ART THERAPY RESOURCES

COURSE PLANNER

Welcome to the Art Therapist Course Planner Package. Below is a summary of the individual scrivener text documents included in this planner package.

IMPORTANT: The first course you create will take the longest time. Once you have your tech and course creation structure in place for the first course, it is easy to apply the same process for future courses.

Each section contains educational material to use when creating your course. The documents listed under the folder WORKSHEETS can be used to create your course.

The main components of a course entail the following steps:

- Course Admin
- Course Design
- Marketing
- Worksheets

The individual sections are listed in the below summary:

COURSE ADMIN

- Master Checklist
- Admin
- Tech
- Financial
- Folder Structure
- Planning
- Customer Sales Funnel

COURSE DESIGN

- Course Topic
- Course Format
- Course Delivery
- Course Creation

MARKETING

- Marketing Assets
- Blogging
- Social Media
- Email
- External

WORKSHEETS

- Worksheet List
- Master Checklist
- Important Links
- Financial
- Folder structure
- Sales funnel
- 30 Day Planner
- Course modules
- Sales page content
- Email outlines

COURSE ADMIN

MASTER CHECKLIST

This list is created based on an online course delivery format which includes video and text documents. Remove the items that don't relate to your course. Add in any other items that are specific to your course.

- Survey audience / market research
- Define course topic
- Decide course name
- Decide course price
- Decide course sales open date
- Decide course sales close date
- Decide course open date
- Decide on course format
- Create course outline
- Create lead magnet based on course outline
- Create lead magnet access (email series, download page etc)
- Create blog posts that relate to course content
- List external marketing opportunities eg. Podcasts, interviews, guest blogging
- Write letter or email template to contact external sources and arrange interviews etc
- Organise tech required for course - software, video, microphone
- Create course content
- Create course notes for speaking
- Create course handouts based on speaking content
- Create course worksheets, checklists, workbooks etc
- Record course content
- Edit course content
- Set up online classroom
- Upload course content to classroom
- Test course (yourself and at least 1 other person, test different browsers and different devices)
- Edit and correct errors where necessary
- Create marketing assets (images and sales copy)
- Create sales landing page on website
- Set up payment system (test)
- Set up email marketing content (test) - brainstorm at least 5 helpful emails that will lead into your course.
- Set up auto responder emails for buyers
- Launch and make your sales page live
- Include links to purchase your course on your main website - header, side bar, bottom of blog posts
- Publish advertising
- Create introduction package for students who purchase your course. Explain how to access the course etc

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The below steps can be added in for course and workshops that are conducted in person.

- Search for locations
- Book location for course dates
- Include directions and location details in course marketing materials
- Arrange catering if required OR include details in the students package about the best places to buy food in the area
- Arrange any furniture required to host students
- Arrange any tech gear required for location. Eg. Microphone, video recorder, projector etc
- Test tech gear to ensure course delivery runs smoothly
- Run through course delivery if possible
- Set up registration area for student arrivals
- Arrange student packages for the course/workshop - post out early or hand out on the day
- Arrange for water and tea/coffee facilities
- Locate the toilets
- Keep details of the key contact of the location on hand if required for emergency contact

KEEP TRACK

As you design and create your course, you will be creating new documents and website pages. You may also need to subscribe to new services for your course delivery.

It is helpful to keep a document that details all of your important links, usernames and passwords so that you have easy access to everything you need to complete your course.

Having everything centrally recorded will help:

- keep you organised so that you spend less time on finding information and more time on content creation
- quickly access documents and easily make changes where necessary
- quickly access links to provide to external contacts for promotion
- provide a summary to external help including VA's, tech specialists etc

Below are some examples on the types of documents you will want to create shortcut links to for easy access:

- Lead magnets
- Landing pages
- Thank you pages
- Folder structure where course content is saved
- Software username/passswords
- Payment system (Paypal etc)
- Social Media accounts
- Dropbox
- Google Documents

IMPORTANT DOCUMENTS

When you launch your course, you should make sure you have the following documents updated on your website to reflect your course policies. If you are hosting your course on a separate website that you own, that site should also include these documents:

- Disclaimer
- Copyright
- Refund Policy
- Privacy Policy
- Terms and Conditions

TECH

Below is a list of the type of technology you may require to deliver your course. The type of tech you will need, will depend on the format of your course.

Click each name for a link to the item listed.

ADMIN

- Asana
- Evernote
- Microsoft Office
- Scrivener
- Trello
- Website Domain (affiliate link)
- Website Host (affiliate link)
- Website Platform
- Website Theme (affiliate link)

CONTENT CREATION

- Adobe Premiere Pro
- Camtasia
- Computer
- Final Cut Pro X
- FreeMind
- iMovie
- Keynote
- Microphone Audio-Technica ATR2100-USB (affiliate link)
- Microphone Rode smartLav+ Lavalier Microphone for iPhone and Smartphones (affiliate link)
- Microphone Screen Pop Filter (affiliate link)
- MindNode
- Outer Ring Light Kit (affiliate link)
- Paid Memberships Pro
- Ruzuku (affiliate link)
- Screenflow
- Skillshare (affiliate link)
- SnagIt
- Tripod Ravelli AVT Professional 67-inch Video Camera Tripod (affiliate link)
- Video Camera Canon VIXIA HF R800 A KIT (affiliate link)
- Video Camera Canon EOS Rebel T5i Video Creator Kit with 18-55mm Lens, Rode VIDEOMIC GO (affiliate link)

COURSE DELIVERY

- Course Cats
- CourseCraft
- CreativeLive (affiliate link)
- Ejunkie
- Gumroad
- Kajabi
- Lynda
- Member Mouse (affiliate link)
- Teachable (affiliate link)
- Teachery
- Thinkific
- Udemy
- Wishlist Member
- WP Courseware
- Zippy Courses

MARKETING

- Convertkit (affiliate link)
- Leadpages
- MailChimp (affiliate link)
- Social Media - Facebook, Twitter etc

FINANCIAL

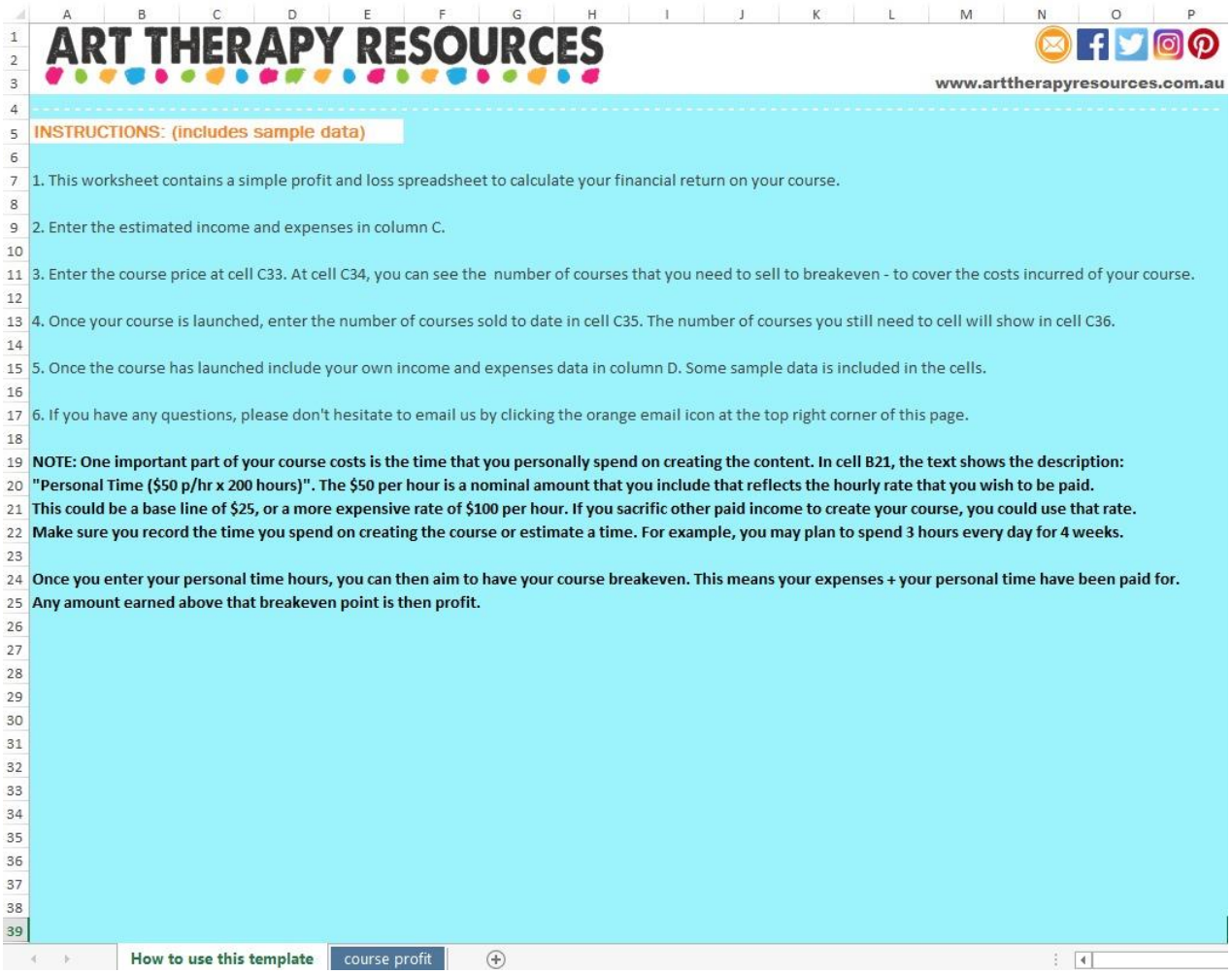
The financial process of creating a course involves a primary goal of making a profit. The most important part of the ability to make a profit is deciding on the price of your course.

The most important factors to keep in mind when calculating your estimated profit are:

- course price
- course expenses
- how many course attendees are required to break even
- setting pricing options - upfront, payment plan.

Included in this Course Planner Package is an excel spreadsheet that you can use to calculate the number of courses you need to sell to breakeven. You can also use the spreadsheet to record your estimated profit and your actual profit once your course has been completed.

A snap shot of the spreadsheet is included below. The spreadsheet has been included as a separate file in this package.



ART THERAPY RESOURCES

www.arttherapyresources.com.au

INSTRUCTIONS: (includes sample data)

1. This worksheet contains a simple profit and loss spreadsheet to calculate your financial return on your course.

2. Enter the estimated income and expenses in column C.

3. Enter the course price at cell C33. At cell C34, you can see the number of courses that you need to sell to breakeven - to cover the costs incurred of your course.

4. Once your course is launched, enter the number of courses sold to date in cell C35. The number of courses you still need to cell will show in cell C36.

5. Once the course has launched include your own income and expenses data in column D. Some sample data is included in the cells.

6. If you have any questions, please don't hesitate to email us by clicking the orange email icon at the top right corner of this page.

NOTE: One important part of your course costs is the time that you personally spend on creating the content. In cell B21, the text shows the description: "Personal Time ($50 p/hr x 200 hours)". The $50 per hour is a nominal amount that you include that reflects the hourly rate that you wish to be paid. This could be a base line of $25, or a more expensive rate of $100 per hour. If you sacrific other paid income to create your course, you could use that rate. Make sure you record the time you spend on creating the course or estimate a time. For example, you may plan to spend 3 hours every day for 4 weeks.

Once you enter your personal time hours, you can then aim to have your course breakeven. This means your expenses + your personal time have been paid for. Any amount earned above that breakeven point is then profit.

How to use this template | course profit

ART THERAPY RESOURCES

COURSE PLANNER PROFIT

INCOME	ESTIMATED	ACTUAL	DIFFERENCE
Course income	6,600.00	10,200.00	$ 3,600.00
			$ -
			$ -
			$ -
TOTAL INCOME	**$ 6,600.00**	**$ 10,200.00**	**$ 3,600.00**

EXPENSES	ESTIMATED	ACTUAL	DIFFERENCE
Software Memberships	100.00	100.00	0.00
Course delivery platform	80.00	80.00	0.00
Designer fees	200.00	180.00	-20.00
Video, audio, editing fees	200.00	210.00	10.00
Wages	250.00	300.00	50.00
Payment fees (eg. PayPal)	40.00	35.00	-5.00
Advertising	200.00	290.00	90.00
Personal Time ($50 p/hr x 100 hours)	5,000.00	5,500.00	500.00
			0.00
			0.00
			0.00
			0.00
TOTAL EXPENSES	**$ 6,070.00**	**$ 6,695.00**	**$ 625.00**

PROFIT	$ 530.00	$ 3,505.00	$ 2,975.00

*NOTE: only include the additional expenses you incur because of the course. If you would be paying website hosting fees regardless of the course, then exclude them from the above calculations.

BREAK EVEN ANALYSIS

Course Price	$ 120.00	Enter price of course
Break-even Point Estimated	50.58	Must sell to cover expenses
Break-even Point Actual	55.79	Must sell to cover expenses
Courses Sold to date	85.00	Enter no. courses sold

FOLDER STRUCTURE

When creating and marketing your course, you will generate a significant number of documents. It is helpful to keep these documents organised so that you can quickly access them when you need to. Course creation takes a lot of time and you don't want to spend it searching for documents.

Below is a suggested folder structure that you may want to implement as part of your course planning process.

***BONUS TIP:** How to name the files that you create.

An organised file naming convention improves information management and efficiency when handling documents. This includes searching your documents and sharing your documents.

Having a file naming convention also improves upload efficiency in case some systems sort your file access according to alphanumeric details.

Course files: coursename-module-documentname
Example:
art-journaling-anxiety-module1-supplies-checklist.pdf

Advertising files: coursename-advert-platform (Note, FB = Facebook, IG = Instagram)
Examples:
Art-journaling-anxiety-benefits-FB.jpg
Art-journaling-anxiety-benefits-IG.jpg

FOLDERS

- Advertising
- Affiliates
- Blog Posts
- Course Content
    - Research and Notes
    - Images
    - Modules
        - Module 1 - include video, audio, pdf and other files
        - Module 2 - include video, audio, pdf and other files
        - Module 3 - include video, audio, pdf and other files
        - etc
- Customer Support
    - Disclaimer
    - Copyright
    - Refund Policy
    - Privacy Policy
    - Terms and Conditions
- Emails
    - Newsletter emails
    - Customer Support emails - eg. How to purchase the course, How to access the course, refund script etc
    - Sales funnel emails
    - Launch email
    - Closing email
    - Thank you purchase email
- FAQs
- Marketing
    - External - Podcasts, blog posts
    - Advertising - copywriting, title, call to action, freebie
    - Webinar
    - Social Media
    - Images
- Website Pages
    - Sales Page
    - Lead Magnet
    - Course closed page (waitlist)

CUSTOMER SALES FUNNEL

A sales funnel refers to how you market and sell your product. The focus of your sales funnel is to sell your product to your customer, however, it usually involves a number of steps before the actual exchange of money and product.

The complexity of your sales funnel is based on the length and price of your course. If your course is short and inexpensive, then you could choose a simplified method where you make your course available immediately for purchase without too much advertising.

Alternatively, if your course is more expensive, you will invest more time into educating your customer about your course and the benefits of it.

The price of your course may be a barrier to your potential customer and a sales funnel will help defray these barriers through the process of education and explanation of the benefits of your product.

Below is an example of 3 sales funnels based on a smaller course, a medium sized course, and also a longer more expensive course. Sales funnels are designed based on how much contact you want to have with your potential customer about your course.

The below funnels are basic examples and can be adjusted for your own requirements.

In each sales funnel, the first step is your potential customer arriving at your website. Your customer may arrive at your website organically through searching online or through your marketing efforts, eg. Facebook advertising, affiliate links, hearing your name on another website etc.

The sales funnel typically starts with a LEAD MAGNET. A lead magnet is a free item for your reader to receive in exchange for their email address which you can use to market your paid course.

Lead magnets can be pdfs, checklists, workbooks, guidebooks, email series, challenge, mini course, cheatsheet, resource list, toolkit, free training, discount.

NOTE: The sales funnel below assumes an online e-course. The sales funnels could also be applied to courses held in person.

INEXPENSIVE COURSE

- Potential customer arrives at website to receive lead magnet
- Purchases product
- Receives login details or download details
- Accesses materials
- Completes course
- Follow up through email to sell other courses

MEDIUM PRICED COURSE

- Potential customer arrives at website to receive lead magnet
- Potential customer's email go into your email sales funnel
- Receives 1-5 educational emails related to your course
- Receives sales email to purchase course
- Purchases product
- Receives login details
- Accesses materials
- Completes course
- Follow up through email to sell other courses

EXPENSIVE COURSE

- Potential customer arrives at website to receive lead magnet
- Potential customer's email go into your email sales funnel
- Receives 1-5 educational emails related to future course
- Receives invitation to webinar related to future course
- Receives additional emails related to future course
- Receives sales email to purchase course
- Purchases product
- Receives login details
- Accesses materials
- Completes course
- Follow up through email to sell other courses

PLANNING

The key to success for completing and delivering your course is based on your planning.

You can use any number of tools to organise your planning, including programs like Scrivener, Evernote, Word, Trello and Asana. Each platform has its pros and cons. The platform you choose should be based on your skill level and the way you prefer to work.

Programs like Trello and Asana are list based as well as more visual then the writing platforms such as Scrivener, Evernote and Word. If you are familiar with Trello and Asana then you can get to work on creating your plan in those programs. If you're not familiar with those programs, spend a small amount of time looking at them and see if they would be programs that you could easily learn and incorporate into your workflow.

If they look complicated to you and you're not confident with learning new software, then don't use them at this time. Spending your time on struggling to learn new software is not as beneficial to you then spending time on creating your actual course content.

Below is the basic steps to plan your course workflow:

- Set up calendar. Use the 30 Day Planner Worksheet included in this package
- Plan out tasks using the main categories and the Master Checklist:
  - Course admin
  - Course design
  - Course marketing
- Set up folders on computer
- Set up course management system based on the Master Checklist using Trello, Asana, Scrivener, Evernote, Word etc. Essentially setting this up is your big TO DO list.

COURSE DESIGN

COURSE TOPIC

If you're considering creating a course, you may already have a general idea of your course topic. This general course topic needs to then expand into a fully developed course.

Some basic questions to consider before finalising your course topic:

- Who is your audience for this course?
- What is the main problem that this audience would like to solve?
- What is the main topic you want to teach your audience?
- What are the 3-5 key ideas within the main topic that you want to teach your audience?

Once you have your main topic and key ideas, you may want to survey your audience for their feedback. If you don't have an audience,try to seek feedback from a few potential customers or colleagues in the audience niche of your topic.

Aside from talking directly to people for feedback, you can also conduct some online research to help develop your main idea and its supporting topics.

ONLINE SOURCES TO FIND IDEAS

- Facebook groups - what is being discussed
- Forums on your topic
- Quora
- Reddit
- Books on Amazon - check the table of contents page for ideas on topics. Most books on Amazon allow a preview of the contents page.
- Google your topic with the word "course" on the end. *Eg. Art Therapy Course* You can then see what other courses are available and how you can differentiate your course.

Once you have researched your topic, analyze the topics mentioned and organise them into a course structure for your modules. Aim for 5-15 ideas.

COURSE FORMAT

You can choose to deliver your course using a variety of different formats. You can also mix and match different formats.

Below are some of the ways in which you can develop your course format:

- In person (weekend, week night, 1 day per week over a series of weeks)
- Video series (keep each video around 5-10 mins long)
- Audio series (keep each file around 5-10 mins long)
- Email course
- Ebook (10-50 pages)
- Webinars

Successful courses incorporate a number of formats using a combination of text, audio, video. People absorb information in a variety of ways and some prefer visual learning over text. By using a combination of methods you will accommodate the variety of preferences in your audience. It will also allow you the opportunity to present your key concepts multiple times.

Presenting information in a variety of ways allows for your audience to more successfully learn the information through the process of familiarity.

COURSE DELIVERY

While you are considering the format of your course, you also need to consider the delivery method of your course to make sure the delivery method is suitable. If you choose to provide your course in a video format, this will not suit an email series because the videos will be too big for email. You can email a link to your videos, but this means your course is a hosted course, not an email series.

Below are some of the course delivery methods that you can consider for your course. Keep in mind the format of your course content (audio, video, text) and how engaged your audience may be to the delivery method.

METHOD

- Email series -drip content
- Self guided - Full release
- Live Sessions online
- Schedule release - weekly lessons
- Physical location for in person

HOSTING

If you will be distributing your course online, this means your course is hosted. Below are a number of ways your course can be hosted:

- Self-hosting - on your own website. This may require using plugins or widgets on your website.
- 3rd party hosting - either through email (Mailchimp), or on a developed teaching platform (Teachable)
- Marketplace - Udemy, Lynda, Skillshare

A 3rd party host and a marketplace sound very similar, however, there is a difference. To explain the difference, the best method is using an analogy that refers to courses held in person. A course marketplace is similar to a university or college where your potential customer already knows what they want to study and they then search the platform for a course that suits their requirements. Usually your potential audience is already a member of that platform and can discover your course amongst many others that are competing in the same niche.

On the other hand, a 3rd party host is similar to you hiring your own room or physical space to deliver a course that you already have customers ready to undertake.

COURSE CREATION

Use the below checklist to create your course content. If you are using video or audio in your course, remember to provide your audience with text copies of the content to provide your audience with an opportunity to review the content later.

Use downloads such as worksheets, cheatsheets, workbooks, checklists, templates as a method of keeping your audience engaged in your course. Downloads are an effective way in helping your audience to build on learning the topics in your course.

- Plan your topic and subtopics
- Outline individual lessons
- Create speaking notes for your audio content
- Create slides containing core ideas
- Practice running through your presentation minimum 2 times
- Organise software and tech gear
- Test your software and tech gear
- Arrange quite time - put on answering machine, turn off notifications, shut down unnecessary programs
- Record screen and audio
- Back up files before editing
- Edit out any mistakes and changes to make
- Add music, text and graphics
- Add in intro and outro
- Play through everything to check for errors
- Export
- Upload
- Play through everything to check for errors

You can choose to structure your modules in a variety of ways. An example of a module in the middle of a course is included below:

METHOD 1: single topic, single lesson	**METHOD 2: single topic, multiple lessons**
MODULE 4: Physical feelings of anxiety	MODULE 4: Physical feelings of anxiety ○ Lesson 1: Physical manifestations of anxiety ○ Lesson 2: Self-regulation ○ Lesson 3: Art Therapy Exercises

Use the course modules in the worksheet section to create your course content. Most course will have a welcome and final module, along with standard topic modules in between.

WELCOME MODULE

- Welcome
- What the course is about
- Benefits of course
- Tips to make sure you complete the course
- Worksheets of workbooks to download

MAIN COURSE CONTENT MODULE (repeat for each module)

- Overview of 1st topic in your course
- Videos
- Pdf downloads - worksheets, cheatsheets, workbooks, checklists, templates

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FINAL MODULE

- Wrap up of your course
- Tips for your students to use the course content in their lives
- Videos

Pdf downloads - worksheets, cheatsheets, workbooks, checklists, templates

MARKETING

MARKETING ASSETS

Throughout the marketing process you will need to create many documents, files and images to create your marketing materials. Some of the items that may be created are:

- Social Media Images
- Google advertising images
- Newsletter images
- Newsletter sales copy
- Sales page images
- Sales page sales copy
- Email sales funnel series

NOTE: the word "copy" refers to copywriting (written) content.

SALES PAGE EXAMPLE

Your sales page is one of the most important parts of selling your course. Your sales page is a separate page that you create on your website. All of your marketing channels should lead to your sales page.

Below is a checklist of key components that should appear on your sales page:

1. Headline
2. Image to create interest
3. What will the audience learn
4. Preview of course - can be a snippet video or simply a written list of some of the content
5. Who will the course suit
6. Benefits of the course
7. Some more details about the content of the course
8. Any bonuses provided aside from the course content
9. How will the course be delivered
10. What are the pricing options

ART THERAPY RESOURCES

Sales Page Cheatsheet

HEADLINE - CREATE INTEREST FOR THE READER

IMAGE GRAPHIC BANNER

COURSE DETAILS AND BENEFITS
List main benefits of course
List outcomes of completing course

BUY NOW BUTTON

SECOND HEADLINE

COURSE DETAILS AND BENEFITS
List additional benefits of course
List details of course delivery method

TESTIMONIALS TESTIMONIALS

BUY NOW BUTTON

Disclaimers and Refund Policy

BLOGGING

Your website is a central hub to market your course and your blog is the key place to promote your course. In the lead up to announcing your course, your blog content should relate to components of your course. This allows you the opportunity to test your content on your audience and gain feedback on what issues your audience is most concerned about.

Using your blog will help you market to your existing audience as well as create an opportunity to reach new readers who are interested in your content.

The amount of blog posts that you create relating to the course will depend on the size of your course. If your course is small, then 1-2 blog posts will be enough to educate your audience on your course content. If your course is larger, then 3-5 blog posts will provide you with a greater opportunity to educate your readers on the various topics within your course.

You could also use this opportunity to create a blog series that relates to your course.

LEAD MAGNET

A lead magnet is a free digital product that you give away for free. When your reader signs up to receive your free lead magnet, they provide their email address. You can then market your course to them when it launches.

Your lead magnet content should reflect the content of the course you are going to launch. For example, if you are launching a course on Art Journaling and Anxiety, your lead magnet should relate to those topics. For example you could have a lead magnet with the title:

- 10 Tips to Start an Art Journal
- Supplies you will need for an Art Journal
- What does Anxiety Feel Like?

Lead magnets are usually provided in the form of a checklist, challenge, video series, webinar, worksheet, email series or ebook.

The key component of a lead magnet is that your reader must provide their email address to access the free download. This means you need an email list provider (eg. Mailchimp, Convertkit etc). Your free lead magnet can be delivered either through your email provider or as a download link on your website.

The success of your lead magnet will also be an early indicator at the popularity of your future course.

TIPS FOR LEAD MAGNET:

- Decide on delivery method - checklist, video series, webinar, worksheet, email series, ebook etc
- Decide on topic
- Create lead magnet
- Add lead magnet sign up box to homepage, sidebar and beneath blog posts
- Deliver lead magnet - through email or download link or landing page

FIRST EMAIL
Once a new reader has subscribed to your email list, you should send an email to welcome them to your website.

Below are some tips on what to include in your first WELCOME email to your new reader:

- Subject line: Thanks for subscribing to <insert your blog or business name>
- Email content:
- Thank your reader for subscribing
- If you haven't explained how to access the free download, include instructions here
- Explain what they can expect from you with regard to content - eg. Frequency of contact, type of content provided
- Explain how your reader can connect with you on social media
- Encourage your new reader to contact you with any questions or comments. Include details about the best way to contact you.
- Include a thank you and sign off

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20 LEAD MAGNET EXAMPLES

- Action Plan
- Audio file (eg. meditation file)
- Challenge
- Checklist
- Digital graphics
- E-Book
- E-Course
- Email series
- Free Consultation
- Inspirational Print
- Instructional Video
- Live Event
- Podcast
- Printable
- Resource List
- Step by Step Guides
- Templates
- Webinar
- Worksheets
- Workshop

SOCIAL MEDIA

FREE MARKETING
Social media is free to use to promote your blog posts, lead magnet and your final course. Even though social media is free, social media companies now heavily rely on advertising and therefore the exposure to your freely promoted content is limited.

Below is a list of items to publish on your social media platforms for free:

- Links to your blog posts that relate to the course
- Link to your lead magnet sign up form
- Links to any external promotions. Eg. Podcasts or interviews that you participate in
- Share curated content from other sources that relate to your course topic
- Curate and share quotes that inspire your readers around your course topic

Create your hashtag/tag list based on the recommendations of each social media channel below:
- Facebook - hashtags are not recommended on Facebook as Facebook doesn't use hashtags as a basis for searched content
- Twitter Hashtags - choose 1-2 hashtags. Remember the limitation of 140 characters to your entire post. Use hashtags concisely
- Instagram Hashtags - maximum 30 hashtags
- YouTube Tags - YouTube uses tags, not hashtags. A general guideline is 30 characters per tag and approximately 500 characters in total for all tags. Remove the hash symbol # and only use the words as your tags.

PAID MARKETING
By using paid advertising, you can guarantee more exposure to your existing followers as well as new prospects that suit your course demographic.

EMAIL

Your email list is an incredible resource for you to market your course. You have the flexibility of delivering well developed content.

If you are using a 3rd party email delivery system such as Mailchimp or Convertkit, you will also have access to useful analytics that will help you understand how engaged your readers are in your content leading up to your course launch.

The amount of content that you send through email will depend on the size of your course. If your course is small, then 1-2 emails will be enough to educate your audience on your course content.

If your course is larger, then 5-10 emails will provide you with a greater opportunity to educate your readers on the various aspects of your course.

Below are 2 examples of how you can schedule your email content based on the size of your course:

INEXPENSIVE COURSE
- Email 1: Educational email about your course topic
- Email 2: Sales email launching your course
- Email 3: Reminder email about your course
- Email 4: Announcement that cart is closed. Offer option to go on waitlist.

EXPENSIVE COURSE
- Email 1: Educational email about your course topic
- Email 2: Educational email about your course topic
- Email 3: Educational email about your course topic
- Email 4: Announcement of your course coming soon - cart opening date announced
- Email 5: Educational email about the benefits of your course
- Email 6: Launch course for purchase
- Email 7: FAQ about course
- Email 8: Reminder to purchase + announcement of any additional bonuses
- Email 9: Reminder that cart is closing. Answer any last minute questions
- Email 10: Announcement that cart is closed. Offer option to go on waitlist.

If your course is available for purchase at any time with no closing date, you can choose to schedule your emails out further apart. Include details about success from other students, what work other students are doing, and any other additional benefits of bonuses that have been added since the original launch of the course. Get consent from your students if you wish to share any success information in your marketing emails.

TYPES OF EDUCATIONAL EMAILS:
The educational emails that you send should educate your audience on a number of factors:
- What the topic is
- How your course addresses the topic
- The benefits of your course in helping your audience

Below are some examples of the content you can include in your educational emails:

- What's your reason for creating this course
- Reasons why this course will help your audience
- Facts and Myths about the topic in your course
- Address the resistance your audience may feel about taking your course
- Provide a sneak into some of the content in your course that will help explain how your course is constructed
- How your course content may have helped others in the past
- Make an email based on questions you may have received from other people
- Provide a case study of how your course can help with a specific problem

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EXTERNAL MARKETING

In addition to marketing on your website, email and social media, you can also market your course using external platforms. This can be done through direct advertising such as Google Ads or through other external platforms within your industry.

Below are a number of ways you can use 3rd party platforms to promote your course:

- Guest posting as a blogger on other websites
- Using affiliate networks where other people in your industry promote your course to their audience
- Doing written interviews through online news websites
- Appearing as a guest on podcasts
- Speaking at local events
- Release a press release
- Purchasing advertising or sponsorship spots on other websites/social media accounts
- Brochures left at community centres

WORKSHEETS

ART THERAPY RESOURCES

COURSE PLANNER

Below is a summary list of the worksheets within each main section of the Course Planner Package

COURSE ADMIN

- Master Checklist
- Important Links
- Financial
- Folder Structure
- Sales Funnel
- 30 Day Planner

COURSE DESIGN

- Course Modules

MARKETING

- Sales page content
- Email outlines

ART THERAPY RESOURCES

MASTER CHECKLIST

This list is created based on an online course delivery format which includes video and text documents. Copy/paste the list to a separate area and remove the items that don't relate to your course. Add in any other items that are specific to your course.

- Survey audience / market research
- Define course topic
- Decide course name
- Decide course price
- Decide course sales open date
- Decide course sales close date
- Decide course open date
- Decide on course format
- Create course outline
- Create lead magnet based on course outline
- Create lead magnet access (email series, download page etc)
- Create blog posts that relate to course content
- List external marketing opportunities eg. Podcasts, interviews, guest blogging
- Write letter or email template to contact external sources and arrange interviews etc
- Organise tech required for course - software, video, microphone
- Create course content
- Create course notes for speaking
- Create course handouts based on speaking content
- Create course worksheets, checklists, workbooks etc
- Record course content
- Edit course content
- Set up online classroom
- Upload course content to classroom
- Test course (yourself and at least 1 other person, test different browsers and different devices)
- Edit and correct errors where necessary
- Create marketing assets (images and sales copy)
- Create sales landing page on website
- Set up payment system (test)
- Set up email marketing content (test) - brainstorm at least 5 helpful emails that will lead into your course.
- Set up auto responder emails for buyers
- Launch and make your sales page live
- Include links to purchase your course on your main website - header, side bar, bottom of blog posts
- Publish advertising
- Create introduction package for students who purchase your course. Explain how to access the course etc

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The below steps can be added in for course and workshops that are conducted in person.

- Search for locations
- Book location for course dates
- Include directions and location details in course marketing materials
- Arrange catering if required OR include details in the students package about the best places to buy food in the area
- Arrange any furniture required to host students
- Arrange any tech gear required for location. Eg. Microphone, video recorder, projector etc
- Test tech gear to ensure course delivery runs smoothly
- Run through course delivery if possible
- Set up registration area for student arrivals
- Arrange student packages for the course/workshop - post out early or hand out on the day
- Arrange for water and tea/coffee facilities
- Locate the toilets
- Keep details of the key contact of the location on hand if required for emergency contact

ART THERAPY RESOURCES

IMPORTANT LINKS

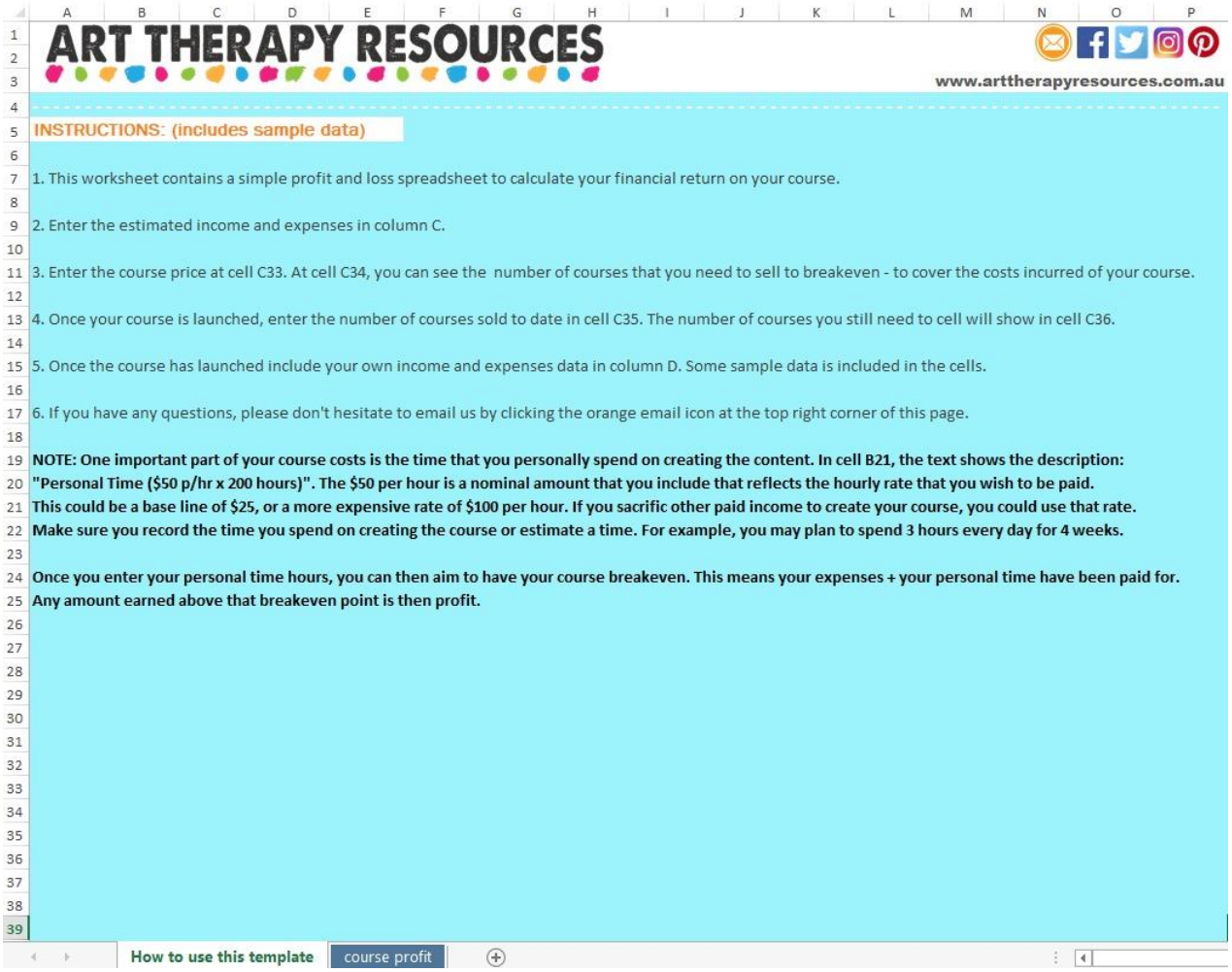
Some sample information has been included.

WEBSITE NAME	WEBSITE LINK	USERNAME	PASSWORD
PayPal	https://www.paypal.com		
Website admin	(your website admin area)		
Email (Gmail)	https://mail.google.com		
Password Manager	https://lastpass.com		
Google Analytics	https://analytics.google.com/analytics/web/		
Facebook	https://www.facebook.com/		
Twitter	https://twitter.com		
Instagram	https://www.instagram.com		
Pinterest	https://pinterest.com/		
LinkedIn	https://linkedin.com/		
YouTube	https://www.youtube.com/		
Snapchat	https://www.snapchat.com/		
Reddit	https://www.reddit.com/		
Amazon	https://www.amazon.com/		
Ebay	http://www.ebay.com.au/		
Evernote			
Email Newsletter Service	Eg. https://mailchimp.com/		
Trello	https://trello.com/		
Asana	https://asana.com/		
Udemy	https://www.udemy.com/		
Ecourse Login 1			
Dropbox	https://www.dropbox.com		
COURSE PAGES			
Lead magnet link			
Landing page			
Thank you page			
Main course login			

FINANCIAL

Included in this Course Planner Package is an excel spreadsheet that you can use to calculate the number of courses you need to sell to breakeven. You can also use the spreadsheet to record your estimated profit and your actual profit once your course has been completed.

A snap shot of the spreadsheet is included below. The spreadsheet has been included as a separate file in this package.



ART THERAPY RESOURCES

www.arttherapyresources.com.au

INSTRUCTIONS: (includes sample data)

1. This worksheet contains a simple profit and loss spreadsheet to calculate your financial return on your course.

2. Enter the estimated income and expenses in column C.

3. Enter the course price at cell C33. At cell C34, you can see the number of courses that you need to sell to breakeven - to cover the costs incurred of your course.

4. Once your course is launched, enter the number of courses sold to date in cell C35. The number of courses you still need to cell will show in cell C36.

5. Once the course has launched include your own income and expenses data in column D. Some sample data is included in the cells.

6. If you have any questions, please don't hesitate to email us by clicking the orange email icon at the top right corner of this page.

NOTE: One important part of your course costs is the time that you personally spend on creating the content. In cell B21, the text shows the description: "Personal Time ($50 p/hr x 200 hours)". The $50 per hour is a nominal amount that you include that reflects the hourly rate that you wish to be paid. This could be a base line of $25, or a more expensive rate of $100 per hour. If you sacrific other paid income to create your course, you could use that rate. Make sure you record the time you spend on creating the course or estimate a time. For example, you may plan to spend 3 hours every day for 4 weeks.

Once you enter your personal time hours, you can then aim to have your course breakeven. This means your expenses + your personal time have been paid for. Any amount earned above that breakeven point is then profit.

How to use this template | course profit

ART THERAPY RESOURCES

COURSE PLANNER PROFIT

INCOME	ESTIMATED	ACTUAL	DIFFERENCE
Course income	6,600.00	10,200.00	$ 3,600.00
			$ -
			$ -
			$ -
TOTAL INCOME	**$ 6,600.00**	**$ 10,200.00**	**$ 3,600.00**

EXPENSES	ESTIMATED	ACTUAL	DIFFERENCE
Software Memberships	100.00	100.00	0.00
Course delivery platform	80.00	80.00	0.00
Designer fees	200.00	180.00	-20.00
Video, audio, editing fees	200.00	210.00	10.00
Wages	250.00	300.00	50.00
Payment fees (eg. PayPal)	40.00	35.00	-5.00
Advertising	200.00	290.00	90.00
Personal Time ($50 p/hr x 100 hours)	5,000.00	5,500.00	500.00
			0.00
			0.00
			0.00
			0.00
TOTAL EXPENSES	**$ 6,070.00**	**$ 6,695.00**	**$ 625.00**

PROFIT	$ 530.00	$ 3,505.00	$ 2,975.00

*NOTE: only include the additional expenses you incur because of the course. If you would be paying website hosting fees regardless of the course, then exclude them from the above calculations.

BREAK EVEN ANALYSIS

Course Price	$ 120.00	Enter price of course
Break-even Point Estimated	50.58	Must sell to cover expenses
Break-even Point Actual	55.79	Must sell to cover expenses
Courses Sold to date	85.00	Enter no. courses sold

FOLDER STRUCTURE

Use this guide to create your own folder structure. Edit the list (complete the blank list)

FOLDERS

- Advertising
- Affiliates
- Blog Posts
- Course Content
    - Research and Notes
    - Images
    - Modules:
    1. Module 1 - include video, audio, pdf and other files
    2. Module 2 - include video, audio, pdf and other files
    3. Module 3 - include video, audio, pdf and other files
    4. etc
- Customer Support
    - Disclaimer
    - Copyright
    - Refund Policy
    - Privacy Policy
    - Terms and Conditions
- Emails
    - Newsletter emails
    - Customer Support emails - eg. How to purchase the course, How to access the course, refund script etc
    - Sales funnel emails
    - Launch email
    - Closing email
    - Thank you purchase email
- FAQs
- Marketing
    - External - Podcasts, blog posts
    - Advertising - copywriting, title, call to action, freebie
    - Webinar
    - Social Media
    - Images
- Website Pages
    - Sales Page
    - Lead Magnet
    - Course closed page (waitlist)

SALES FUNNEL

Use the 3 different scenarios below to build your ideal sales funnel. You can use one of the examples below or use a combination. Your sales funnel should suit your course and your audience.

INEXPENSIVE COURSE

- Potential customer arrives at website to receive lead magnet
- Purchases product
- Receives login details or download details
- Accesses materials
- Completes course
- Follow up through email to sell other courses

MEDIUM PRICED COURSE

- Potential customer arrives at website to receive lead magnet
- Potential customer's email go into your email sales funnel
- Receives 1-5 educational emails related to your course
- Receives sales email to purchase course
- Purchases product
- Receives login details
- Accesses materials
- Completes course
- Follow up through email to sell other courses

EXPENSIVE COURSE

- Potential customer arrives at website to receive lead magnet
- Potential customer's email go into your email sales funnel
- Receives 1-5 educational emails related to future course
- Receives invitation to webinar related to future course
- Receives additional emails related to future course
- Receives sales email to purchase course
- Purchases product
- Receives login details
- Accesses materials
- Completes course
- Follow up through email to sell other courses

ART THERAPY RESOURCES

MONTH: <insert month name and year>

WEEKLY GOALS:

- Course admin set up and choose topic
- Course content
- Course content
- Course marketing

WEEKLY TO DO:

WEEK 1	WEEK 2	WEEK 3	WEEK 4
GOAL: Course admin set up and choose topic	GOAL: Course content	GOAL: Course content	GOAL: Course marketing

ART THERAPY RESOURCES

DAILY CALENDAR TO DO:

<insert month name>						
MON	TUES	WED	THU	FRI	SAT	SUN

ART THERAPY RESOURCES

COURSE MODULES

7 modules have been included in this section - add or remove modules to suit your course.

MODULE 1

- Welcome
- What the course is about
- Benefits of course
- Tips to make sure you complete the course
- Worksheets of workbooks to download

MODULE 2

- Overview of 1st topic in your course
- Videos
- Pdf downloads - worksheets, cheatsheets, workbooks, checklists, templates

MODULE 3

- Overview of 2nd topic in your course
- Videos
- Pdf downloads - worksheets, cheatsheets, workbooks, checklists, templates

MODULE 4

- Overview of 3rd topic in your course
- Videos
- Pdf downloads - worksheets, cheatsheets, workbooks, checklists, templates

MODULE 5

- Overview of 4th topic in your course
- Videos
- Pdf downloads - worksheets, cheatsheets, workbooks, checklists, templates

MODULE 6

- Overview of 5th topic in your course
- Videos
- Pdf downloads - worksheets, cheatsheets, workbooks, checklists, templates

MODULE 7

- Wrap up of your course
- Tips for your students to use the course content in their lives
- Videos
- Pdf downloads - worksheets, cheatsheets, workbooks, checklists, templates

SALES PAGE CONTENT

Use the below sales page outline as a guideline to create your own sales page. The length and detail of your sales page will depend on how complex your course is. If your course is a simple, short course you may only want to create one headline and benefits section.

The example below uses two headline and benefits section which would suit a longer course.

It is important that you provide as much information as possible to your audience. You have inside knowledge of the contents and benefits of your course, however your audience is reading these details for the first time.

Ask for feedback from a potential student or friend to determine if the content of your sales page provides them with enough information to make a purchase.

MAIN HEADLINE

Write headline here

- **Course Details and Benefits**

Write content here

- **List main benefits**

Write content here

- **List outcomes of completing course**

Write content here

SECOND HEADLINE

Write headline here

- **Course details and benefits**

Write content here

- **List additional benefits of course**

Write content here

- **List details of course delivery method**

Write content here

- **Testimonials**

Write content here

ART THERAPY RESOURCES

Sales Page Cheatsheet

HEADLINE - CREATE INTEREST FOR THE READER

IMAGE GRAPHIC BANNER

COURSE DETAILS AND BENEFITS
List main benefits of course
List outcomes of completing course

BUY NOW BUTTON

SECOND HEADLINE

COURSE DETAILS AND BENEFITS
List additional benefits of course
List details of course delivery method

TESTIMONIALS TESTIMONIALS

BUY NOW BUTTON

Disclaimers and Refund Policy

EMAIL

Use these outlines as a guide to construct your email content for each step in your sales funnel.

AFTER RECEIVING LEAD MAGNET

Hi <name of person>

Welcome them to your business and thank them for signing up to your list.

Tell them how they can access the free download. Include the link or instructions to access the item.

List what your reader can expect from you (examples below):
- Daily, weekly, monthly updates via blog posts
- Coupons, discounts
- Announcements, advance noticed on digital products, courses, workshops

State what your main goal is when communicating with your audience. Help with mental health? Improve access to useful information?

Encourage your reader to contact you to ask any questions. Include details about the best way to contact you.

Thank your reader for their time

Your name
Your business name
Include website link and any social media links

p.s include a reminder to download the freebie

EDUCATIONAL

Only one outline email has been included below. You should use this outline to create 3-7 educational emails in your sales funnel. Each email can address different benefits to your readers, as well as mental objections your reader may have to purchasing your course at this time.

Include additional freebies and bonuses as part of your educational email series. Ensure that your content relates to your course topic.

As a reminder, the below information about educational emails has been copied from the marketing section of this Course Planner Package to help prompt you on ideas for your educational email content.

- -

Below are some examples of the content you can include in your educational emails:

- What's your reason for creating this course
- Reasons why this course will help your audience
- Facts and Myths about the topic in your course
- Address the resistance your audience may feel about taking your course
- Provide a sneak into some of the content of your course
- How your course content may have helped others in the past
- Make an email based on questions you may have received from other people
- Provide a case study of how your course can help with a specific problem

- -

Hi <name of person>

Start your email with a reminder for your reader to download the lead magnet. If this is your second educational email in a series, refer to the previous educational email. Build upon your information with each email in your educational emails.

Mention the value of the lead magnet and how it can benefit your reader.

Include your educational content for this email (see above for examples of educational emails)

Mention that you will be emailing details about your course soon (insert launch date if you want).

Encourage your reader to contact you to ask any questions. Include details about the best way to contact you.

Thank your reader for their time

Your name
Your business name
Include website link and any social media links

LAUNCH COURSE

Hi <name of person>

Ask your reader (rhetorically) if they have ever struggled with an issue that relates to your course topic. Eg. If your course is about Art Journaling and Anxiety, you can ask your reader if they've struggled with anxiety.

Ask your reader if they've considered taking action on addressing this issue?

Mention one benefit your reader may experience if they could have this problem addressed.

Introduce your course and state that this course can help with the problem.

Include a link to purchase the course and explain that more detail about the course is available by clicking the link. You can choose how much information to include your email. You may want to include as much information as your sales page does or a smaller edited version.

Encourage your reader to contact you to ask any questions. Include details about the best way to contact you.

Thank your reader for their time

Your name
Your business name
Include website link and any social media links

p.s link to course sales page

FAQ

Hi <name of person>

State that you want to address some questions your reader has about your course.

List the most important FAQ's about your course including:
- How to purchase
- Deadline date for purchasing
- Cost
- How course will be accessed and if the access is permanent or temporary.

List some additional FAQ's readers may have about your course. This is an opportunity to address your reader's objections or concerns about taking this course (some ideas below):
- How will this course benefit the reader?
- Benefits of doing the course.
- Benefits of doing the course NOW.
- Advice on how to complete the course successfully.

Encourage your reader to contact you to ask any questions. Include details about the best way to contact you.

Thank your reader for their time

Your name
Your business name
Include website link and any social media links

p.s link to course sales page

REMINDER CART CLOSING

Hi <name of person>

Remind your reader that the option to purchase your course will be closing soon.

Remind your reader of some of the benefits of the course.

Include details on the most important information about your course:
- How to purchase
- Deadline date for purchasing
- Cost
- How course will be accessed and if the access is permanent or temporary.

Mention any bonuses that you might have added to your course.

Encourage your reader to contact you to ask any questions. Include details about the best way to contact you.

Thank your reader for their time

Your name
Your business name
Include website link and any social media links

p.s link to course sales page

ANNOUNCEMENT CART CLOSED

Hi <name of person>

Thank your reader for their time and attention over the past days/weeks while you launch your course.

Mention that you are looking forward to working with your new students in your course.

Mention that you have opened a waitlist for those who may not have been able to join you in your course this time. Include the link to the waitlist.
(Only mention a waitlist if you intend on running your course again in the future).

Encourage your reader to contact you to ask any questions. Include details about the best way to contact you.

Thank your reader for their time

Your name
Your business name
Include website link and any social media links

p.s link to course wait list