

3 Steps To Find People For Your Course

You have a course, but now you're struggling to get folks into your course. You're struggling to put yourself out there. You're struggling to find the right people who need you and your message. You know they're there you know God wouldn't have put this in your heart if he didn't already have people prepared for you to help them, but how do you find them? Join our new year new list challenge. I'm Katie Horner and I have helped over 8,000 people in our courses and programs through the years, grow their courses, and reach their people with a God has given them. You are no different, my friend your message matters, and you don't have to be ashamed or scared or worried about putting it out there.

God has entrusted you with a special gift, a special ability, a special message that someone in the world needs, and I can help you find those people get them on your list so that you can nurture them into the right step of going through your program so they can get the transformation they need to be all they were created to be and do in the kingdom. Join us for the challenge in January it's going to be all month you can jump in at whatever stage you're in and still gain momentum. As we learn to grow our lists and reach the people that God is preparing for us to serve in our programs and courses.

Find all the details and register now@www.newyearnewlist.com. I'll see you on the inside.

Hi, it's Tap Hornor thanks for tuning into the For Your Success Podcast an inspirational program about creating the lifestyle and legacy impact you want to have. Your host today is a Christian author, speaker, business coach, and program development expert who will help you design grow, and delight in doing business as worship, because that is true success. And now here's my lovely wife, Katie Hornor.

Hey, welcome back to the For Your Success Podcast I'm excited to have you back with us today, we're talking about the three steps to finding your people for your course or your program. This is one of the biggest struggles of every entrepreneur is I've got this amazing thing I know it can change their life. Where do I find the people that I need to do this? And so as we dive into that today there are three main things that I want to discuss. So grab a pen and paper so you can jot that down and, we'll get into that before I do that though, I want to just to remind you that we have our course formula registration opening soon. You can head on over to thecourseformula.com and find out all the details about that course. It is a 6-week program that will help you build out your course, and so if you're struggling to get it done you're struggling to get it launched this is the perfect thing for you because we're going to talk through your perfect offer for your right fit person.

We're going to talk through the copy both of the sales page and of your curriculum lessons. We're going to talk through the curriculum with our proprietary formula for how you create a successful curriculum and experience for your people. And then the overall experience, which is the through-line that ties us all together and ultimately determines the success of your program. And so if that would be a benefit to you if you are ready to take action you're ready to finally get your course out there head over to the [course formula.com](http://courseformula.com) and get all of that information. Registration is only going to be open for a few days here at the end of the month so you want to make sure and get in on that. So three steps to finding the people for

your course and the bonus step happen at the beginning of this today. So remember that as a believer in business your owner God knows exactly who needs this program, and so you need to be talking to him about where to find these people and you need to be talking to him about bringing them in and having them ready.

One of the prayers that we always pray, even with this course formula thing coming up is Lord please prepare the people that are going to hear about this opportunity let them know that this is right for them. Let them know that this is the next step that they need to be preparing their hearts to be open when they see this opportunity come across so that they are ready to say yes to themselves and what you want to do in their lives. And so, as a believer in business, you need to be having that element of prayer, that element of talking to the owner about the people that he is bringing into the business and let that undergird all of the actions that you take. He says, if you lack wisdom, ask me right, and so asking him for the wisdom, where do I find these people? How do I connect with them, Lord, please be bringing them in, be preparing them to say yes, when they hear about. So that is your bonus point.

1. *Go Where They Are (Your Audience)*

So number one, you've got to go where they are if you want to find the people for your program, you've got to go to them, and this is a biblical principle too, in the great commission we are told to go into the world and preach the gospel. We're not called to bring them into the church to get them saved we get that backward a lot of times these days, right. We're told to go out into the world and take the gospel to them. And then when they get saved they will want to have fellowship and growth in the church. Then we bring them in for discipleship and companionship and growing in the knowledge of God right. And so when you are looking for people for this program, you have got to go where they are you've got to tell them, go out and spread the news this transformation is available to you.

Alright and so where are your people hanging out? Ask yourself that question. Where can I find my people? What are they interested in? What Facebook groups are they in? What channels and hashtags are they following on Instagram or Tik TOK? What are they engaging with on Twitter and these other places? How can I get into of my right fit people for this offer? The people who need the transformation that this program provides and then go and be there. Are they on LinkedIn? Be there are there on Facebook? Be there go where your people are. I just saw somebody ask on social media recently, I want to be better with my social media this year, which social media should I focus on? And my immediate thought was the one where your people are, you need to be where they are so that you're communicating to them, that you are the one with the answer to their problem.

2. *Speak The Pain Of Your People*

This brings us to point number two, if you want to find the people for your course or your program, you've got to speak to their pain. You have got to know them so intimately know all of the details about your person, that you can communicate, that you understand the pain that they're in the language that they would use to describe that pain. This is the copy piece of our course formula that is so powerful you've got to have not just your wording about it. You're the expert you use different terms than they do what would they use to describe their pain? How do they talk about their problem? What are they laying awake at night, asking God to

answer for them or asking God to show them the next step to how can you communicate that to them in a way that they understand it? Because communication is not just talking. I can talk all day long, but if you have not understood and received the message from what I'm saying, there has been no communication. And so you need to be able to communicate and speak to their pain. I don't want you to unnecessarily deepen the pain some people teach the sales method where you have to get in there and dive into the pain and really, you know, press in and, and roll it around and make the wound bigger. I don't think that is necessary, but I do think you have to be able to communicate that you understand the pain that they're in and the solution that they're seeking.

3. Confidently Offer the Solution That Your Audience Seeks.

This brings us to number three if you want to find people for your course, you've got to be able to confidently offer the solution that they seek, and so there are three parts to this point.

1. **Confidence**: You've got to confidently offer the solution that they seek.
2. **Solution**: You have to confidently offer the solution that they're seeking.
3. ***Is the part that they're seeking.***

Okay, and so if you don't have confidence in your offer they're not going to have confidence in the offer either. How do we get confidence in the offer? Because we know what transformation it has made for us for other people. In scripture, you hear God telling the Israelites to set up that monument of stones why? So that when your children see this and they ask you what is the meaning of these stones? You can recount to them the acts of God in your history. Right? And so one of the reasons that we have confidence in our offer, just like the Israelites have confidence in their God is because we know what God has done in the past. We know what God has done through this offer and through this transformation for the other people who have done this program for the other people that followed these steps, right? Whether that is yourself, whether that is former clients, whether that is other people who've followed a similar process using those testimonials to give you confidence and give your people confidence in this offer. Because whenever we can see that it happened for someone else, we can easily believe or more easily believe that it can happen for us as well.

You have to be confident if you are not confident in this offer and the transformation that you're showing your people will not be either. And that comes across in your body language it comes across in your tone of voice, it comes across in the words that you use, it comes across in how much, or how little you hesitate when you answer questions. It's all about the confidence that you have, that this can change their life, and that confidence also comes from knowing your people from knowing that they have this problem and knowing that this is the solution. And so that confidence that if God did it for me, if he did it for these other people, he can do it for you too. This is the way it's worked multiple times with multiple people, right? It's the proof of concept here that gives us confidence that this is going to work.

And if you are confident that will allow them to have the confidence in what you're offering for them. And then the solution, right? You have to be able to show the path to the answer.

They have to believe that you can get them there they have to believe that you have the solution and they have to believe that you can get them to the solution. And so you have to be able to articulate that solution to them what does this look like on the other side of this transformation? How will I be different? How will my life be different? You have to show them. And then the third part is the part about the solution that they are seeking alright.

Again, you are the expert in this, you know, all about your topic and your area of expertise, your people don't that's why they need you, but they're using a different language to describe that problem or that solution. That you may use after years and years of experience and study, right? And so you've got to be able to express that you have the solution they seek in the words that let them understand that you have the solution they seek. And sometimes we know they need something else, but they're looking for this. And this is the difference between like a problem- aware solution a solution- aware kind of person, if I'm problem aware, I know I have a problem, but I don't know what the solution is right. And so I have to be educated about the solution before I'm willing to believe that that solution is for me and have confidence enough in it to say yes to the offer. If I'm solution aware I know what the problem is I know what solution I'm looking for, and now it's just a matter of evaluating if your solution is the right one or not. And so it's much easier to make a sale to someone who is solution aware because then you can describe the problem. And if that is what they're looking for, then, it's a yes for them that's the solution I was looking for.

And so being aware of what language your people are using to express what they're looking for, and this is a difference in, oh, I just want my life to be peaceful and happy. And you offering some sort of a character-building or productivity course right. You know that the solution to being happy and more peaceful at home is to be more productive and more organized and to have your life in order right. And they're not expressing it that way they don't realize yet that that is the solution, the solution they're describing, or they think they want it shows me how to have a peaceful home, show me how to have a happier day right. And you're saying that this is the avenue, but they don't know that, and so you have to speak to the solution that they're seeking. You have to speak to the transformation of the happier day, the calmer home life to be able to give them those tools of the productivity or the organization that is part of the product that you're teaching. And that's just an example that I pulled out of the top of my head.

So those are the three steps to finding the people for your course.

Bonus Step:

The bonus step of the course to undergird, everything is talking to the owner about this, talk to your God, because he ultimately knows exactly who you need to be teaching and how to get you in front of them, and he can give that wisdom.

But number 1 go where your people are number 2 speak to their pain in their language, number 3 confidently offers the solution that they seek, and they are much more likely to get those people into your program so that you can give them the transformation you are created to give. They can be equipped to go out into the world and do the work that they were created to do in this kingdom work just continues to overflow and abound for the kingdom.

Alright, my friends remember your message matters the course formula is open to help you get it out to your people head over to the course formula.com and get registered before that registration closes. And we will see you in the next episode.

So I'm Katie Horner of handprint legacy.com obsessed with helping faith-based entrepreneurs, design grow and delight in the business that affords you the lifestyle and legacy impact you want to have. It's been my honor today to host you on the For Your Success Podcast, and I do hope you'll scroll down wherever you're hearing this and leave me a comment or review.

You can get all of today's links and show notes over at For Your Success Podcast.com. And until next time, remember my friend, your message matters.