

## State Your Ideal Outcome In A Headline

Write a subheadline that includes a description about what your course can do for someone.

Enroll In The Course

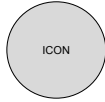
Background picture or video of happy people enjoying the results of your course.

### This is where you state the problem your course will solve.

Remember to break down your problem as something external and the emotion it creates.

Right away, this will make your course interesting.

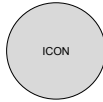
### Headline To Introduce the Benefits Of What Your Course Does



ICON

#### BENEFIT #1

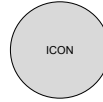
Write a brief description, focussing on what people get.



ICON

#### BENEFIT #2

Write a brief description, focussing on what people get.



ICON

#### BENEFIT #3

Write a brief description, focussing on what people get.

### Headline Introducing The Course

Take a paragraph or two to describe what the course is about. You don't need too much detail. Just give more context about why it is going to help solve some problems. Identify a struggle and get them excited about the solution.

Picture of Success

### The Headline Introducing What They Will Learn In This Course



Highlight of Module 1



Highlight of Module 4



Highlight of Module 2



Highlight of Module 5



Highlight of Module 3



Highlight of Module 6

### Introducing your (topic) expert, (Your Name)

Your Image Goes Here

We understand how important it is for a guide to have both empathy and authority. These are the two components that create trust in the hearts and minds of the buyer.

This is the section where you want to identify with the potential client's pain, struggle or frustration using words like "know" and "understand". Empathy goes a long way.

But you don't just want to connect with empathy. You also need authority. It's ok to talk about some significant accomplishments or experience here (as long as it is relevant to establishing trust - no high school sports awards you're still proud of).

Remember, as a guide, it's ok to talk about yourself. Just the stuff that establishes trust.

Learn More About Us (link to About page)

### Add A Section To Show Your Authority On This Subject

*(not necessary but it could help)*



A Degree?



A Extra Qualification?



Some Association?



CE Credit?

### Testimonials



**Big and bold problem that we were struggling with (internal and external problem).**  
Then we called (company name) and they helped us right away. Today, we are happy with our problem solved.  
-Name and location.



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Here is a good spot to talk about the consequences of not getting help.

Then give them a call to action and describe what success looks like.

Call To Action

This is the junk drawer section.

Put your address, a Google map (for SEO), contact information, copyright info, and a sitemap.