

# How To Write A Free E-Course For Ongoing Profits

**By Connie Ragen Green**

Writing an e-course is an excellent way to connect with your list and start making money, especially if you are new to the internet and have a very small list. In this e-course I will show you exactly how you can create your own e-course very quickly. In fact, there is no reason you can't be ready to market your e-course to your list by the time you finish this e-course! The most important thing I want to share with you here is something that isn't spoken about very often. This may even be considered a secret. Lean close so I can share this with you – teaching sells! Teach people about something you know and you will make money.

## Lesson 1

In lesson 1 you will learn how to define and then refine your niche to find a group of hungry prospects who are ready and willing to buy what you have to offer them. This is of utmost importance if you want to maximize your profits.

Think about 3 things. First, make a list of what you are passionate about. This would include things you would do no matter what, if money was not an issue. You may have to go back to your childhood to remember the things you once loved. List as many things as you can possibly think of.

Next, make a list of your life experiences and career/work history. This will include jobs and trainings you have had, experiences you have had related to family, health, groups and organizations, and anything else you can think of.

Finally, you want to find out where the market is, based on your passion and experience. For this you will go over to Google's Keyword Tool External. Just Google for it and then spend some time searching for topics that people are looking for.

**Your Assignment:** Find 3 topics where people are searching for keywords from the list of what you have written. Email me with your ideas.

In the next lesson we will find affiliate products you can promote at the end of each lesson.

## Lesson 2

Now it is time to find four or five products you can promote at the end of some of the lessons. These products must be appropriate for what you are teaching in your e-course.

The best place to sign up as an affiliate is a site called Clickbank. Go over to <http://PromoteClickbankProducts.com> and sign up as an affiliate (not a vendor). This is the company that will pay you for the products you sell. There are more than 100,000 products available for sale, ranging in price from under ten dollars to more than a few hundred dollars. Your commission will be anywhere from 45% to 75% of the sales price of the product.

You must sign up with Clickbank in order to be paid, but it is impossible to find what you need there. The site you absolutely must join is called <http://ClickbankProSearch.com>. Sign up for a free trial to make sure you are going to follow through with before joining. I have earned many thousands of dollars in affiliate commission because I have been able to find what I want to promote online.

**Your Assignment:** Search by keyword to find four or five products that are appropriate for the market you are working in. I like to find products that are at least going to pay me twenty dollars. You can do whatever feels right for you. I also like to purchase what I promote, but again that is entirely up to you. Send me the link to one of the products you choose so I can have a look.

## Lesson 3

In this lesson you will learn how to respond to your prospects so that you can begin to connect with each person. People want to connect with you. Give them every opportunity to do so.

At the end of each lesson give them an assignment. If you can connect the assignment with a product it will make you even more money. Make sure the assignments are relevant and will help them to achieve their goals. Answer their emails in a timely manner.

This is all I have to say on this topic. (This is the most important lesson.)

**Your Assignment:** Email me and ask me a question about anything in your online business. Notice how I respond to your email.

## Lesson 4

In this lesson you will learn how to invite your prospects to a teleseminar as a follow-up to your e-course. Once they hear your voice you will be much more likely to sell them something. It is the next best thing to connecting with someone in person, and you can do it with hundreds of people at one time.

I use a service called <http://TeleseminarStrategies.com> for this. This is a paid service. You can sign up for a 21 day trial for just one dollar. I have used most of the free services and there is simply no comparison. This service hosts more than 600 hours of my recordings, which includes the audio from several of my courses and my ongoing membership sites.

Make a short outline and then record it. You can invite your list, no matter what size it is, and invite your friends on Facebook and your followers from Twitter. I'm @ConnieGreen on Twitter and I have more than 18,000 followers. Let me know when your teleseminar is and I'll promote it.

During your call talk about the products you have been promoting in your e-course. There will be new people on the call, so tell them about your e-course and where they can get it. This generates excitement about what you are doing online.

Email your list with a link to the recording. This teleseminar service has a 'fill in the blanks' format that makes your pages look professionally done. You can see an example of one I did by going to <http://instantTeleseminar.com/?eventid=8800689>.

**Your Assignment:** Send me the link to your first teleseminar and I will tell you honestly what I think and how you can improve upon it. (This will make you money.)

## Lesson 5

Now it is time to write your e-course. Make sure each lesson will fit into the body of an email. Copy and paste each lesson from your word processing document into your autoresponder. I like to send out emails every other day, so a five lesson e-course would be delivered over about a ten day period.

Early on I learned that people become very upset if they do not receive each lesson. Email can be unreliable, so I started offering them the PDF version

starting with the second lesson. That way everyone had easy access to all of the lessons and my customer service was not an issue.

Take a look at what I have done here. I wrote this e-course in about two hours. It will take you longer the first time, but it is worth it. Eventually you can sell your e-courses and make even more money. Start small and work your way up. It's worth it. Try writing different e-courses on different topics to see what works best. Turn the lessons into articles to promote your entire e-course. This is called repurposing your content and is a magical way to get many times more content out on the internet that leads back to your sites. Enjoy the process. Best of luck in your online pursuits.



