

# Five Keys Formula

---

STEP ONE

## A System To Follow

The most successful courses are built on systems. Meaning, they give a step-by-step blueprint on how to get from point A to point B.

STEP TWO

## Give Them An Outcome To Expect

The courses that people want to invest their time and money on are the ones that clearly demonstrate the end result and transformation the student will undergo.

STEP THREE

## Results to Reassure Them

The courses that turn the biggest profits leverage case studies and testimonials to back up the training's value. If you don't have any yet, use your story; you are your own best testimonial.

STEP FOUR

## Markets To Their Custom Avatar

Successful course creators don't try to be everything for everyone. Instead, they understand who their ideal customer is and they address their specific pain points.

STEP FIVE

## Ready. Fire. Aim.

Don't wait to create the perfect plan. Take action and readjust as you go. Imperfect action beats perfect inaction every time.