around your topic, about giving people a behind the scenes look, giving them a sneak peek at what's happening in your business. You can do the same thing in a more engaging back and forth way. O that's that would include doing things like webinars maybe you host webinars that teach a certain aspect of your course and also let people know that they can get on the wait list to be notified when the course goes live.

You can host a challenge, maybe a three or A5 day challenge, something that's related to your course topic. You can create a new quiz to get leads in to to encourage people to join your mailing list. Give them some information, ask them some questions related to your course topic get them interested in it, get them thinking about it, get them excited to learn more about it when your course finally launches. So that's three things that you can do before your sales page ever goes live, before even your course is finished, before it's even ready to sell maybe.

And these are really some very simple ideas that are going to help increase your course sale, your course sales, when that sales page does go live. Just by creating a buzz, building up some excitement about your topic, engaging with your audience, creating content around your topic and building that wait list, asking people, are you interested in this and if you are, drop your email address here and I will let you

know the minute it is available.

And I'll give you something special in return for your support. So those are three ways that you can build more interest around your course before your course even launches. Now, I would love to hear from you. Would you click over to TinyCourseEmpire.com/125 and leave me a comment? Tell me which of these strategies you're going to use with your next course and could you do me a favor? If you have a friend or a colleague who could use business building advice, would you share the link with them as well? It's a great way to grow our audience and I would appreciate your support.

All the episodes can be found at TinyCourseEmpire.com That's it for me today i will be back next week with 15 things I wish I'd known sooner. If you recognize yourself in any of my stumbling blocks, I hope you'll use that episode as inspiration to get unstuck. Have a terrific rest of your day, and I will talk to you all next week.

If you like what you hear on the Tiny Course Empire Podcast, you're going love all of the courses and workshops and support you'll find inside Six-Figure Systems. That's my monthly program where we dig into online marketing for regular people like you and me. We don't do big launches. We don't have the big headaches and we don't have the big expenses that come with them. Instead, we focus on creating repeatable, sustainable systems that continue to grow over time, and that don't suck up all of our energy or require a 10 person team to manage. You can come see what we're all about at sixfiguresystems.com and I'll see you on the inside