

online programme and membership development package

Online programme phase 1

development

You have a brilliant course in your head - and maybe you've written a book on the topic, or you have slides and materials from live training you've delivered.

The challenge is getting all this material out of your brain, off the page and into an online format that works for you and your students.

(Which is where I come in!)

How we'll work together:

- 1** We'll have a video call so you can tell me all about your course, your vision, your audience, and how you'd like this to look, feel and work for you and your students.
- 2** You'll send me everything you have for the course so far - notes, slides, your book, audio files, anything and everything that's relevant!
- 3** I'll put together a plan, based on all the information you've shared.

This includes:

Course mapping

Mapping out the course structure (the best order to deliver content, based on your topic, themes, ideas and any content you already have)

Media planning

Helping you work out how best to present each part of the content (video, audio, text, live calls/webinars, downloadable PDFs, quizzes etc.)

Delivery planning

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)

Platform research

Helping you to decide which online learning platform to use, based on your content plan, materials, delivery methods, budget and other factors

If you'd like to discuss this package, please get in touch:
hello@amyrichards.wales

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Online programme phase 2

set up & go live

Once we've got everything mapped out and planned, we'll work collaboratively together to make it a reality.

How we'll work together:

- 1** We'll work together to script your videos/audios and write the copy for your PDFs and other written content.
- 2** You'll record your videos/audios, and approve the final edits of the written content.
- 3** I'll take your raw materials (videos, audios text etc) and create branded, professional-looking PDFs and neatly edited videos and audios.
- 4** I'll set up your chosen learning platform with your branding and preferred settings (including payment gateways) and upload your course content.

This includes:

Content detail planning

Working from your course map to create the content for each section of the course.

Scripting, copy editing and design

Working from your raw materials to create the finished course content.

Video and audio editing

Polishing up your videos and audios to make sure they're clear and professional.

Platform setup

Getting your preferred learning platform set up, branded and ready to take payments.

Integrations

Integrating your learning platform with your email marketing platform for smooth student onboarding, marketing emails and upsells.

Total cost of the Online Programme and Membership Development Package:

£1,900

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online programme and membership marketing funnel

Online programme marketing funnel

sell your programme

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

How we'll work together:

- 1 If you don't already have anything set up, we'll discuss the best platforms to use and make a decision.
- 2 You'll provide your sales page copy, email copy, images and any video content.
- 3 I'll design and build the pages, get all the tech set up, and edit the provided copy as required.
- 4 I'll edit the email copy as required and get the email sequence set up on your preferred email marketing platform.

Total cost of the Online Programme Marketing Funnel Package:
£1,000

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This includes:

Opt-in/waitlist page

Design and build an opt-in or waitlist page and thank you page (using Leadpages, WordPress or native course platform page builder such as Kajabi).

Email nurture sequence

Set up an automated nurture email sequence on your preferred email marketing platform (includes copy editing as required).

Sales/landing page design and build

Design and build a sales/landing page and thank you page (using Leadpages, WordPress or native course platform page builder such as Kajabi).

Integrations

Integrate your opt-in and sales pages with your preferred email marketing platform.

Sales video edit/embed

Edit sales videos as required, save to preferred video platform and embed on opt-in and sales pages.

Sales webinar

Set up an evergreen sales/lead magnet webinar in Zoom, EasyWebinar or your preferred webinar platform.

Survey

Set up short Typeform survey for leads who decide not to buy