



# How To Make Money While You Sleep

## Your Course Contents

*The entire course is 507 minutes – 8.5 hours*

### Introduction

#### Module 1 – Vision, Goals & Examples (35 minutes)

- All About Me (6 minutes)
- All About You (11 minutes)
- Results & Examples (12 minutes)
- Why Create an Online Course (6 minutes)

#### Module 2 – Research & Testing (18 minutes)

- Research & Testing (2 minutes)
- Your Strengths & Skills (3 minutes)
- Understanding Your Niche & Target Market (2 minutes)
- Challenges & Solutions (4 minutes)
- Naming Your Course (7 minutes)

#### Module 3 – Planning Your Online Course (32 minutes)

- Planning Overview (2 minutes)
- Course Examples (11 minutes)
- Your Action Plan (6 minutes)
- Developing Modules & Lessons (6 minutes)
- Creating your Lesson Content (5 minutes)
- Creating Action Planners (2 minutes)

## **Module 4 - Your Course Design (27 minutes)**

- Equipment – Cameras & Other Recording Equipment (4 minutes)
- Using the iPad & iPhone to Video (1 minute)
- Autocue (2 minutes)
- Microphones & Software (2 minutes)
- Video Editing Software (3 minutes)
- Using Greenscreen (5 minutes)
- Different Ways of Filming (5 minutes)
- Filming with Zoom (5 minutes)
- Video Resources Ebook

## **Module 5 - Your Course Creation (70 minutes)**

- Canva & Flixpress (13 minutes)
- Using Fiverr (7 minutes)
- The Creator (7 minutes)
- Other Resources (11 minutes)
- How to use Camtasia Part 1 (10 minutes)
- How to use Camtasia Part 2 (9 minutes)
- How to use Filmora Wondershare (7 minutes)
- How to use Camtasia for Mac (6 minutes)

## **Module 6 - Platforms (45 minutes)**

- Introduction to Using Platforms (2 minutes)
- The Different Platforms That Host Courses (5 minutes)
- How to Set Up Your Project Using Kajabi (2 minutes)
- Adding Lessons in Kajabi (11 minutes)
- How to Use Udemy (19 minutes)
- How to use Boon.tv (6 minutes)

## **Module 7 – Your Sales Page (39 minutes)**

- Introduction to Sales Pages (1 minute)
- Your Sales Landing Page Overview (6 minutes)
- Planning Your Sales Solution (5 minutes)
- The 8 Steps to Your Sales Plan (8 minutes)
- Copywriting that Sells (6 minutes)
- The Importance of Headlines (5 minutes)
- Your Sales Page – Putting it Together (8 minutes)

## **Module 8 - Your Sales & Marketing Funnel (36 minutes)**

- Introduction to Sales & Marketing Magnets (2 minutes)
- Sales Magnets (9 minutes)
- Udemy Magnets (6 minutes)
- LinkedIn Magnets (4 minutes)
- Meet Alfred Magnets (8 minutes)
- Marketing Strategies (7 minutes)

## **Module 9 - Marketing Through LinkedIn (35 minutes)**

- LinkedIn – Why Use it (5 minutes)
- How to Set Up A Stunning LinkedIn Profile (10 minutes)
- Your Posting Strategy (12 minutes)
- How to Use Posts to Fill Your Webinars (5 minutes)
- How to Use LinkedIn Events (3 minutes)

## **Module 10 – Marketing Through Webinars (48 minutes)**

- Introduction & Overview (1 minute)
- Why Market Through Webinars (8 minutes)
- Your Webinar Marketing Blueprint (15 minutes)
- How to Set Up A Webinar Landing Page (11 minutes)

- How to run a Dynamic Webinar that Converts & Sells Your Online Courses (10 Minutes)
- Your Retention Hook (3 minutes)

### **Module 11 – Promotions, Up-Selling & Cross-Selling (22 minutes)**

- Speaking & Training (16 minutes)
- Your Mini-Course (7 minutes)
- Resale Rights products (3 minutes)
- Promoting with Podcasts (5 minutes)
- Coupons & Discounts (2 minutes)

### **Module 12 – Other Revenue Streams (63 minutes)**

- Introduction to Affiliate Marketing (11 minutes)
- Your Earning Potential (3 minutes)
- How to use Clickbank (21 minutes)
- JV Zoo & Other Programs (8 minutes)
- Why You Should Do Video Reviews (5 minutes)
- Kajabi Affiliate Program (2 minutes)
- The Amazon Affiliate Program (6 minutes)
- How Dropshipping works (7 minutes)

### **Module 13 – Promotion Using Video (26 minutes)**

- Turn Your Articles into Videos (11 minutes)
- Video Testimonials (5 minutes)
- Example of a Video Testimonial (1 minute)
- How to get Video Testimonials (4 minutes)
- How to use Video Email (5 minutes)

## Resources

- Action Buttons
- Audio Sound Files
- Background Images
- Blurred Images
- Lower Third Images
- Lower Third Videos
- Powerful Backgrounds
- Social Media Icons
- Time-lapse Videos
- TV Studios



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### Frank Furness' Business Tips

Frank introduces some tips about getting your business noticed using social media as well as showing off his gadget of the week.

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