

# TOTAL PRODUCT BLUEPRINT



How to create and market the most lucrative thought leader products and programs

## Week #1 Overview: Online Courses

On the following pages are the major points and recommended activities and resources from Brendon's video training for you this week. Print these pages out, take your time filling out the worksheets, and keep all your work together for later review—you'll be returning to these pages and notes for years to come! Our Total Product Blueprint students absolutely crush it using these insights, so whenever you're ready, watch this week's training, do the homework, and go get your product out there!

### Summary

Nothing has helped me change more people's lives while at the same time building the business than online courses. Of any product or program you can create today, I truly believe online courses are the best for deep impact and mid-tier pricing.

The issue is that most people overthink online courses. They don't feel like teachers. They think, "Who am I to teach?" You need to overcome that. What makes you qualified to teach an online course is that you create a good one, and put it out there. Remember: it's the positioning of having a product that creates your expertise in the eyes of your audience.

Stop thinking it's complicated. Filming an online course can be as simple as filming five videos, each a separate section or "module" of the course. I explain it all in this week's video training.

In this week's training video:

- I teach an example of how to create a 5 module online course following a structured outline. You create 5-modules, each with three 20-minute videos. (The length depends on how much you charge for your course, and how deep you want to teach. But I use the example of 20 minutes each video - making each module a total of 60 minutes - just to illustrate the concept.) On the following pages, you'll find the full outline prompts that will help you create your entire course!
- I give you prompts to help you incorporate my pricing and marketing advice for online courses.
- **BEST OF ALL:** I literally GIVE you entire outlines for sales videos, and a 10-day sample email launch sequence. Everything you need is here, and it's helped me reach 2 million-plus students with my online courses and video series.

Like all modules here in TPB, take your time. You can watch this training at your own pace, and review it whenever it's time to launch your own course. There's no hurry. Just go through the training at your own pace and challenge yourself to be implementing on your goals. As always, you can ask questions in the comments area of the course, or on any live training you see me on.

You can do this. Just take your time. Believe in yourself. Do the work. Put your message out there.

- Brendon

# **TOTAL PRODUCT BLUEPRINT**

How to create and market the most lucrative thought leader products and programs

## **Section One:** **Creating Online Courses**

# TOTAL PRODUCT BLUEPRINT



How to create and market the most lucrative thought leader products and programs

## Creating Online Courses Worksheet

Watch Brendon's video this week on Creating Online Courses. Then, over the next 5 pages, you'll be guided to literally create the outline for a 5-part online course that he is speaking about. So, this is your worksheet to create your first week/module/part of your training. The next pages are the same worksheets, but for Modules 2-5. Each of these videos can be whatever length you choose—usually the more the course costs, the longer or more detailed the video. In general, if each module is 60 minutes in total length, that's more than enough.

### Module #1

#### Video #1: Introducing the Module

What's the topic of this video and where does it fit in within the overall training?

Why is this topic important to your student's overall life, career, health, relationship, and our greater society?

What's a personal story that illustrates this topic and the struggles you've faced dealing with it? What mindset helped you deal with it?

What are the goals of this module? What do you want the student to think, do and setup as a habit by the end of the module?

#### Video #2: Teaching Your Content/Framework/Steps

What specific concepts, takeaways, or steps should someone take or know to improve in this area? Try to teach 3-10 points. This is where you really add the value and TEACH!

Now that the student knows the steps or important concepts, what are the Do's and Don'ts they should be aware of? Where might they screw up, get lost, or be disappointed, and how can they deal with that well?

#### Video #3: Case Study

What is a case study - about you, one of your students, or in the greater marketplace - that really illustrates what you've been teaching in this module? Tell the story, and give some teaching points.

What is a download or a tool that could help your student better understand or implement your idea? (For example, this download is a tool that is helping you implement what Brendon taught about online courses in this module).

What cheerleading or parting words of advice and encouragement can you give at the end of this video? (Also, don't forget to ask your student's to participate by commenting or asking questions on the video).

# TOTAL PRODUCT BLUEPRINT

How to create and market the most lucrative thought leader products and programs

## Creating Online Courses

### **Module #2**

#### **Video #1: Introducing the Module**

What's the topic of this video and where does it fit in within the overall training?

Why is this topic important to your student's overall life, career, health, relationship, and our greater society?

What's a personal story that illustrates this topic and the struggles you've faced dealing with it? What mindset helped you deal with it?

What are the goals of this module? What do you want the student to think, do and setup as a habit by the end of the module?

#### **Video #2: Teaching Your Content/Framework/Steps**

What specific concepts, takeaways, or steps should someone take or know to improve in this area? Try to teach 3-10 points. This is where you really add the value and TEACH!

Now that the student knows the steps or important concepts, what are the Do's and Don'ts they should be aware of? Where might they screw up, get lost, or be disappointed, and how can they deal with that well?

#### **Video #3: Case Study**

What is a case study - about you, one of your students, or in the greater marketplace - that really illustrates what you've been teaching in this module? Tell the story, and give some teaching points.

What is a download or a tool that could help your student better understand or implement your idea? (For example, this download is a tool that is helping you implement what Brendon taught about online courses in this module).

What cheerleading or parting words of advice and encouragement can you give at the end of this video? (Also, don't forget to ask your student's to participate by commenting or asking questions on the video).

# TOTAL PRODUCT BLUEPRINT

How to create and market the most lucrative thought leader products and programs

## Creating Online Courses

### **Module #3**

#### **Video #1: Introducing the Module**

What's the topic of this video and where does it fit in within the overall training?

Why is this topic important to your student's overall life, career, health, relationship, and our greater society?

What's a personal story that illustrates this topic and the struggles you've faced dealing with it? What mindset helped you deal with it?

What are the goals of this module? What do you want the student to think, do and setup as a habit by the end of the module?

#### **Video #2: Teaching Your Content/Framework/Steps**

What specific concepts, takeaways, or steps should someone take or know to improve in this area? Try to teach 3-10 points. This is where you really add the value and TEACH!

Now that the student knows the steps or important concepts, what are the Do's and Don'ts they should be aware of? Where might they screw up, get lost, or be disappointed, and how can they deal with that well?

#### **Video #3: Case Study**

What is a case study - about you, one of your students, or in the greater marketplace - that really illustrates what you've been teaching in this module? Tell the story, and give some teaching points.

What is a download or a tool that could help your student better understand or implement your idea? (For example, this download is a tool that is helping you implement what Brendon taught about online courses in this module).

What cheerleading or parting words of advice and encouragement can you give at the end of this video? (Also, don't forget to ask your student's to participate by commenting or asking questions on the video).

# TOTAL PRODUCT BLUEPRINT

How to create and market the most lucrative thought leader products and programs

## Creating Online Courses

### **Module #4**

#### **Video #1: Introducing the Module**

What's the topic of this video and where does it fit in within the overall training?

Why is this topic important to your student's overall life, career, health, relationship, and our greater society?

What's a personal story that illustrates this topic and the struggles you've faced dealing with it? What mindset helped you deal with it?

What are the goals of this module? What do you want the student to think, do and setup as a habit by the end of the module?

#### **Video #2: Teaching Your Content/Framework/Steps**

What specific concepts, takeaways, or steps should someone take or know to improve in this area? Try to teach 3-10 points. This is where you really add the value and TEACH!

Now that the student knows the steps or important concepts, what are the Do's and Don'ts they should be aware of? Where might they screw up, get lost, or be disappointed, and how can they deal with that well?

#### **Video #3: Case Study**

What is a case study - about you, one of your students, or in the greater marketplace - that really illustrates what you've been teaching in this module? Tell the story, and give some teaching points.

What is a download or a tool that could help your student better understand or implement your idea? (For example, this download is a tool that is helping you implement what Brendon taught about online courses in this module).

What cheerleading or parting words of advice and encouragement can you give at the end of this video? (Also, don't forget to ask your student's to participate by commenting or asking questions on the video).

# TOTAL PRODUCT BLUEPRINT

How to create and market the most lucrative thought leader products and programs

## Creating Online Courses

### **Module #5**

#### **Video #1: Introducing the Module**

What's the topic of this video and where does it fit in within the overall training?

Why is this topic important to your student's overall life, career, health, relationship, and our greater society?

What's a personal story that illustrates this topic and the struggles you've faced dealing with it? What mindset helped you deal with it?

What are the goals of this module? What do you want the student to think, do and setup as a habit by the end of the module?

#### **Video #2: Teaching Your Content/Framework/Steps**

What specific concepts, takeaways, or steps should someone take or know to improve in this area? Try to teach 3-10 points. This is where you really add the value and TEACH!

Now that the student knows the steps or important concepts, what are the Do's and Don'ts they should be aware of? Where might they screw up, get lost, or be disappointed, and how can they deal with that well?

#### **Video #3: Case Study**

What is a case study - about you, one of your students, or in the greater marketplace - that really illustrates what you've been teaching in this module? Tell the story, and give some teaching points.

What is a download or a tool that could help your student better understand or implement your idea? (For example, this download is a tool that is helping you implement what Brendon taught about online courses in this module).

What cheerleading or parting words of advice and encouragement can you give at the end of this video? (Also, don't forget to ask your student's to participate by commenting or asking questions on the video).

# **TOTAL PRODUCT BLUEPRINT**

How to create and market the most lucrative thought leader products and programs

## **Section Two:** **Marketing Online Courses**

# TOTAL PRODUCT BLUEPRINT



How to create and market the most lucrative thought leader products and programs

## Marketing Your Online Course: Pricing

This video corresponds with Brendon's training video on how to market your online course, which is in your [Member's Area here](#). Most online courses are \$29-\$997, with only incredibly detailed courses related to business or marketing crossing the \$1000 mark. To figure out your pricepoint, begin by researching other online courses (see, for example, what is being taught about your topic on Udemy or by other thought leaders in your space. Enroll and see what they teach, how deep they go, what tools they give, and consider how you differentiate). Then, answer the four questions below.

1. What is different about your course, and why should people pay for it?

2. How long is the course, and how does length affect the price?

3. How deep do you go in teaching? How many layers "deep" do you go on implementation advice? (For example, if you only teach the high-level - the 30,000 foot view - of something, you can't charge as much as if you taught that and really drilled down deep into exact steps and details).

4. What desire are you really tapping into and fulfilling for your potential course buyer? What are their ambitions? What problems are you solving? What desires are you creating or meeting that will make them feel like they MUST purchase your course?

# TOTAL PRODUCT BLUEPRINT



How to create and market the most lucrative thought leader products and programs

## Marketing Your Online Course: Campaigns

Brendon suggests that the four best ways to sell online courses today are OVO campaigns; live social media launches selling your course; webinars; and book funnels. Below is an overview of each, as well as links to additional training from Experts Academy that explain the campaign in more detail if you're new to marketing. NEW: On the following pages, you'll also see the 10-day email sequence Brendon suggests to sell courses via an opsin-email sequence. Yep, Brendon literally wrote your launch emails for you! Use them as a starting point and get going! Remember, none of this will make sense to you until you've watched this week's training, so as always watch Brendon's video first. This page corresponds with "How to Market Your Online Course" in your TPB Member's Area here.

### OVO Campaigns

This acronym stands for Optin-Value-Offer email sequences. It means you drive traffic to an online registration page (which is called an Optin page). People enter their name and/or email, in order to receive information from you. Brendon recommends having your people opt-in to receive a 3-part video training from you on the same topic you have created your online course for. When people opt-in, they receive one video immediately. Then you email them the other two videos several days apart (usually every 3 days), and after you have delivered all the videos to them via email, then you make an offer to them to buy your online course. To view the entire details of an OVO campaign, visit your Experts Academy training [here](#). (Note: Most OVO campaigns are 14-25 days, depending on how much you charge. The more you charge, the longer the sequenced typically is. However, a 10-day version of this type of promotion can be found on the following pages, and it's awesome for courses that are \$29-\$297).

### Live Social Media Launch

In a live social media launch, you hold up your phone and go live on Instagram, Facebook, or YouTube. Just go live for 15-60 minutes per day, for 7 days straight. During those 15-60 minutes, teach your topic and take questions. Just have 5 bullet points ready to teach each day, and then take questions. At the end of each day of teaching, tell your audience about your course and tell them the link to go signup. *It's that easy.* As a modification, you can drive your audience to an opt-in page each day (in order to capture their email) for the first 4 days, then the last 3 days you just reference the link where they can go buy (and you also email the new subscribers to the sales video for your course).

### Webinar

Selling online courses via a webinar is easy. You get people to register for your webinar via an optin-page, then you remind them 3 times before the webinar starts to attend. During the live or recorded webinar, you set context, teach your points, then make your offer for them to buy your course. If you've never done a webinar before, we recommend you use a system called EverWebinar. For what to say and how to sell, download the Webinar Outline PDF located in your Week 1 course modules' Download section.

### Book Funnel

This is Brendon's favorite way to sell online courses. First, you get people to purchase a book from your website. Then you followup with them via email, delivering more training and then offering your online course (using something like the OVO sequence or the 10-day email sequence on the following pages). You can follow the book launch process in your Experts Academy module [here](#).



How to create and market the most lucrative thought leader products and programs

## Section Two: Marketing Online Courses

### The EA10: 10-Day Email Launch Sequence

# TOTAL PRODUCT BLUEPRINT



How to create and market the most lucrative thought leader products and programs

## Marketing Your Online Course: 10-Day Email Sequence

Brendon's favorite way to sell online courses is to execute the EA10, which is a 10-day email sequence that delivers value to your audience and also includes a 72HR closing. Below is an overview of the process, and on the following pages you'll find full sample emails that detail every step.

### EA 10 Overview

This entire sequence begins with someone opt-in to receive training from you. When they opt-in, they are immediately taken to your first video training. In that video, which can be 5-20 minutes long, you should introduce yourself briefly, then talk about the NEED for why they need to know what you are teaching. Then tell your ESP - your "expert story positioning." This means you explain your story within the frame of your struggle, which led to your search for answers, which led to your breakthroughs and lessons learned, which led to your success. Next, give them the HOOK - the reason they should be looking forward to your next emails and trainings. Finally, ask them to comment on the video they just watched.

That's the beginning. Next, you will email this new subscriber every single day for 10 days. The first 3 emails link to websites where you have a video that teaches them more about your topic. The last 7 emails introduce the offer for your online course, then detail the offer and link to the sales video, then wind down the offer with a 72-48-24hr deadline. These 10 emails are all detailed as examples on the following pages.

# TOTAL PRODUCT BLUEPRINT



How to create and market the most lucrative thought leader products and programs

## EA10: The 10-Day Email Launch Sequence

**NOTE:** It should be obvious, but please note that these are just SAMPLE emails. Use them as inspiration for your own writing. These are just to guide your thinking. You have to do the actual work to complete these ideas and make your copy compelling and your own voice.

---

### EMAIL #1: The #1 Thing Hook

Subject: THIS is the #1 thing

Goal: This email should create relatedness and tease the #1 thing they need to learn to succeed in your topic area.

---

Barbara,

Have you ever struggled with [articulate your audiences top 1-3 problems]?

I did, too. Just like you, I truly wanted [articulate your audiences top ambition/dream]. But, honestly, it was a struggle until I finally learned/discovered/implemented this #1 THING. It's THE most important thing you should consider before you [take action toward whatever].

Watch my #1 LESSON on [your topic]:

[Insert a screenshot of your video here. Link the image, and the line above it, to your website where your audience can watch you teach. On that page should be your video, a button to download a summary or worksheet related to your video, and also a comments section. Don't try to sell anything in the video. Just add value! You can reference your product name, but don't pitch, teach!].

Make sure you watch my training today, because a lot of people get this WRONG.

Just don't do ANYTHING until you learn this #1 thing. Trust me, you'll thank me for it.

As always, ask me any questions you have in the comments area below the video. I'm here for you.

Talk soon,

- Your Name

# TOTAL PRODUCT BLUEPRINT

How to create and market the most lucrative thought leader products and programs

## EA10: The 10-Day Email Launch Sequence

### EMAIL #2: Case Study

Subject: CASE STUDY: [name of person/brand/topic that is the case study]

Goal: Nothing demonstrates your expertise like a case study of someone implementing or exemplifying your teachings/practices. Get your

Barbara,

When I tell people that I teach [insert your topic], a lot of people say, but HOW do people achieve real success? Isn't it difficult to [insert audiences dream objectives].

Well, YES, it is difficult, especially if you don't know what you're doing.

That's why I thought you'd love this CASE STUDY. Go watch this video, and you'll learn [grab 3 key takeaways from the case study and include them briefly].

[Insert a screenshot of your video here. Link the image, and the line above it, to your website where your audience can watch you teach. On that page should be your video, a button to download a summary or worksheet related to your video, and also a comments section. Don't try to sell anything in the video. Just add value! You can reference your product name, but don't pitch, teach!].

If you've ever wondered how to [insert topic of case study], then this is a MUST-WATCH.

Be sure to leave a comment below the video if you have any questions. I'll personally respond to as many as I can. Love to help you figure this area out.

Talk soon,

- Your Name

**NOTE:** It should be obvious, but please note that these are just SAMPLE emails. Use them as inspiration for your own writing. These are just to guide your thinking. You have to do the actual work to complete these ideas and make your copy compelling and your own voice.

# TOTAL PRODUCT BLUEPRINT



How to create and market the most lucrative thought leader products and programs

## EA10: The 10-Day Email Launch Sequence

### EMAIL #3: Your WHY

Subject: TRANSFORMATION

Goal: Tell your audience WHY you created the program you create, and send them to a website with a video on it selling your course. This is the first reveal that you've got a full course for sale now.

Barbara,

I'd like to tell you a story. It's about WHY I do what I do, and why I'd like to help YOU achieve [list your audiences primary goals in your topic area].

[Now, in 4-6 sentences, describe the reason you decided to help people in your topic area. Talk about your decision to become a teacher in this area, and how excited you were to help people and see their transformations].

The reason I wanted to share my story with you is because I want you to know me. And I want you to know that I can help you, too.

So do me a favor?

Go watch this video. [Link to your sales page, which should have a sales video on it. If you don't know how to do a sales video, you're in luck - you can find a full sales video worksheet in the next section of this download!]

As you'll see, I'm helping people [insert the goals of your program here, in just a few phrases].

Can I really help YOU?

Please click this link and let's see. [Link to your sales page].

Let me know if you have any questions,

- Your Name

**NOTE:** It should be obvious, but please note that these are just SAMPLE emails. Use them as inspiration for your own writing. These are just to guide your thinking. You have to do the actual work to complete these ideas and make your copy compelling and your own voice.

# TOTAL PRODUCT BLUEPRINT

How to create and market the most lucrative thought leader products and programs

## EA10: The 10-Day Email Launch Sequence

### EMAIL #4: Official Open

Subject: Did you see this? Enrollment Open!

Goal: Directly describe in this email that you have a course for sale. Give details about the course.

Barbara,

I emailed you yesterday and shared the story of why I wanted to help you. Just like I help a lot of people to [achieve X], I'd like to help you.

So, did you see my video where I announced my course?

You can see it here, and enroll.

As you'll see, I have a new course called [Name of course]. It will help you to:

[insert 5 bullets detailing what they will learn in your course. Make the bullets "hook-y", so that they want to click over and learn more.]

[Insert 1-3 testimonials, or a screenshot of students commenting in your course about why they love it]

I think you'll love this course, so please click this link and let's see. [Link to your sales page].

IMPORTANT: The offer is only open this week for you, so please watch, and let me know if you have any questions, okay?

- Your Name

**NOTE:** It should be obvious, but please note that these are just SAMPLE emails. Use them as inspiration for your own writing. These are just to guide your thinking. You have to do the actual work to complete these ideas and make your copy compelling and your own voice.

# TOTAL PRODUCT BLUEPRINT



How to create and market the most lucrative thought leader products and programs

## EA10: The 10-Day Email Launch Sequence

### EMAIL #5: Detail Full Offer

Subject: Did you see this? Enrollment Open!

Goal: Directly describe in this email that you have a course for sale. Give details about the course.

Barbara,

People are LOVING my new online course, and if you're truly trying to [achieve X], then please watch what they're saying here:

[Insert screenshot of your sales video]

[Insert 1-3 testimonials]

What's all the hype about?

It's the excitement for my course, called [name]. The course is my new program that will help you to:

[insert bullets of the benefits of your course].

Get the full details here.

As you'll see, the course is only open for you this week.

And when you signup today, you'll also receive:

[Insert bullets describing any of the bonuses you are offering when they enroll].

You signed up to hear from me because you wanted some training on [insert your topic]. Well, now I'm willing to go deep with you on this topic, so please check it out.

Watch this [link to sales video], and let me know if you have any questions before this expires this week,

- Your Name

**NOTE:** It should be obvious, but please note that these are just SAMPLE emails. Use them as inspiration for your own writing. These are just to guide your thinking. You have to do the actual work to complete these ideas and make your copy compelling and your own voice.

# TOTAL PRODUCT BLUEPRINT

How to create and market the most lucrative thought leader products and programs

## EA10: The 10-Day Email Launch Sequence

### EMAIL #6: #1 FAQ

Subject: Sorry! what's your question?

Goal: Learn your prospects questions, and get them to watch your sales video again.

Barbara,

I noticed you haven't registered for [insert name of your online course] yet, so can I ask what's your #1 question?

Here's a list of frequently asked questions, below. [insert the top 5 asked questions, and your answers, under your signature below].

I know investing in yourself and committing to learn this topic can be a small but important step, but I PROMISE YOU that you'll be so glad you made it. Here's what other people have been saying about [name of your course]:

[insert 3-5 testimonials].

I'd love to add YOUR story here someday. So please go register for the course before it closes for you this week.

Get the full details here. [link to your sales page]

Don't forget, when you signup today, you'll also receive:

[Insert bullets describing any of the bonuses you are offering when they enroll].

Let's get you excelling in this area of your life. It's possible. Just like the people in my video said.

YOU can do this. Just watch this video and get signed up [link to your sales video]

- Your Name

Here's that list of FAQs I mentioned:

[insert the top 5 asked questions, and your answers here].

**NOTE:** It should be obvious, but please note that these are just SAMPLE emails. Use them as inspiration for your own writing. These are just to guide your thinking. You have to do the actual work to complete these ideas and make your copy compelling and your own voice.

# TOTAL PRODUCT BLUEPRINT



How to create and market the most lucrative thought leader products and programs

## EA10: The 10-Day Email Launch Sequence

### EMAIL #7: 72HR Warning

Subject: CLOSING!

Goal: Be direct about the looming deadline, and give your audience a new sales approach. Instead of linking to the same sales video in the last few emails, this time you'll link to a new sales letter.

Barbara,

In 72 hours, I'm closing your chance to join [name of your course]. I don't want you to miss out, so I've written you a letter here:

Please read my letter today. [link to a website with a full sales letter. The outline of the sales letter can be just like your sales video, but it's all in text on the page. It's the same offer, just in text/copy versus video. One thing is different: write the sales letter as if you are making an impassioned plea to a good friend to take action. Because that's what you're doing!]

I know your goal is to [list a few phrases of what your customer wants to achieve.]. But, just like so many people, you struggle with [list their obstacles/objections/difficulties].

That's why I created this course for you. But I only want serious people, who want my help. I want to help people truly get results and grow. So, is that you? I think my letter will help sort that out, for us both.

Just remember: in 72 hours my course closes for you. If you don't signup by then, you also lose [list the bonuses that come with the course].

Last thought - if you didn't know, my course has a 30-day guarantee. So just go read the letter, and if your heart is really in this work, signup. If you don't love the course, then you can get a full refund. But listen, this course is LIFE-CHANGING.

Just read my letter and you'll see. [link to sales letter] You'll understand right away why everyone is so stoked about this,

- Your Name

[insert testimonials here; they can be the same as you've used in previous emails or webpages]

**NOTE:** It should be obvious, but please note that these are just SAMPLE emails. Use them as inspiration for your own writing. These are just to guide your thinking. You have to do the actual work to complete these ideas and make your copy compelling and your own voice.

# TOTAL PRODUCT BLUEPRINT

How to create and market the most lucrative thought leader products and programs

## EA10: The 10-Day Email Launch Sequence

### EMAIL #8: 48HR Warning

Subject: time sensitive

Goal: Reveal full offer details - the benefits, price, bonuses, and guarantee.

Barbara,

[Name of your course] is closing for registration in 48HRS! When you register today, you'll FINALLY have the answers to your biggest questions:

[insert bulleted list of 5 of their biggest problems / perceived obstacles at succeeding in your topic area]

Better yet, you'll FINALLY have the PLAN you've been hungry for. You'll know exactly how to think, what to do, and what your next steps should be...

In [name your course], I'll teach you:

[detail the title of EACH module of your course, and write one sentence summarizing how awesome it is. You can even use your students' testimonials from each]

The course is open for enrollment for you, but just for 48HRS more, so please go register right here. [link to your sales video or sales letter, whichever has been converting best].

As you'll see, the course is just [list price here]. That's NOTHING compared to the years and time you'll save by finally learning how to do everything my course will teach you. And remember, my course has a 100% guarantee. So no risk.

Please remember: in 48HRS this offer is gone, meaning you'll lose the awesome bonuses, like [list the exclusive bonus(es) they will lose if they don't signup by 48hrs. Yes, this offer should really be limited time only and the best way to do that is to remove a bonus or two from future offerings of this course].

Let me know if you have any questions, because we're coming down to the wire. It's your time to figure this out. I'm ready to help. But you need to register before it's gone and I'm busy helping everyone else do what YOU should be doing! Hop in!

- Your Name

[insert testimonials here]

# TOTAL PRODUCT BLUEPRINT

How to create and market the most lucrative thought leader products and programs

## EA10: The 10-Day Email Launch Sequence

### EMAIL #9: Personal Plea

Subject: 24HR Notice

Goal: Get personal with your audience. Obviously the copy below is just a starter, a sample of the tone you might use if it's authentic to you. No matter what, just be personal and real, in a voice that honors and also strongly pushes for registration. Remember, if you don't train them, someone else will.

Barbara,

As you know, registration for [name of your course] closes tomorrow. So I just thought I'd get personal with you and tell you something that most people DON'T know about me.

The truth is... [tell your reader something they don't know about the BEGINNING of your struggles. Don't be shy here. Lay it all out, in 7-10 sentences. They don't need a memoir here, just the toughest points of your journey in 7-10 sentences.]

So what changed? HOW did I overcome my greatest difficulties?

Honestly, it's the same way you might, or ANYONE would.

I had to DIG DEEP. I had to open myself to LEARNING again. I had to seek NEW MENTORS.

Most of all, I had to see a different kind of future for myself and my family, and I had to get to work.

Maybe you can relate. Maybe it really is your time to make a change, right? Then, please, go get yourself registered for [name of your course]. You've got a 30-day guarantee, so you can test me out without risk. If you don't love my training, ask for your refund.

But listen... sometimes, SOMETHING has to change. Maybe this is that moment for you. Maybe it's not. But I want you to know I'm here, and I've opened my course for you... it's just that I have to close this offer in 24HRS and get to work serving my new students. I hope you choose to become one of them, one of us.

Transformation is possible. Progress is possible. I'm proof, and so are my students you've been hearing about. So just click here and join today. It's your time,

- Your Name

PS. Don't forget, if you signup by midnight tomorrow, you get all this:  
[insert bullets of the features and bonuses of your offer]

# TOTAL PRODUCT BLUEPRINT



How to create and market the most lucrative thought leader products and programs

## EA10: The 10-Day Email Launch Sequence

### EMAIL #10: LAST CALL

Subject: LAST CALL

Goal: Make your final ask. This is the last email about this offer they'll get, so be direct and inspiring. As an alternate approach, you might send two emails on this final day, both short; send one email at 7AM and the other at 5PM, both mentioning the midnight deadline.

Barbara,

[Name of your course] closes TONIGHT at midnight!

I've PASSIONATELY sought to teach you about this topic, and then enroll you in my course, because I absolutely KNOW you can change your life... you just need the right guidance. We all need mentors at the right times in our lives, and if this is the point where you truly commit to excelling in this area, then I'm here for you.

But you have to signup here by midnight. [[link to your sales page](#)].

Remember, you must signup by midnight to receive all this:

[insert bullets of the key features and bonuses of your offer].

I've poured my heart out to you because I know the difference this training can make in your life. No doubt some of my emails are passionate, but I wanted you to know I'm SERIOUS about helping you. That's why I created this course - so people could start right now, right here, and get real training that helps them progress TODAY.

Please signup by midnight. Last call to ask any questions or get yourself registered with all the bonuses!

- Your Name

PS. Remember, you get a 100% satisfaction guarantee. If you don't love it, then just request a refund within 30 days. So, you've got time, and this will CHANGE YOUR LIFE. Just give the course a chance - that's all you have to do. Just signup and test me out. If I'm not your mentor, no harm, no foul, ask for a refund. But if you're like my other students, this day can literally be a new beginning for you as you master this topic. Last call. This expires at midnight! [[link to your sales page](#)]

# **TOTAL PRODUCT BLUEPRINT**

How to create and market the most lucrative thought leader products and programs

## **Section Two: Marketing Online Courses**

### **How to Sell: Your Sales Script**

# TOTAL PRODUCT BLUEPRINT

How to create and market the most lucrative thought leader products and programs

## Selling Your Online Course: Your Sales Video!!

Don't know how to sell your online course in a video? No problem! Just use Brendon's now famous "Sell Anything Framework" below. But listen: Don't over think selling. Today, selling is just *training*. You're just training people on why your product is something they should get. That's it. You're not going to be pushy. You're going to be a good trainer so that people clearly understand who you are, what you have, why it's valuable to them, why it's a good deal, and why is the right time for them to buy it. You can do this.

Brendon is often paid \$50,000 just to review someone's sales presentation. Almost every time, people forget one of the bullet points below and they lose sales because of it. So, just follow the Sell Anything Framework, no matter what you're selling, and you'll do better than if you didn't.

Here's the Sell Anything Framework:

1. Here's who I am and what I do...
2. Have you ever had any of these challenges...
3. Me too – here's my story of struggle...
4. Here's my story of finding the solution...
5. Here's my and my students results...
6. Here's what I'm selling today... (overview)
7. Here's why it's great for you... (benefits)
8. Here's why it's different... (distinction)
9. Here's why it's a great deal (price juxtaposition)...
10. Here's what else you get... (bonuses)
11. Here's why there is no risk... (guarantee)
12. Here's why to buy now.... (deadline, scarcity)
13. Here's an extra bonus to overcome your #1 objection... (surprise bonus)
14. Here's why to buy now, again, and the full offer recap
15. Here's CTA and testimonials...

On the following pages, we've created room for you to script out your entire sales video!

The main thing in delivering this framework is to BELIEVE in what you're selling. That must come across. Maintain your enthusiasm the entire time. If you need to use a teleprompter or notes in delivering your sales presentation, then do it. If you don't want to face the camera and sell, you could also just make slides and record your voice as you give presentation using Screenflow. Alternatively, you could write a long copy sales letter using this same framework.

Either way, begin! Create your course. Shoot your sales video to sell it. Go! It's your time, Expert!

# TOTAL PRODUCT BLUEPRINT



How to create and market the most lucrative thought leader products and programs

## The "Sell Anything Framework" Worksheet, page 1

Below are 15 points to hit when selling your online course. Brendon recommends following this outline until you are very familiar and effective with selling. Then, as you get more experienced, you can sell in any other way you choose. Like ANYTHING in your career, the more you do this, the more comfortable it becomes. When filming your sales video, you can just film one section at a time, following the outline below, to make it easier and then edit it all together. Or you can use a teleprompter. Or you can just wing it. Either way, shoot your sales video and get it up! Until the sales video is done, you can't make any money from your course! So GO!

### 1. Here's who I am and what I do...

[Simply introduce yourself here, and how you help people. You don't need to go into a big long story here. For example, Brendon might simply say, "Hi, I'm Brendon Burchard, author of so-so book and Founder of so-so program. I help people learn X topic so that they can have Y benefit."]

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

### 2. Have you ever had any of these challenges?

[This is where you take the customer's perspective and discuss the problems and challenges they face in succeeding in the topic area you are going to be teaching.]

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....



# TOTAL PRODUCT BLUEPRINT

## **How to create and market the most lucrative thought leader products and programs**

## The “Sell Anything Framework” Worksheet, page 2

### 3. Me too. Here's my story of struggle...

[Share the struggles you've been through that relate to the topic you are teaching. So, if you're teaching personal development, share a personal struggle you've had in finding your path and motivation in life. If business, share how hard it was when you began. Just be authentic and don't feel like you have to share your entire life story. Just share some vignettes, some moments in time that were difficult.]

---

---

---

---

---

---

---

---

---

---

#### 4. Here's my story of finding the solution...

[Now share how you overcame your struggles. You don't have to be perfect—it's okay if you still struggle with the same things. But you do want to talk about the journey you went on to improve your life or business. Did you read books, go to seminars, have a breakthrough, learn a lesson from a mentor? What helped you improve?]



# TOTAL PRODUCT BLUEPRINT

## **How to create and market the most lucrative thought leader products and programs**

## The “Sell Anything Framework” Worksheet, page 3

5. Here's my results and the results my students have gotten...

[This is where you share the successes you've had after you went on your journey to solve your problems. It doesn't have to be about having fame and riches. It can be simple stories of how your life changed in positive ways, and how others have changed too. You don't have to share specific numbers or data—this isn't about setting an expectation that your customers can have the exact same result (that's illegal to promise). This is about sharing how your life transformed and how your students, if any, have improved their lives too.]

## 6. Here's what I'm selling today...

[Introduce your product or service and tell them what it's called, why you created it, and how it helps them. Then, teach them about each part of the product and how that specifically helps them and what they get with it. For example, if you're selling a 5-week online course, this is where you would tell them about each week of the course including what they learn and what they get that week as far as downloads/resources. So, you're telling them the features and benefits of each part of your program]



# TOTAL PRODUCT BLUEPRINT

## **How to create and market the most lucrative thought leader products and programs**

## The “Sell Anything Framework” Worksheet, page 4

## 7. Here's why it's great for you...

[Now tell them even more benefits they'll get when they get your product. Think about describing the overall transformation they'll have in their life, what will change, the day-to- day improvements they'll experience, how much better they'll feel, etc.]

---

---

---

---

---

---

---

---

---

---

## 8. Here's why it's different...

[This is where your homework pays off. What makes your program different from everyone else's? What makes you different? Why will this work better than other things they've tried before? Why is it a better deal? etc. (The next video in this module will help you think through how you're different, too.)]



# TOTAL PRODUCT BLUEPRINT

## **How to create and market the most lucrative thought leader products and programs**

## The “Sell Anything Framework” Worksheet, page 5

## 9. Here's why it's a great deal...

[This is all about price. Describe how much time or money they would spend trying to figure this out. Describe how much time and energy you spent figuring this out. Tell them how difficult it would be to get this elsewhere, or how much they'd have to pay to get it from you personally. That should all sound difficult and expensive. Then announce a great price. The goal is for them to say, "Wow. What a great deal and it will save me so much struggle!"]

#### 10. Here's what else you get...

[Bonus time! Tell them that when they buy today, they'll also receive a bonus (or several) that will help them achieve or grow even faster and easier. Bonuses really help, so Brendon recommends taking the time to create them. Sell them with as much enthusiasm and details as you do the rest of the course.]



# TOTAL PRODUCT BLUEPRINT

## How to create and market the most lucrative thought leader products and programs

The “Sell Anything Framework” Worksheet, page 6

## 11. Here's why there is no risk...

[Tell them about your guarantee. Brendon recommends everyone offer a 30-day unconditional money-back guarantee.]

## 12. Here's why to buy now...

[Is there a deadline to signup? Are there limited quantities? Is this the last time you'll tell them about it? Or, if there is no tangible deadline or scarcity, motivate them to buy now based on how they will feel once they finally start getting progress.]



# TOTAL PRODUCT BLUEPRINT

## **How to create and market the most lucrative thought leader products and programs**

The “Sell Anything Framework” Worksheet, page 7

13. OPTIONAL: Here's an extra bonus to overcome your #1 objection...

[Can you create another bonus that will help them overcome their #1 concern? For example, if selling a diet plan they might think it's too hard, so you offer a bonus wall-chart to easily track their progress. If selling marketing, they might worry they don't have enough website traffic so you create a short tutorial on that topic. This is optional, but often helps sales conversions quite a bit.]

14. Here's why to buy now and a full summary of what you get when you buy now...

[Reiterate why to buy now and enthusiastically summarize the entire offer, using a tone that sounds like, "Can you believe you get all this, for this small price!"]



# TOTAL PRODUCT BLUEPRINT

## How to create and market the most lucrative thought leader products and programs

## The “Sell Anything Framework” Worksheet, page 8

#### 15. Final call to action and testimonials (if you have them)...

[Confidently tell them to click the button and buy now. End strong. Then play a reel of testimonials if you're selling with video. If you don't have testimonials yet, go get them! Offer the course free to your friends and have them share their testimonial on what they thought of it. If your sales presentation was a long letter, then include extra pages with testimonials printed on them. Brainstorm below what you would say in the final 60 seconds of the video or final lines of your letter.]



# TOTAL PRODUCT BLUEPRINT

## How to create and market the most lucrative thought leader products and programs

## NOTES



# TOTAL PRODUCT BLUEPRINT

## How to create and market the most lucrative thought leader products and programs

## NOTES



# TOTAL PRODUCT BLUEPRINT

## How to create and market the most lucrative thought leader products and programs

## NOTES



# TOTAL PRODUCT BLUEPRINT

## How to create and market the most lucrative thought leader products and programs

## NOTES

# TOTAL PRODUCT BLUEPRINT

How to create and market the most lucrative thought leader products and programs



## MEET YOUR INSTRUCTOR

Brendon Burchard is the world's leading high performance coach, a three-time *New York Times* bestselling author, and one of the most-watched, quoted, and followed personal development trainers in history. *SUCCESS Magazine* and *O, The Oprah Magazine*, have both named him one of the most influential leaders in personal growth and achievement. His most recent book *High Performance Habits* is a multiple week *Wall Street Journal Bestseller*, and Amazon named it as one of the Top 3 Best Business & Leadership Books of 2017.

Brendon's personal development videos have been viewed more than 200 million times, and he is in the Top 100 Most Followed Public Figures on Facebook, with over 10 million fans across his pages. Over two million students have now completed Brendon's online courses and video series, and he's created 13 blockbuster online courses in personal and professional development, including the most popular courses of all time on the topics of motivation, confidence, habits, and influence. For these results, Oprah.com named him "one of the most successful online trainers in history." Success Magazine named Brendon "one of the Top 25 Most Influential Leaders in Personal Growth and Achievement" and featured him on the cover of the magazine in September 2017.

A #1 *New York Times*, #1 *Wall Street Journal*, and #1 *USA Today* best-selling author, Brendon's books include *High Performance Habits*, *The Motivation Manifesto*, *The Charge*, *The Millionaire Messenger*, *Life's Golden Ticket*, and *The Student Leadership Guide*.

His podcast, THE BRENDRON SHOW, debuted at #1 on iTunes across all categories in its first season and was a Top 10 Self-Help podcast for over 100 weeks. (The show was previously titled The Charged Life). As one of the most requested motivational speakers in the world, Brendon has shared the stage with the Dalai Lama, Sir Richard Branson, Tony Robbins, and many of the leading influencers of this era. His live seminar events – named as "must-attends" by Entrepreneur Magazine – continue to sell out to audiences from around the world. Meet him at [Brendon.com](http://Brendon.com).

# TOTAL PRODUCT BLUEPRINT



How to create and market the most lucrative thought leader products and programs

## Program Disclaimer

Here's our best lawyer-ly summary: All products and services by our company, including Total Product Blueprint, are for educational and informational purposes only. As stipulated by law, we make no guarantees that you will achieve any specific results from our information because we don't know you, and we offer no licensed or professional medical, legal, therapeutic, or financial advice in this program. The information contained herein cannot replace or substitute for the services of trained professionals in any field, including, but not limited to, financial, psychological, or legal matters.

Your level of success in attaining any stated strategies or illustrative results is dependent upon a number of factors including your education, health, skill, knowledge, ability, dedication, goals, love of other humans, and financial situation, to name a few. Because these factors differ according to individuals, we cannot guarantee your success, progress, or any results in any endeavor. You might not make any money, people might not like you, and failure is always a possibility - that's life so proceed with whatever caution or faith is appropriate for you and always make decisions right for you and your family. Any entrepreneurial endeavor is fraught with risk, Thank God, so be smart and act wisely no matter what we say.

All this is to remind you that you are an independent and powerful adult, so here it is: You alone are responsible and accountable for your decisions, actions and results in life, and by your attendance and use of these materials, you agree not to attempt to hold us liable for any such decisions, actions or results, at any time, under any circumstance.

Brendon's results and his illustrations are for insight into common best-practices, but his results are not typical as he is a professional marketer with over 10 years experience. You may not achieve any results like his or any of his students, and on this journey, just like any entrepreneurial endeavor, you might even struggle, lose money, or take years to accomplish anything, if at all. Such is life. Such is business. So consult your intuition and your professional advisors, proceed with caution and hope anytime you promote anything, and for God's sake, please enjoy the process since no one knows how it's all going to turn out.

You should also know that Brendon is not a huge fan of lawyers, so he made us add this: "I am a regular human, loaded with flaws and capable of annoying anyone just as you are, so I am unworthy of adoration or lame compliance. Question everything I say. Test every strategy, do your own research, always do what is right for you and your family and your future and your dreams. I am simply here to share my experience and create an environment for you to discover best practices and ultimately your own voice and path. Listen to your heart more than me or anyone else.. and all will be well. The only request I have is for you to be grateful for your life, work hard studying this program, and be kind to one another."

If you have any questions or ever need anything, simply email us at support@Brendon.com.