

## online programme and membership support packages

### Online programme *Planner*

We have a video call, then you send me everything you have for the course so far. I send you a questionnaire to complete, then I put together a plan, based on all the information you've shared. I send you a follow-up (PDF) with a suggested approach.

#### Includes:

- Mapping out the course structure (the best order to deliver content, based on your topic, themes, ideas and any content you already have)
- Making suggestions on how best to present each part of the content (video, text, downloadable PDFs, quizzes etc.)
- Helping you to decide how best to deliver the content (depending on factors such as your schedule and available time, your preferences and your audience)
- Helping you to decide which online learning platform to use, based on your content plan, budget and other factors

**Cost:** £250

### Online programme *Set-up*

I take your raw materials (videos, text etc) and create and upload your course content..

#### Includes:

- Video editing Creating/designing downloadable PDFs\* (from provided copy - Google docs etc.) and making them fillable as required
- Uploading video and PDF content to online learning platform of your choice (Teachable, Thinkific, MemberVault, Kajabi etc.)
- Adding branding to your learning platform\*
- Setting up the systems in the back end of the platform, according to your needs, including setting up payment options and in-platform sales pages

\* Using your existing branding images/ fonts/logos/graphics

**Cost:** from £600

(Depends on number of videos, number of PDFs and whether they need to be fillable, how much content there is overall/how many units/modules in the course etc.)



If you'd like to discuss any of these options, please get in touch:  
**hello@amyrichards.online**  
**07779 500456**

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### Online programme *Marketing funnel*

I take all the tech off your hands, so all you need to focus on is bringing people to your sales page.

#### Includes:

- Design and build opt-in page and thank you page\* (using Leadpages, WordPress or native course platform page builder such as Kajabi)
- Set up nurture email automation on your preferred email marketing platform\*
- Design and build programme sales page and thank you page\*Integrate opt-in and sales pages with email marketing platform (using Zapier if no native integrations exist)
- Set up payment link in online learning platform (connect to PayPal and/or Stripe) and add to sales page; integrate with email marketing
- Edit sales videos as required, save to preferred video platform and embed on optin and sales pages
- Set up sales/lead magnet webinar in Zoom, EasyWebinar or other webinar platform of choice
- Set up short Typeform survey for leads who decide not to buy

\* Using provided copy - I can proof/edit as required

**Cost:** from £600

(Depending on which steps are needed, how long the sales page is etc.)



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