



BOSSBABE'S

insider secrets

**TO SERIOUSLY
SELLING YOUR
ONLINE COURSE**



It's not your fault your online course isn't selling the way you want it to. You just didn't have the tools you needed to totally blow your launch out of the water.

But we do.

We're sharing our inside secrets so you can finally start seeing serious sales from your online course. And so you can do it unapologetically...with polish and style...the BossBabe way. (Obviously).



You're Seeing This, Too...Right?

Online courses are totally taking over in the marketplace. They're one of the BEST passive revenue generators, and are totally worth your time.

But before you launch (*or re-launch*) your online course, you need to be aware of one sly competitor in the marketplace. Enter: other peoples' bad online courses (*yikes*).

Real talk. Here's the problem...

Bad Online Courses Still Sell.

There. We said it.

And you know it's true. Maybe you've even bought some of them and wish you hadn't. (*Been there. Done that.*)

For some reason, people are still lining up to buy other peoples' bad courses in a line that's longer than the one outside of Trader Joe's on a Sunday afternoon.

You know why that is? Because they figured out how to not just *create* an online course, but how to *sell* it, too.

Here's what's really frustrating about that. Your course...the one you've been working so hard on...*it's not selling*. And you're probably wondering why it's not.

It's **not your fault** your course launch didn't go well. It's not your fault you just can't seem to get your course off the ground.

Read that again.



It's Time For A New Approach.

You need to learn how to launch your online course the BossBabe way. You need to have the kind of launch that everyone's talking about (*in a good way*). We're going to teach you how.

This workbook is for you if...

- You created an online course, but the launch didn't quite go as planned.
- You want to create an online course, but you're worried nobody will buy it.
- You've taken too many bad courses about launching courses and are ready for a no fluff, no B.S. approach. (*Girl, we've got you*).

These are the real, behind-the-scenes secrets we use at BossBabe to make every one of our online course launches a next-level success. And now, we're giving these insider secrets to you.

We can't wait to hear what you think.

Let's dive in.

XO, Team BossBabe



SECRET #1

Get Your Community Whispering About What's Next

When we launch a new BossBabe product, we start leaving little breadcrumbs everywhere we go.

It gets our community whispering.

You've heard them...

- *"Ooh, I wonder what's coming."*
- *"Is that a new product?"*
- *"When does this release??"*
- *"Looks amazing...I NEED that in my life!"*

You can get your community whispering, too.

Here are a few ideas of how to leave breadcrumbs and create hype around your online course before it even launches.

- » Share a preview of your course on your Instagram stories.
- » Go live talking about what you're creating and who your course is for.
- » Build hype around your launch date by telling your audience to mark their calendars.
- » Create a waitlist so your audience can be notified when you go live.



SECRET #2

Be Everywhere. All The Time. All At Once.

Can we talk about something? Too many ambitious women are afraid to talk about the unbelievable, badass things they're doing in their businesses.

If you don't talk about your online course, you're just leaving unoccupied real estate for those bad courses, aka your competition, to keep talking about themselves.

Here's what you're going to do instead. When you launch your online course, you're going to be EVERYWHERE. It should feel like everyone is talking about your course on every possible medium (*in a good way*).

Sound like a plan? Here's a little checklist of where you should be talking about your online course, just to get you started...

- » Instagram grid posts & stories
- » Instagram & Facebook Live
- » Emails to your current list
- » Ads to cold audiences
- » Podcast episodes
- » YouTube videos



What other channels can you use so EVERYONE is talking about your online course?

01.

02.

03.

04.

05.



SECRET #3

Keep A Few Secrets Up Your Sleeve.

A good magician doesn't reveal all her secrets at once, and...neither does a BossBabe.

When the doors are about to close on your online course launch, you have a unique chance to surprise and delight your audience with the secrets you've kept up your sleeve this whole time.

Our inside secret? Collect feedback from early-purchasers at the beginning of the launch. Listen to what they're saying they wish they had, and figure out a way to make it happen. You'll make your existing customers happy and entice new users with bonuses they can't get anywhere else.

Here's a list of ideas you can surprise your audience with during your launch...

- » A bonus PDF or workbook to supplement the material
- » Access to behind-the-scenes webinar you're teaching
- » Hands-on coaching for when they get stuck
- » Unlocked course content they can't find anywhere else



How can you surprise and delight your audience at the end of your launch?

01.

02.

03.

04.

05.

**WHEN WE FIRST STARTED BOSSBABE,
WE HAD NO IDEA THIS WOULD HAPPEN...**



3.2m+

Followers
on Instagram



16k+

BossBabes
who said yes to
creating a life they
love



100+

Reposts from
women like
Britney Spears &
Khloe Kardashian



3k+

Matcha Lattes
consumed
building our
business

And it's all because we did one thing...

**WE DISCOVERED OUR BOSSBABE SUPERPOWER,
AND YOU CAN, TOO.**

DISCOVER YOUR BOSSBABE SUPERPOWER

Are you the...



Mastermind
Magician



Digital Product
Perfecter



Online Course
Creative Genius



Workshop
Wizard

THOUSANDS of women just like you have discovered their BossBabe Superpower and turned their existing knowledge into an online business that sells.

NOW, IT'S TIME FOR YOU TO DISCOVER YOURS.