

# 19 Critical Course Marketing Secrets

that you **NEED** to know to create a course that sells.

by Katie Hornor

1. **Ask lots of questions** in advance of creating the product. - Look for these recurring statements: “I hate it when” ...“I am frustrated by” ... “How do I”... Collect this data from blog comments, Facebook groups, live conversations, webinar comments, book reviews, instagram comments, youtube comments, course comments ... What are their fears? anxieties? limiting beliefs?... What keeps them up at night?
2. **Hone in on what the customers think is their biggest struggle.**  
- What is their frustration? How do they describe it? How does it make them feel?
3. **Position your product** so that they understand it is the solution they seek. Answer those fears, and questions. Address their limiting beliefs. Reply to them using their own language.
4. **Write the sales page as the first step** in creating your marketing materials. This is key to consistency in branding. Then, all of your ad copy and promotional emails can be on key with the messaging of the sales page.
5. **Use your customer’s language.** Be conversational. Be careful not to use language that is too technical, language they wouldn’t know yet, or wouldn’t use in everyday conversation.

6. **Provide value in your marketing.** Make it all about the customer and their success, whether or not they end up purchasing from you, you want every interaction with you to be positive, to give them something of value.
7. **Keep your ads and landing pages consistent in branding and message.** When a customer clicks on an ad and are immediately taken to the landing page for the product. Both the ad and landing page need to tell the customer the same or similar information and show the same or similar images/colors/branding.
8. **Know what makes you different from the competition.** When you are unique, there is no competition. Your solution/transformation needs to be different than the other things they've tried, different from the other offers out there.
9. **Promote your uniqueness** (in product and or personality).
10. **Answer their questions.** Behind every question is an objection to purchasing. Answering questions eliminates friction and makes it easier for them to say "Yes!"
11. **Give them proof.** Show how you or others, just like them, got the results they want with this product/service. Show them the proof that this opportunity works. Use evidence of clients, and of other well known people.
12. **Be more interested in their success, than in making the sale.** This will come through in your messaging on the sales page, in emails and live videos, webinars etc. Desperation doesn't make anyone want to purchase. But if you are indifferent to the sale while showing that you care deeply for their success, you will see more conversions. Make it about them.

13. **Realize that your product is NOT for everyone - and be OK with that.** You want to position the transformation your product brings as something they aspire to have, not something that is being pushed upon them. They will feel it if you are “pushing the sale” too hard and they will naturally resist.
14. **Focus on the transformation,** not the product details. People don’t want a drill and it’s 9 speeds, they want a hole in the wood. How will their lives look different after using your product, implementing your system, working with you in this way, taking your course, etc?
15. **See advertising as an investment in data.** Track everything and evaluate regularly. You have to gather a great deal of data to even evaluate if the advertising is working and know what to tweak. As an expense you’ll always be unhappy with it. As an investment it can become an incredible tool for gathering data and learning about your people; serving them better, which ultimately will increase your bottom line.
16. **Share more stories.** The best marketing contains a promise of transformation, a story, details, and urgency, and is written in the customers language. Share the details in stories, Share the transformation in stories. People will remember stories more than facts and be moved by them to take action.
17. **Make selling an event.** Create anticipation and excitement that culminates with the opportunity to purchase.
18. **Don’t overwhelm them with options.** The masters of marketing recommend no more than three options clearly laid out with specifically who benefits best from each. More than that and you overwhelm the customer and they will likely do nothing.
19. **Understand where they are coming from** and what the next steps will be for them after your product. Always be thinking one step ahead.

When they get this transformation with my product, what will they need next? How can I help them get it?

If there is one thing I wish I had done differently in business, it would have been to be a student of marketing since the beginning. Marketing has never been one of my favorite aspects of business, and to my detriment I put off learning about it.

No matter what you do in life you are marketing something to someone. And even with all the strategies and suggestions the most powerful thing is to realize that the person on the other end of your marketing efforts is a PERSON not a statistic or a credit card. The relationships and how you make the person FEEL trumps all the strategies in the world.

Make them FEEL like the transformation you offer is possible, that they can do this. Show them that you are the one who is more interested in their success than they are. You are the one who can guide them to the transformation they seek.

Put yourself in their shoes at each step and treat them (even in marketing) as you would want to be treated, and you will do well.



As Movement Maker, Missionary Advocate & Business Coach, Katie Hornor has inspired many through her leadership, mentorship and consistent pursuit of the praiseworthy. She enjoys helping other women in business be successful with their God-given messages. Katie draws upon her 9 years of entrepreneurship in course creation, 12 years of missions/expat life, 15 years of marriage and 19 years of ministry to help entrepreneurs become more successful with their impact.