



ROBOTIC REVENUE

SAMPLE ONLY

Publishing Profits: Using ChatGPT To
Create A Six Figure Income With Your
Own Flagship Training Course

YOUR NAME HERE

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How To Create A Hot Selling Course With CHAT GPT

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Your Prospects Are Tired of “eBooks”...

Yes, it's true...

Your prospects are sick and tired of “eBooks” everywhere online. Seems like every time they turn around, someone is offering them a free eBook or trying to sell them a paid one. And a big number of those eBooks are absolute junk, which is exactly why eBooks have developed a bad reputation over time. The end result is that people now judge a lot of eBooks as cheap junk without even opening them.

It's not that people don't want the information inside these eBooks – it's just that they're really weary of people peddling garbage and pretending like it's the best thing to come down the pike since sliced bread. This means that if you're trying to sell an eBook, it's going to be an uphill climb for you (especially if you refer to it as an “eBook,” which carries a low perceived value).

So forget about the eBook for a moment. Instead, imagine if you could sell essentially the same information that you would have put inside in an eBook, but you package it just a little bit differently. And imagine if you were able to sell this same information in this new form for significantly more money than you ever could for an eBook – maybe five times the price.

Would that interest you?

Of course it would – that's why you're studying this module. The answer is to package your information inside a high-ticket course that your audience is sure to love!

You see, courses carry a higher perceived value, as people associate courses with trustworthy institutions such as universities. People also know that most courses are comprehensive, include actionable information, and are designed to solve a specific problem, all of which are very attractive to the consumer.

If you created a “how to” eBook, you might be able to sell it for \$20. But tweak the content a bit and package it as a course, and now you can sell it for \$99, \$149 or more!

Now lots of folks I talk to don't think they can create a high-ticket product. I don't even know you or your niche, but I can say with confidence that you definitely can create a product worth \$99, \$199, \$499 or even more – and this module is going to show you how to do it in the fastest and easiest way possible.

Because here's the thing...

It doesn't matter if you're not much of a writer. It doesn't even matter if you're not yet an expert in the content you want to share. The reason is because ChatGPT not

only turns you into a better writer, it can also help you become an expert and authority on any topic in your niche!

To that end, this module is going to show you how to create an in-demand course quickly and easily using ChatGPT. Here are the steps we'll cover:

- Step 1: Select a Topic
- Step 2: Outline and Research
- Step 3: Develop the Content
- Step 4: Prepare for Publication

Ready to get started creating your own high-ticket course? Then keep reading...

Step 1: Select a Topic

For the purposes of this module, I'm going to assume you already have a niche in mind. If you don't, then please do your market research first in order to choose a profitable, popular niche.

The next step is to choose a popular and profitable topic within your niche. Here again, you're going to need to do your market research in order to figure out what your audience really wants. The key here is to find out what they're already buying – if they're snapping up Information Products in any form on a particular topic, then you can bet they'll purchase your course too.

ChatGPT can help you with this step. If you're not sure where to start, then ask ChatGPT for course ideas. Here's the prompt template:

Please generate a list of course ideas [in some specific niche].

Here's a specific example:

Please generate a list of course ideas in a hydroponic gardening niche.

When you use a prompt like this, ChatGPT will generate 10-20 ideas. You can ask the platform to keep generating more ideas for you as needed (e.g., "Please generate 20 more course ideas"). You can then add to the list by brainstorming other ideas on your own.

Once you've hit on a few course ideas that you'd like, you'll need to do your market research to be sure the ideas have profit potential. Again, what you're looking for is evidence that people are already purchasing Information Products on the same topic, which is a great sign that they'll purchase your course too.

Secondly, you'll want to see if your topic idea is a good fit for a course. The key here is to determine if you can break up the content into separate lessons or modules, with each lesson being roughly around the same length (preferably).

How do you break up the content? Consider the following:

- **How many steps are in the process?** In most cases, each step can become a separate lesson. You might combine two small steps to create a larger step. Or you might break down a larger step into two smaller steps, which is less overwhelming.
- **How many other lessons can you create?** If you feel like you need more content for your course, then you can create additional lessons. These lessons might share items such as tips, dos and don'ts, FAQs, mistakes, checklists, worksheets, and other tools.

There is no set number of lessons or modules you need to create. You could put out a five-lesson course, a ten-lesson course, a fifteen-lesson course or more. It depends on your topic, your audience, how much you want to charge for your course, and what your competitors are doing.

For example, perhaps all your competitors are putting out five-lesson courses. You might decide to put out a ten-lesson course and position it as being the most comprehensive course on the market.

Or let me share with you another example. Let's suppose you're putting out weight loss materials and your audience consists of busy professionals. As such, your course shows how to make quick and easy meals, it shows how to eat healthy when eating at restaurants, and it shows how to get maximum results during workouts with minimal time.

Now imagine you created a 20-module course. You know what's going to happen? Your audience is going to feel overwhelmed, and they're going to be too busy to go through the course. So if you drop the entire course in their lap at once and let people go through at their own pace, some of your busy students are never even going to crack open the first lesson.

In this case, you might do one of two things to avoid student overwhelm:

1. **Shorten the course.** Remove fluff and filler, take out anything that isn't absolutely necessary to the students' success, and condense the course from 20 lessons to 10 lessons for example.

2. **Drip-feed the course.** The other alternative is to drip-feed the course lessons over time, such as one lesson per week for 20 weeks, so that students aren't overwhelmed. This works well for processes that take longer, such as the previously mentioned weight loss course. (Alternatively, you may set it up as a fixed-term membership site, where students pay a fee every month in exchange for getting that month's lesson.)

The bottom line here is that when you're figuring out how many lessons to have, you'll want to consider what your audience wants, what is a good fit for your topic and so on.

Once you've decided on a topic, then move to the next step...

Step 2: Outline and Research

Your next step is to determine what all to include in your course. You can complete this step partially by brainstorming talking points, you can do manual research, and you can have ChatGPT help you create outlines and organize talking points.

Let's talk about each of these steps...

Brainstorm Talking Points

If you're an expert on your topic, or if you're sharing some ideas and strategies that you've pioneered, then you'll want to put these particular talking points in place yourself first.

And if you don't know much about the topic? No problem. You can use the next two steps in order to outline and research your topic...

Research Talking Points

For this step, check what your competitors know about the topic. Are they sharing something you overlooked, such as a fairly unique step, tip or tool?

TIP: *In order to complete this step, you'll want to look at a broad array of content on your topic from known experts. This includes other courses, guides, membership site content, blog posts, videos and so on.*

While you're doing this, it's a good idea to also take note of how your audience reviews these products. What subtopics are they really interested in? What subtopics are missing from the competitors' Information Products? What subtopics don't interest your audience?

What you're striving for here is to make your course better than the competing Information Products on the market. This means you create something similar yet BETTER than that's currently on the market. For instance, if there is a subtopic that customers say they really wished was included in competing products, you'll want to be sure you include those desired subtopics and talking points in your course.

Once you've researched what your competitors are sharing, then move to the next step...

Enlist ChatGPT's Help

The final step is to create your outline with ChatGPT's help. What you're going to do is outline each lesson separately. So, for example, if you have ten lessons, then you're going to have ChatGPT create ten separate outlines for you.

Naturally, if you haven't yet determined how many lessons to create, as discussed previously, then now is the time to do it. Then you can start feeding your prompts into ChatGPT to create your outlines.

Before you create the outlines, you'll want to think about ways to set your course apart from competing courses and other Information Products. If you're sharing something unique, such as an entirely new strategy or other way of competing a process, that's perfect.

However, if you're not sharing anything revolutionary for your niche, no problem. What you need to do is present the information in a unique way. And the good news is that ChatGPT can help you out with these creative approaches and other ideas too!

Let's walk through an example. Let's go back to the popular weight loss for busy professionals example – you might feed in a prompt asking ChatGPT for ideas of ways to present this information.

What you want to do is tell ChatGPT what you're creating and who the content is for, and then ask for unique ideas. I wanted to focus on comparing weight loss to other known activities, so I created the following prompt:

I'm creating a course on the topic of weight loss for busy professionals. Please provide a list of unique ideas and themes for presenting this information. For example, list ideas of ways to compare weight loss to other everyday items.

And here's what ChatGPT produced:

Creating a course on weight loss for busy professionals requires innovative and engaging ways to present the information. Here are some unique ideas and themes to consider:

1. **Weight Loss as Project Management:** Frame weight loss as a project with clear goals, timelines, and milestones. Teach busy professionals how to apply their project management skills to their health journey.
2. **Weight Loss and Time Management:** Draw parallels between managing time at work and managing food intake. Explore how optimizing time can lead to better eating habits and regular exercise.
3. **The Weight Loss "ROI":** Discuss weight loss in terms of Return on Investment (ROI), where investing time and effort in healthy habits yields positive returns in energy, productivity, and overall well-being.
4. **Weight Loss as a Travel Adventure:** Take learners on a virtual journey to different destinations while discussing local cuisines and healthy eating options. Encourage participants to think of their weight loss journey as a transformative adventure.
5. **Weight Loss and Negotiation Skills:** Connect negotiation tactics used in professional settings to healthy eating choices. Teach professionals how to negotiate with their cravings and make healthier choices.
6. **The Weight Loss SWOT Analysis:** Conduct a personal SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis for weight loss, helping professionals identify obstacles and leverage their strengths.
7. **Weight Loss and Agile Methodology:** Introduce the principles of agile project management to weight loss, emphasizing flexibility, adaptation, and continuous improvement.
8. **Weight Loss and Tech Gadgets:** Explore the intersection of weight loss and technology, introducing apps, wearables, and gadgets that can help busy professionals track their progress.
9. **Weight Loss and Financial Budgeting:** Draw parallels between managing finances and managing calories. Teach professionals how to "spend" their calories wisely and budget for indulgences.
10. **Weight Loss and Stress Management:** Discuss the link between stress, emotional eating, and weight gain. Provide stress reduction techniques and coping mechanisms to manage busy work-related pressures.
11. **Weight Loss and Networking Skills:** Encourage participants to find weight loss buddies or support groups, creating a network that promotes accountability and motivation.
12. **The Weight Loss Mindset Makeover:** Focus on mindset shifts necessary for sustainable weight loss. Teach positive affirmations, mindfulness techniques, and visualization exercises.

13. **Weight Loss and Performance Optimization:** Frame weight loss as a strategy to enhance professional performance, highlighting the benefits of increased energy and mental clarity.
14. **Weight Loss and Time-Blocked Nutrition:** Introduce the concept of time blocking for meals, similar to scheduling work tasks. Help professionals plan and prioritize their eating schedule.
15. **Weight Loss and Efficient Workouts:** Design short, high-intensity workouts that busy professionals can incorporate into their daily routines.
16. **Weight Loss and Personal Branding:** Tie weight loss to personal branding and professional image, discussing how a healthy lifestyle can positively impact one's career trajectory.
17. **Weight Loss and Workplace Wellness:** Encourage companies to adopt workplace wellness initiatives that support weight loss for their employees.
18. **Weight Loss and Productivity Hacks:** Provide productivity tips that help busy professionals balance their work commitments with their weight loss goals.
19. **Weight Loss and Travel Strategies:** Equip professionals with healthy eating and exercise strategies while traveling for work.
20. **Weight Loss and Leadership Lessons:** Draw parallels between successful leadership traits and the mindset required for weight loss success.

Remember to tailor these ideas to your course content, and feel free to combine or modify them to suit your target audience's needs and preferences.

As you can see, there are several really good ideas here – and some of them are a perfect match to the audience of busy professionals.

For the purposes of this discussion, let's suppose we decide to go with #3 from the list above, the ROI angle:

The Weight Loss "ROI": Discuss weight loss in terms of Return on Investment (ROI), where investing time and effort in healthy habits yields positive returns in energy, productivity, and overall well-being.

What you'll do is include this information in your prompts.

For example, let's suppose one of the first lessons is about nutrition (eating cleaner, portion control and so on). Here's a sample prompt you'd use to develop the outline for that lesson:

I'm creating a course for busy professionals who want to lose weight.

The first lesson is about nutrition, and it should cover topics such as eating cleaner, portion control, counting calories, and similar important subtopics.

Please create a step-by-step outline for this lesson. The theme for the course is The Weight Loss "ROI": Discuss weight loss in terms of Return on Investment (ROI), where investing time and effort in healthy habits yields positive returns in energy, productivity, and overall well-being.

And here's what ChatGPT produced:

Course: Weight Loss for Busy Professionals Lesson 1: Nutrition - The ROI of Eating Clean and Smart

I. Introduction to the Weight Loss "ROI" Concept A. Define ROI in the context of weight loss B. Emphasize the benefits of investing in healthier eating habits C. Introduce the idea of positive returns in energy, productivity, and overall well-being

II. Understanding Clean Eating A. Definition of clean eating B. Explaining the importance of whole, unprocessed foods C. Discussing the impact of clean eating on weight loss and overall health

III. The Relationship Between Nutrition and Energy Levels A. How different types of foods affect energy levels B. The connection between stable energy levels and productivity C. Case studies or real-life examples of professionals benefiting from improved energy through nutrition

IV. Portion Control and Mindful Eating A. Importance of portion control for weight management B. Tips and techniques for practicing mindful eating C. Mindful eating exercises to incorporate into daily routines

V. The Role of Macronutrients in Weight Loss A. Explanation of macronutrients (carbohydrates, proteins, fats) B. How to balance macronutrient intake for weight loss and sustained energy C. Sample meal plans showcasing balanced macronutrient ratios

VI. Counting Calories: Pros and Cons A. The concept of calorie balance for weight loss B. Discussing the potential drawbacks and benefits of calorie counting C. Alternative approaches to calorie counting for busy professionals

VII. Creating a Healthy Meal Prep Routine A. Benefits of meal prepping for busy professionals B. Step-by-step guide to meal planning and preparation C. Time-saving tips and batch cooking techniques

VIII. Practical Tips for Eating Out and Traveling A. Strategies for making healthier choices at restaurants B. Smart snacking options while traveling or on-the-go C. How to balance social events and healthy eating

IX. Evaluating the "ROI" of Nutrition Choices A. Encourage participants to reflect on how their nutrition choices impact their energy, productivity, and well-being B. Discuss positive changes they've experienced and challenges they've faced C. Guide participants in setting realistic and measurable nutrition goals

X. Conclusion A. Recap the key points of the lesson B. Reiterate the importance of nutrition in the weight loss "ROI" C. Preview the next lesson (e.g., exercise and fitness strategies for busy professionals)

As you can see, ChatGPT developed a pretty comprehensive outline for the lesson. What you'd do next is manually refine the outline if needed. For example, is there a step or talking point you want to remove? Are there steps and talking points you want to add to the outline? Are there steps and talking points you want to save for a different lesson?

Once you refine the outline for that lesson, then you can rinse and repeat for the rest of the course. Take one lesson at a time and use detailed prompts to create each outline. Refine as needed.

Once you have a set of outlines created (and refined) for each lesson of your course, then move onto the next step...

Step 3: Develop the Content

Now what you need to do is create prompts for ChatGPT with your outlines (or part of your outlines) embedded into the prompt.

Before you start this step, you'll want to think about how long each of your lessons is going to be. For example, if each lesson going to be 1000 words long, 2000 words, 5000 words or more? There is no set answer here, as it depends on your topic and how involved each step is.

HINT: *If you're doing a text-based course, then you can figure that one page of content is around 350 words (give or take). If you're creating a video course – which has a higher perceived value – then you can estimate that each minute of video is around 150 words. These rough guidelines will help you determine how long each lesson will be.*

For the purposes of this discussion, be sure to think of your content in terms of word count, which is more precise. So, even if you need to first think about it in terms of page count because that's easier for you to visualize, you'll want to convert pages into words when you create the actual prompts.

It's a good idea to figure out word counts upfront just so that you can keep the lengths of the lessons to approximately the same size. (That's optional, but preferable.)

Secondly, defining word counts upfront tells you how much of the lesson you can create at one time. I suggest you work in chunks of around 1000 to 1500 words (tops). So, if you're aiming for 1000-word lessons, then you can create the entire first draft of a lesson with one prompt if you choose. On the other hand, if you're creating 5000-word lessons, then you'll use around five prompts to build a draft of the lesson section by section.

You'll note that I used the word "draft". That's because we're going to use prompt stacking to build out your course. This means we put an initial prompt into ChatGPT, it creates content, and then we stack another prompt on top to rewrite the draft to improve it.

Let me show you how this works. Let's stick with our "weight loss for busy professionals," where we'll take the outline lesson we created earlier and use it to develop the content.

Here's an example prompt:

I'm creating a weight-loss course for busy professionals, where the overall theme compares weight loss to ROI. Please write 600 words based on this theme for the following portion of the lesson:

III. The Relationship Between Nutrition and Energy Levels
A. How different types of foods affect energy levels
B. The connection between stable energy levels and productivity
C. Case studies or real-life examples of professionals benefiting from improved energy through nutrition.

And here's an excerpt of what ChatGPT produced:

III. The Relationship Between Nutrition and Energy Levels

A. How Different Types of Foods Affect Energy Levels

In the fast-paced world of busy professionals, maintaining high energy levels throughout the day is crucial for optimal performance and productivity. Much like Return on Investment (ROI) in the business world, the foods we consume can be considered as inputs that directly impact our energy output. To achieve sustainable weight loss and peak efficiency, it is essential to understand how different types of foods affect our energy levels.

The Role of Macronutrients: Macronutrients—carbohydrates, proteins, and fats—form the foundation of our diet and significantly influence our energy levels. Carbohydrates are the body's primary source of energy, providing a quick boost in the form of glucose. However, opting for complex carbohydrates found in whole grains, fruits, and vegetables is a smarter choice, as they release energy slowly, promoting stable energy levels throughout the day.

Proteins play a crucial role in repairing and building tissues, including muscles, which are essential for overall strength and stamina. Incorporating lean sources of protein, such as poultry, fish, beans, and nuts, can prevent energy dips and support long-lasting productivity...

[End of Excerpt From ChatGPT's Output]

You'll note that ChatGPT included the outline markers, such as the Roman numeral "III," the letter "A" and so on. You can ask ChatGPT to rewrite and remove those items, or you can remove them yourself.

Secondly, you may decide the content is a little thin in places. What you can do is ask ChatGPT to rewrite the content in whole or in part to add more tips, examples, stories, FAQs, common nutrition mistakes people make, and so on. You can also ask the tool to rewrite to make it more creative, use a friendly tone, and so on.

E.G., you can stay in the same conversation and use a prompt template like this.

Please rewrite the above content to make it more creative and engaging. Please also insert a story about [describe what sort of story you'd like inserted].

Before you wrap up a lesson, you'll want to do two things:

1. Introduce a relevant backend offer. In the above example where we're talking about eating clean, you might promote a set of healthy-eating recipe books.
2. Create an assignment that encourages action. For the above lesson example, you might encourage students to figure out their daily calorie intake, and then create a week's worth of meal plans based on a set of templates you give to them

Now the next step...

Step 4: Prepare for Publication

Now that you've finished building out the content for your course, it's time to put the finishing touches on it. Here's what we'll cover:

- Proofing the course
- Polishing the course
- Preparing for publication

Let's look at each of these steps in a bit more detail...

Proofing the Course

If ChatGPT created the content for you, then in most cases it should be correct in terms of grammar, sentence structure, spelling and so on. Nonetheless, since ChatGPT isn't perfect, it's a good idea to do two things:

1. **Run at least one or two tools.** For example, you can run the spelling and grammar-checking tool that comes with your word processor. You can also run the content through a third-party tool such as Grammarly.com.
2. **Review the content manually.** You can do this yourself, have a knowledgeable friend do it, or even outsource this task to a professional if you choose (try upwork.com). The idea here is to catch errors that the tools miss. In addition, if you read the content out aloud, you'll also catch "clumsy" sections of text that you'll want to rewrite for clarity.

Which brings us to a related point...

Polishing the Course

If you didn't personally review the content manually in the last step, you'll want to do so now in this step. Use the following questions to help you polish and improve your course...

Did you design the course for the right level of audience?

First off, you want to be sure that your course is written for the specific level of your audience, such as beginner, intermediate or advanced.

If the course is for beginners, then generally you'll need to offer more steps and explanations, otherwise your audience will be lost. On the other hand, if your course is for intermediate or advanced users, you can skim over the "beginner-level" steps, or else your audience is going to be bored.

For example, let's suppose you're writing about weight loss. For a beginner level audience, you'll stick to the basics such as eating whole foods, removing processed foods, reducing sugar and so on. You may even talk about balancing healthy carbs, proteins and essential fatty acids – in which case you may need to define the word "macronutrient," but you likely wouldn't delve too far into nutrition science for beginners.

If you're writing to a more advanced audience, then you don't need to define the word macronutrient, as they should already know what it means. Perhaps you know this audience knows all about eating clean, so you don't even need to talk about those topics. Instead, this audience wants to know advanced tips and tricks for boosting the metabolism and dropping fat, so you can give specific percentages for each meal so that they can balance macronutrients, and then go deeper into topics related to metabolism and nutrition science.

The same goes for exercise. For beginners, you'll give them instruction on how to exercise in a way that helps avoid plateaus. For intermediate or advanced users, you'd get into advanced workout routines that are designed to cut fat while maintaining muscle.

This is just an example. You'll want to think about your topic, and whether you've provided the right level of information for the intended audience.

Not sure? Then recruit beta readers to review your course. These beta users should be an exact match to your ideal customer. E.G., if your course is aimed at beginners in the niche, then you should recruit beginners. Then gather feedback from your beta readers to determine if you've provided the right amount of information to keep your audience engaged.

And on a related note...

Will your audience be able to replicate the steps?

The next item you want to check is whether you've created actionable information for your audience. You don't want to just tell your audience WHAT to do, you want to tell them HOW to complete each step.

Let me share with you an example of what we're referring to here...

Let's suppose you're teaching people how to set up and monetize a blog. An example of simply telling people what to do is to recommend that they "install a WordPress.org blog." That's enough information for advanced users who've done it before. But if you're creating your course for beginners, you need to tell them HOW to install the content management system.

This means you may include instruction for each part of the process, including:

- How and where to purchase a domain name.
- How and where to purchase a webhosting account.
- How and where to change the domain's DNS (domain nameservers) to align with the webhosting account.
- The step-by-step instructions – with screenshots or video – of how to download the WordPress files and install them on one's own site.
- The step-by-step instruction for customizing the form and function of the WordPress site with an editable theme and plugins.

See the difference?

The average beginning-level reader won't be able to replicate a step such as "install WordPress." They need the exact step-by-step instruction.

If you're an expert on the topic, then you may be prone to making "logical leaps." This means you know the process so well that you sort of skip steps in your mind. So, if you teach it to others, you may inadvertently skip steps.

For instance, let's suppose I was teaching an absolute beginner how to change a car tire. And perhaps I tell readers to "jack up the car." Someone who's a beginner may need additional information. E.G., Where is the jack? Where is the spare tire? How, exactly, do you use the jack to raise the car off the ground safely? The reader needs step-by-step details of HOW to perform the process, not just a description of what to do.

Again, this is where your beta readers/viewers come in. They can go through your content and provide feedback about whether you've created replicable steps with no missing crucial bits of information.

Here's the next question to ask yourself...

Do you provide unique information?

You need to set your course apart from other Information Products in your market, and that means your course needs to be unique in some way. For example, you can:

- Share unique tips, tricks and hacks.
- Provide a new way of doing things (twist on an old method).
- Offer unique examples.
- Provide unique case studies.
- Share relevant stories that are unique and memorable.
- Share the content in a way that's unique (such as comparing weight loss to ROI, as in the example from earlier).
- Share the content using a fresh writing voice and/or viewpoint.

And so on.

The point is that you don't need to share content that no human on the planet has ever thought of before. You just need to craft your content in a way that's fresh, which helps grab the audience's attention and keeps them reading/viewing right to the end.

Is the content engaging?

Previously, you looked at the content to determine if it's useful to your audience. Now you want to look at your content with fresh eyes to determine if it's engaging.

See, your course could share one of the best strategies in your entire niche, but no one is going to know that if it's so boring that people can't stay engaged enough to read it or view it. That's why you need to entertain and engage readers while educating them (i.e., "edutainment").

In some cases, you may tweak the content a bit by hand in order to make it more engaging. In other instances, you may want to feed the content back into ChatGPT and ask the platform to rewrite it to make it more engaging.

Here's what to look for:

- **Do you include stories that engage people on an emotional level?** Tell unique and relevant stories with which your target audience can identify. For example, share what happened to someone

in your niche that made a common mistake, or tell an inspirational story of someone who overcame the same problem that your students are struggling with. You can insert these stories yourself, or have ChatGPT create them for you.

Example prompt: **Tell an inspirational story about a busy professional who lost 25 pounds, gained energy, improved her health and looked so much better.**

- **Did you design the content using a conversational/friendly tone?** If not, ask ChatGPT to rewrite using a friendly yet informative tone.

Prompt template: **Rewrite the following content using a creative, friendly and informative tone: [insert content].**

- **Did you mix in a bit of humor into the content?** Be careful with jokes and other humorous content, as humor is subjective and it varies across regions and cultures. You might find something hilarious, but someone an ocean away from you may find it offensive. That's why it's so important to know your audience, so that you can inject humor that your audience will find genuinely funny.

Providing unique content as mentioned above will also help people stay engaged. When people encounter new information, their brain literally rewards them with a pleasant flood of neurochemicals, which is the same thing that happens when you experience something else pleasant (such as eating your favorite food). In other words, people feel GOOD when they learn something new, so they'll associate this positive feeling with you and your business.

Here's the next question to ask yourself...

Is the content formatted for easy readability and scannability?

If you have a text-based course, then check for easy readability. You also want to be sure that it's easy to skim or scan the content. Sure, you'd love if every customer reads every last word, but that's not the reality. That's why you need to be sure you format for skimmers.

The key here is to highlight the most important pieces of information in some way. For example, you can highlight information by:

- Putting it into a subheadline.
- Inserting it into a bulleted list.
- Changing the font style (bold, italics, underlining, etc.).
- Using a different font color.

- Utilizing a different font size.
- Inserting information into a box or table.
- Putting important information in image captions.
- Using graphics and icons to point to important information.

And similar. Be sure you're only doing this with the most important information. If you try to highlight and showcase too much information, your content is going to be a mess... and nothing will jump out as being particularly important.

Secondly, you'll want to format for easy readability. Be sure that your content has plenty of white space. For example:

- Use short sentences and short paragraphs.
- Use everyday words so your readers don't need a dictionary.
- Break up long list paragraphs into bulleted lists.
- Insert useful graphics to break up the text.

And the final step...

Preparing for Publication

Once the content itself is polished and ready to go, then you need to prep it for publication. How you do this depends on whether you have a text course, a video course, or a combination.

For the purposes of this discussion, we'll focus on preparing a text-based course for publication. Explaining how to create a video course is beyond the scope of this module. If you wish to create video lessons/modules for your own course, and you're not sure how to do it, then you'll want to consider outsourcing all or part of the task to a professional.

As for text-based content...

First off, in order to make each lesson more attractive, you'll want to layout and design the content. A simple way to do this is to use any of the content templates included with your word processor. Alternatively, you can search for content templates that are a good fit. If you still don't find what you need, then you can hire someone to create a template to your specifications, or you can hire someone to layout and design your course. Be sure that your branding appears throughout, such as in the header or footer of each page of content.

Once the content is formatted so that it looks professional and makes a great impression, then you need to convert it to PDF. You can do this using a free Adobe Acrobat tool, the upgraded paid version of Adobe, or any number of alternatives (both free and paid) that are available.

However, in the first instance, I recommend you see if you can simply use the built-in 'SAVE AS' option or Print To PDF options that maybe already included within your regular Word Processor program such as **MSWord**

The next step to making a great impression is to create an eCover graphic – that includes your course title - that reflects the overall tone, feeling and content of your course. If you have some design skills, you can use Canva.com to create the graphic, as this platform includes templates.

Don't have the skills to do this yourself and make it look professional? No problem – you can easily outsource this task. Check platforms like 99designs.com, Fiverr.com, or Upwork.com to find an eCover artist who can create the graphic design for you.

One final step...

Create Bonuses for Your Course

In order to add value to your course, boost customer satisfaction, and increase conversion rates, you're going to want to include bonuses with your course. Ideally, you want to offer a bonus package that makes it faster and easier for your audience to get better results. You may even create bonuses that help overcome common sales objections, such as offering a tool to overcome the "this takes too long" objection.

TIP: As always, do your market research to be sure you're creating bonuses that your audience really wants.

Your bonuses can take many forms, such as:

- An additional course or mini-course.
- Guides or reports.
- Tools (checklists, mind maps, worksheets, templates, swipes, etc.).
- Apps or software.
- Group coaching.
- Access to a membership site.
- Access to a private members-only group or forum.
- Videos.
- Audios.

And similar.

You can start by brainstorming ideas that are a good fit for what you're creating. You can even ask ChatGPT for ideas.

Let's go back to the example of creating a weight-loss course for busy professionals. Here's a prompt you can use to ask ChatGPT for bonus ideas:

I'm creating a course to help busy professionals lose weight. What types of digital products can I offer as bonuses?

Here are the ideas ChatGPT produced:

Offering digital products as bonuses can add value to your weight loss course and incentivize busy professionals to enroll. Here are some digital product ideas that can complement and enhance the main course content:

Recipe E-Book: Create a collection of healthy and delicious recipes tailored to busy professionals. Include quick and easy meals that align with the course's nutrition principles.

Meal Planning Templates: Provide downloadable meal planning templates that participants can use to organize their weekly meals and snacks efficiently.

Exercise Video Tutorials: Develop a series of workout videos featuring time-efficient exercises that busy professionals can do at home or during work breaks.

Guided Meditation and Mindfulness Audio: Offer audio recordings for guided meditation sessions to help participants manage stress, emotional eating, and develop a positive mindset.

Printable Food Journal: Design a printable food journal that allows participants to track their food intake, water consumption, and emotions related to eating.

Goal Setting and Progress Tracker: Create a digital tool for setting SMART (Specific, Measurable, Achievable, Relevant, Time-Bound) goals and tracking progress throughout the course.

Nutrition Cheat Sheets: Develop easy-to-reference cheat sheets on portion control, macronutrient breakdowns, and healthy snack ideas.

Exclusive Expert Interviews: Conduct interviews with nutritionists, fitness trainers, or wellness experts to provide participants with additional insights and perspectives.

Private Online Community: Offer access to a private FaceBook group or forum where participants can connect, share experiences, and support each other during their weight loss journey.

Daily/Weekly Email Reminders: Set up an automated email system to send participants daily or weekly reminders, tips, and motivation to stay on track.

Cooking Demonstration Videos: Partner with a chef or culinary expert to create cooking demonstration videos that show participants how to prepare healthy meals step-by-step.

Mindful Eating Exercises: Provide audio recordings or written exercises to help participants practice mindful eating and develop a healthier relationship with food.

Healthy Snack Guide: Offer a downloadable guide that lists nutritious and satisfying snack options suitable for busy professionals.

Time Management Resources: Share resources on time management techniques to help participants carve out time for self-care, exercise, and meal preparation.

Weekly Q&A or Coaching Calls: Host weekly live Q&A sessions or coaching calls where participants can ask questions, get personalized advice, and share their progress.

That's just an example. Be sure to generate ideas specific to the exact course you're creating. You can then use the information you've learned in this course to have ChatGPT create your text-based bonuses, such as guides, courses, checklists, gear lists, worksheets and similar.

For example, if you wanted to create idea #7 above (cheat sheets), you can use a prompt like this:

SAMPLE ENDS