

Day 3 Workbook

THE **Scale** with *COURSES* LIVE BOOTCAMP

*Day 3: Start Selling Your Course
BEFORE You Start Creating It*

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Start convos with your ideal client.

Start by reaching out to your existing network.

- ☐ Your email list
- ☐ Any social platform you're already on
- ☐ Past clients and referrals

Send a simple outreach message.

THE SCRIPT

"If you're struggling with [the specific problem you solve], I'd love to offer you a free 30-minute strategy call on it. In exchange, I'd love to ask you a few questions about what you need the most help with."

Post it, DM it, or send it to your list — wherever your people already are.

The words people use to describe their problem become the messaging for your course.

Start planting the seed.

Now that you know how people are talking about their problem, start incorporating this in your posts, emails, and conversations.

My topic: _____

Where I'll start talking about it: _____

By the time you make the offer, your audience already knows what it's about.

Make it a founding member offer.

Give the first people who join a meaningful discount or bonus for joining early — it rewards them for taking a chance on the first version.

My regular price: _____

My founding member price/bonus: _____

I want to put out my founding member offer by: _____

Decide how you'll release it.

☐ **Teach it live**

Comfortable on camera? Go live, week by week.
Super simple.

☐ **Pre-record it**

Prefer to record? Release each week's lesson instead.

Either way, you're only ever building one week at a time.

Your weekly schedule.

WEEK	DATE	MODULE / LESSON