



Building a Successful 7-Figure Online Course: - Learning From The Harvard Model -

Introduction

Have you ever seen those outrageous online course marketing ploys boasting about earning \$10,000 a month in 30 days? They seem too good to be true because, most times, they are.

In contrast, you might also have seen advertisements from prestigious institutions like Harvard University, promising an opportunity for an unparalleled education and a significant investment of \$250,000.

Now, what's the difference between these seemingly scam businesses and these incredibly "legitimate", centuries-old institutions?

How can we apply the strategies and principles of these successful institutions in building your online course?

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Building a successful 7-figure online course is not about quick tricks or outrageous claims; it's about providing genuine value, maintaining credibility, and carefully managing the supply and demand of your course. By learning from successful models like Harvard, we can create courses that are both financially successful and genuinely beneficial to students.

Chapter 1: The Harvard Way:

Lessons in Scarcity and Selectivity

Introduction

Harvard University, one of the most prestigious educational institutions globally, has a unique approach that contributes to its success and reputation.

The fundamental principles in its approach include scarcity and selectivity.

By applying these principles, we can create high-quality online courses that attract qualified and motivated students, leading to better outcomes and higher course value.

Understanding Scarcity

Scarcity is a fundamental economic principle referring to the basic economic problem - the gap between limited resources and theoretically limitless wants.

It compels people to make decisions, prioritise needs, and manage resources wisely.

In the context of an online course, scarcity refers to limiting the number of available slots or access to the course.

Why does this matter?

The value perception of your online course increases when there is limited access.

This sense of scarcity can create a sense of urgency and exclusivity, encouraging potential students to act quickly to secure a slot.

Additionally, it increases the perceived value of your course because it suggests high demand and superior quality.

The Power of Selectivity

Being selective about who you allow into your course is crucial in maintaining high standards and achieving excellent outcomes.

Just like Harvard, which only accepts a small fraction of applicants, your course should also only accept students who show the highest likelihood of success.

Selectivity serves two purposes.

First, it ensures that your course resources are channeled towards students who are most likely to benefit from and excel in the course.

Second, it helps to uphold the course's reputation and perceived value as only top-performing, dedicated individuals are accepted and can successfully complete the course.

Implementing Scarcity and Selectivity in Your Course

Implementing scarcity and selectivity in your online course requires a strategic approach. Here are some steps to consider:

Limited Enrollment:

Consider limiting the number of students you accept into your course each term. This will create a sense of scarcity and increase the perceived value of your course.

Admissions Process:

Implement a rigorous admissions process to ensure that you are only admitting students who are committed and have the potential to do well.

This could involve an application form, interview, or prerequisite qualifications.

Waiting List:

If your course is full, consider creating a waiting list.

This not only maintains the sense of scarcity but also provides you with a ready list of interested potential students for the next course intake.

Transparent Selection Criteria:

Make your selection criteria clear to maintain the credibility of your course.

Let potential students know what you're looking for in successful candidates.

This could include prior knowledge, skills, dedication, or specific interests relevant to the course.

Conclusion:

By implementing the principles of scarcity and selectivity, you can increase the perceived value of your course, attract more qualified students, and enhance the success rate and reputation of your course. Remember, the goal isn't merely to maximise enrolments, but to create an online learning environment where the right students can truly benefit and succeed.

Chapter 2:

Data-Driven Proof: Reality vs Sensationalism

Online course creators often struggle with managing the expectations of their students.

This struggle is frequently rooted in the sensationalist claims made during the marketing and sales process.

While it's tempting to promise significant income increases or career transformations, these grand claims often lead to disappointed and disenchanted students when the reality fails to match the hype.

Setting Sensible Expectations

Sensible expectation setting begins with data-driven proof.

Rather than promising "earn \$10,000 a month in 30 days," which is an unrealistic goal for most, course creators should instead focus on what their course has helped students achieve in the past.

This data-driven proof provides prospective students with a grounded, realistic understanding of what they might expect from taking the course.

For example, instead of saying, "You can make \$10,000 in 30 days," you might say, "Our most successful students have reported an average income increase of 20% within six months of completing the course."

The Power of Authentic Data

Using authentic data in your marketing doesn't just help set more sensible expectations; it can also be a powerful marketing tool in itself.

By showcasing what your students have genuinely achieved, you demonstrate the real value of your course in a concrete, tangible way that prospective students can easily understand.

Consider incorporating case studies, testimonials, and success stories into your marketing materials.

These examples of past student success provide powerful, data-backed proof of what your course can achieve.

The Harvard Model

Look at institutions like Harvard, for instance.

They don't make income expectations or guarantee that their graduates will secure high-paying jobs upon graduation. Instead, they present data.

They share information about how many students graduate, how many secure jobs within their field of study, and the average salary of those jobs.

These data points are far more compelling than any hype-filled promise.

They demonstrate the value of the education without overpromising or under-delivering.

In the end, setting realistic expectations based on data-driven proof is essential for maintaining credibility, ensuring student satisfaction, and building a successful and sustainable online course business.

From Sensationalism to Authenticity

Transitioning from a sensationalist approach to a more authentic, data-driven one might seem daunting, especially if you're used to making big promises in your marketing.

But the shift can pay off in the long run.

You might see a drop in initial sign-ups as you stop appealing to those looking for quick fixes, but the students you do attract will likely be more dedicated, more engaged, and more likely to succeed in your course.

This leads to more genuine success stories, which in turn attract more of the right students, creating a virtuous cycle that can drive the sustainable growth of your course.

Remember, authentic data-driven proof doesn't have to be dry or boring.

Get creative in how you present it, using engaging visuals, compelling storytelling, and strong emotional appeals to make your data as exciting as any sensationalist promise.

Conclusion

In conclusion, managing expectations and grounding your marketing in data-driven proof is crucial for building a successful, sustainable online course.

By focusing on what your course has genuinely helped students achieve, rather than on sensationalist promises, you can create a more credible, valuable, and appealing offering.

Remember, authenticity and honesty aren't just ethical choices; they're also smart business strategies.

Chapter 3:

Building Blocks to Successful Online Courses

Creating High-Value Content

The heart of a successful online course lies in its content.

The quality of the content determines the value that students can extract from the course and their potential for success upon course completion.

The first step towards creating high-value content is identifying the core knowledge and skills your target audience needs to excel in their chosen field or profession.

Building a Curriculum

With this core knowledge identified, the next step is to build a comprehensive curriculum. The curriculum should cover not only the basics but also delve into advanced topics, providing students with a holistic understanding of the field.

This curriculum, while detailed, should not overwhelm the learner.

Break it down into digestible modules and lessons that provide gradual learning experiences.

Leveraging Diverse Teaching Methods

Remember, not all students learn in the same way.

Incorporate various teaching methods into your course design to cater to different learning styles.

This could involve the use of videos, reading materials, interactive quizzes, and practical assignments.

These various methods will ensure that the learning process is engaging and caters to auditory, visual, and kinesthetic learners.

Avoiding Unrealistic Promises

In a world riddled with sensationalism and quick-result schemes, offering an online course that doesn't promise the moon and stars can be a unique selling proposition.

Be honest about what your course can and cannot achieve.

A common mistake made by many online course creators is setting unrealistic expectations, which often lead to student dissatisfaction and negative reviews.

Focusing on Practical Knowledge

In addition to teaching theoretical concepts, focus on providing practical knowledge that students can immediately implement.

Give students an opportunity to put what they learn into practice, thereby consolidating their knowledge and skills.

This practice-oriented approach can make your course more appealing to learners and significantly improve their chances of success after graduation.

Offering Continuous Support

An essential feature of successful online courses is continuous support.

Students should be able to ask questions and seek clarifications whenever they need them.

You can offer this support through Q&A sessions, discussion forums, or personalized feedback.

By doing so, you will foster a supportive learning community that helps students overcome challenges and stay motivated throughout the course.

By creating high-value content, building a comprehensive curriculum, leveraging diverse teaching methods, avoiding unrealistic promises, focusing on practical knowledge, and offering continuous support, you set the stage for a successful online course.

It's not about quick wins or shortcuts but about equipping students with the knowledge and skills they need to succeed in their chosen field.

This focus on genuine value is the key to building a successful online course.

Chapter 4: Quality over Quantity:

Why Not Everyone Should Graduate

In the quest to build a successful seven-figure online course, it's crucial to prioritise quality over quantity.

A key lesson we can take from Harvard is its commitment to maintaining its brand and reputation.

And one of the ways they achieve this is by not graduating everyone.

The focus is on producing successful, highly skilled, and capable individuals, not merely churning out graduates for numbers' sake.

The Importance of Quality Graduates

Maintaining quality is a way to uphold your course's reputation.

When graduates from your course excel in their respective fields, they become a testament to the value of your course.

This not only boosts your course's credibility but also influences the perception of prospective students and the industry at large.

The Dangers of Quantity Focus

Focusing on graduating large numbers can be a double-edged sword.

While it might initially seem beneficial to have more graduates, the adverse effects of lowered standards and quality can tarnish the course's reputation in the long run.

It's essential to ensure that every graduate has genuinely gained value, knowledge, and skills from your course.

How to Maintain Quality

How then can we ensure quality? One of the methods is by enforcing strict standards and benchmarks that students must meet to graduate.

These could be in the form of assessments, projects, or even real-world application of the course content.

The goal is to ensure that your graduates are not just individuals who completed the course, but people who have mastered the content and can apply it successfully.

Dealing with Non-Performing Students

It's inevitable to encounter students who struggle with the course material or fail to meet the set benchmarks.

Instead of lowering standards, consider offering additional support or resources.

Alternatively, it may be necessary to respectfully "cut" these students, ensuring that only those who can maintain the high standards of your course make it to graduation.

The Impact on Demand and Pricing

Quality graduates directly impact demand and pricing.

The higher the quality of your graduates, the higher the demand for your course, and subsequently, the higher the price you can command.

So, it pays to focus on graduating top-tier students.

In conclusion, maintaining quality over quantity in graduation is a crucial factor in the success of your online course.

This focus on quality will lead to a better reputation, increased demand, and the potential for higher pricing, ultimately contributing to your goal of a seven-figure online course.

Chapter 5:

Selecting the Right Candidates for Your Course

Introduction

The success of an online course largely depends on the success of its students.

However, not all students who sign up for a course will be successful, no matter how well-structured and insightful the course might be.

The right fit between the course content and the learner is pivotal.

In this chapter, we will delve deeper into the strategies to select the right candidates for your course, to ensure the highest likelihood of success.

Why Selectivity Matters

Think of your course as a journey with a destination.

Now, the success of the journey is not solely dependent on the path taken but also largely on the travelers themselves.

The right candidates are those who are naturally inclined towards the content of your course.

They are the ones who have a natural knack or passion for the field, and thus are more likely to grasp, persevere, and apply the knowledge provided.

Identifying the Right Candidates

Identifying the right candidates for your course is a process that begins with a thorough understanding of who your ideal students are.

Who will benefit the most from your course? What kind of background, skills, or attitudes should they possess? You can establish these criteria based on your course's objectives and the profiles of previous successful students.

For instance, if your course is about advanced digital marketing strategies, your ideal candidates might be those who already have a foundational understanding of digital marketing and are looking to further their knowledge.

Setting up a Screening Process

Once you know who your ideal students are, the next step is to set up a screening process that helps you filter out the most suitable candidates. This could involve an application process where potential students have to fill out a detailed form about their background, skills, and motivations for taking the course.

It could also include an interview or a pre-course assignment to gauge their current skill level and commitment.

The screening process serves to maintain the quality and reputation of your course.

It ensures that your course is filled with students who have the highest probability of succeeding, thus enhancing the overall success rate of your course.

Communicating the Selection Criteria

Being upfront about your selection criteria and the rigorousness of your screening process has multiple benefits.

Firstly, it sets clear expectations for potential students, helping them self-evaluate their suitability for the course.

Secondly, it adds a level of prestige to your course, as it shows that you prioritise quality over quantity.

Lastly, it prevents disappointments and misunderstandings down the line.

Handling Rejections

Handling rejections can be a sensitive task, especially in an educational setting.

It's important to communicate rejections in a manner that is respectful and encouraging.

Instead of flatly stating that a candidate is not selected, provide constructive feedback and, if possible, recommend other resources or courses that could better suit their current skill level and aspirations.

Conclusion

Selecting the right candidates for your course is an essential strategy that guarantees the success of both your students and your online course.

By setting clear selection criteria, establishing a rigorous screening process, and managing rejections sensitively, you can create a thriving learning environment where your students are most likely to excel.

Chapter 6:

The Power of Authentic Data

The ability to set appropriate, realistic expectations is a significant factor contributing to the credibility and success of an online course.

Many businesses fall into the trap of making sensational claims about the possible outcomes of their courses, resulting in a lack of trust from potential customers who are aware that these promises often fall flat.

In this chapter, we'll delve deeper into the principles of setting expectations for your course and how using authentic, data-driven information can elevate your course's reputation and student satisfaction.

The Danger of False Expectations

This section discusses the problems that arise when businesses set false expectations.

When a course promises unachievable outcomes, it sets up both the students and the course creators for failure.

Students, unable to meet the lofty expectations, end up frustrated and dissatisfied.

The course creators, meanwhile, suffer from decreased credibility and potential damage to their reputation.

The Value of Authentic, Data-Driven Information

This section emphasizes the importance of authentic, data-driven information in setting expectations for your online course.

Using data from past students and their results can provide prospective students with a realistic understanding of what they can achieve.

This will help you avoid sensationalism and provide a clear, unembellished picture of what your course offers.

Reporting Data Without Sensationalism

Here, we'll look at examples of how you can present data without resorting to sensationalism.

By providing clear, objective, and unembellished information about past students' outcomes, you can demonstrate the value of your course without the need for lofty promises or exaggerated claims.

Tracking and Presenting Progress

In this section, we'll discuss methods for tracking student progress and presenting this data to potential future students.

By showcasing how past students have progressed at various stages throughout the course (1 month, 2 months, 3 months, 12 months), you give a realistic picture of the journey a student might expect when signing up for your course.

Case Studies and Testimonials

The use of case studies and testimonials can be a powerful tool in setting expectations.

They allow prospective students to see the authentic experiences of past students, providing insight into both the challenges and successes they might face.

This section will provide guidance on collecting and presenting these case studies effectively.

By the end of this chapter, you'll have a thorough understanding of how to set and manage expectations for your online course using data-driven proof.

This way, you can offer your course with integrity, secure in the knowledge that you are providing value without the need for sensationalised claims.

Chapter 7:

Demand and Supply in Online Course Creation

Introduction

In any market, including the online course market, demand and supply principles play a pivotal role in determining the price of a product or service and its perceived value.

Applying these principles to an online course is a critical strategy for establishing high-value courses.

Understanding Supply and Demand in Course Creation

The core principle of supply and demand suggests that when demand for a product or service exceeds its supply, the price tends to rise.

Conversely, if supply exceeds demand, prices typically decrease.

In the world of online course creation, these principles can dictate how much you can reasonably charge for your course and the perceived value of the course among potential students.

When you offer a course that caters to a select group, based on strict entry criteria, you're essentially creating scarcity.

This scarcity increases the perceived value and demand for your course.

Simultaneously, it allows you to keep the supply of the course limited, enabling you to charge higher prices.

The Role of Selectivity and Scarcity

Maintaining a high standard of selectivity for course admission can boost the demand for your course.

When a course is selective, it's seen as more valuable because of its exclusivity and the perceived value of the content.

This selectivity also creates scarcity, as only a limited number of students are accepted into the course.

On the flip side, you need to ensure that you're not turning away too many potential students.

Striking the right balance is essential to maintaining a sustainable student base while still upholding the integrity of your course.

High-Quality Content Equals High Demand

A crucial factor in maintaining high demand for your course is to ensure it delivers exceptional value to your students.

This value can be in the form of unique insights, proven methodologies, or in-depth knowledge that students can't find elsewhere.

When your course consistently delivers high-quality content, it develops a reputation for excellence that can increase demand.

This high demand, coupled with limited supply, allows you to charge a premium for your course.

Managing Supply

The 'supply' in your online course refers to the number of spots available for students.

As an online course creator, you have the advantage of being able to control this number to a certain extent.

For example, you could limit the number of students per cohort, or offer your course only at specific times of the year.

However, remember to maintain a balance.

Limiting the supply too much can lead to missed opportunities and frustrated potential students.

On the other hand, offering too many spots may devalue the course.

The key is to find the sweet spot that aligns with your goals, your capacity, and the market demand.

Conclusion

Understanding and applying the principles of supply and demand to your online course creation process is a key step towards building a successful, high-value course.

By establishing scarcity and selectivity, providing high-quality content, and effectively managing your course's supply, you can increase demand and justify charging higher prices for your course.

It's all about finding the right balance and creating a course that truly adds value to its students.

Chapter 8:

Free Content Drives Demand for Paid Courses

Introduction

Creating a successful 7-figure online course isn't only about the course itself but also involves savvy marketing.

One of the most potent strategies for driving demand for your online course is by using free content effectively.

Free content can be a tool for demonstrating value, attracting the right audience, and setting up the expectation for what's to come in the paid content.

Building an Authority with Free Content

The initial step in this process is positioning yourself as an authority in your field.

Free content allows you to do just that.

By consistently sharing valuable insights and information related to your course topic, you're not just proving your knowledge but also providing tangible value to your audience.

Platforms for Sharing Free Content

Popular platforms for sharing free content include social media platforms, blogs, YouTube, podcasts, and guest posting on related sites.

For example, if your course is about digital marketing, you can start a YouTube channel where you share digital marketing tips and tricks.

This not only showcases your expertise but also gives potential students a taste of what they can expect from your course.

Creating High-Quality Free Content

The key to success in this strategy is to ensure that your free content is of high quality.

The idea is that if your free content is superior to others' paid content, it creates an impression that your paid course would be even better.

Hence, potential students are more likely to choose your course over others.

Giving Away the "What" but Selling the "How"

One of the ways to strike a balance in providing free content while still keeping your course valuable is to focus on giving away the "what" and "why" in your free content but saving the "how" for your paid course.

For example, in a digital marketing course, your free content could cover what digital marketing is, why it's essential, and what strategies are popular.

Your paid content would then delve into the specifics of how to implement these strategies effectively.

Using Free Content to Attract the Right Students

Another benefit of offering free content is that it allows you to attract the right students for your course.

Individuals who find your free content valuable and are interested in learning more are more likely to be willing to pay for your course.

They're also more likely to succeed in your course because they've already demonstrated an interest and aptitude in the subject matter.

Building an Email List

Free content can also be a tool for building an email list, which is crucial for marketing your course.

By offering valuable content in exchange for an email address, you're growing a list of potential students who have already shown interest in your subject matter.

Conclusion

In summary, using free content as a marketing strategy involves demonstrating your expertise, creating value, and attracting the right audience.

With a focus on quality, you can ensure that your free content not only promotes your course but also stands as a testament to the level of quality students can expect when they sign up for your online course.

By building an audience through free content, you're creating a pool of potential students who already understand the value of what you offer and are more likely to invest in your course.

Chapter 9:

The Graduates: Your Best Ambassadors

A Harvard degree carries prestige, but it's not just the quality of the education that makes it so.

It's also the success of its graduates in their respective fields.

People look at Harvard graduates, note their achievements, and attribute part of those successes to the education they received.

This creates a loop of interest and desire to be part of such an institution. As course creators, we need to replicate this model.

1. Success Stories:

When graduates from your online course excel in their respective fields, it's a testament to the value your course provides.

They become walking, talking proof that your course delivers on its promises.

Encourage your graduates to share their success stories and their journey through your course on various platforms, especially social media.

This will inspire others to sign up for your course.

Remember, people relate more to personal stories than just data.

2. Leveraging Alumni Network:

Harvard maintains strong ties with its alumni, which not only fosters a sense of community but also provides current and prospective students with a network of accomplished individuals for mentorship and career opportunities.

Likewise, establish an active, engaging alumni network for your online course.

It could be a dedicated online forum, regular virtual meetups, or even offline events.

This will keep your graduates connected with your course, and also encourage them to refer new potential students.

3. Referral Programs:

Take a cue from Harvard's admissions process, which considers recommendations from alumni.

Design a referral program where your graduates can refer potential students.

Provide them with incentives such as discounts on future courses, exclusive access to new content, or other benefits that align with your course's offerings.

4. Ongoing Support:

Support for your students shouldn't stop once they've graduated.

Maintain a line of communication and continue providing resources and support.

This not only increases their chances of success (and thus becoming better ambassadors for your course), but it also shows your commitment to their long-term success.

5. Testimonials and Reviews:

In the digital age, testimonials and reviews are king.

Encourage your successful students to leave reviews and testimonials on various platforms, including your website.

Prospective students will often look to these reviews when deciding whether to enroll.

To sum it up, your graduates are a reflection of your course.

Their success is your success.

By leveraging their achievements and keeping them engaged with your course, you not only enhance your course's reputation but also create a self-sustaining system of demand for your course.

Chapter 10:

How to Price Your Online Course

It's crucial to remember that the price you assign to your course will largely determine its perceived value, as well as the types of students who are attracted to it.

The Importance of Pricing

Imagine a high-quality watch that's being sold for a dollar.

The low price might seem appealing at first, but it could also give an impression of low value.

Even if the watch is well-made and durable, the price tag sends a message to potential customers about its worth.

Similarly, the price of your online course communicates its value to potential students.

An exceptionally low price could suggest that the course lacks depth or quality, while an extremely high price might intimidate potential students.

Therefore, pricing requires a fine balance.

Pricing Based on Cost

One way to set your course's price is to calculate the costs of creating and maintaining the course, including your time, any paid software or tools, marketing costs, and any other expenses.

Once you have a clear understanding of these costs, you can set a price that allows you to cover them while also making a profit.

However, this approach may overlook the true value of the course for students.

Pricing Based on Value

Another, often more accurate, way to price your course is to assess its value to students.

This involves understanding how much students are likely to benefit from the course and the financial impact it could have on their lives.

If your course is likely to help students dramatically increase their income, it could be worth a significant investment.

If the online course is aimed at helping participants secure jobs that pay, for instance, \$100,000 per year, a price tag of \$1,000 (1% of the salary) might seem like a great deal.

On the other hand, if the course is about a hobby and doesn't have a direct monetary benefit, a lower price might be more appropriate.

Communicating Value

Just as important as setting the right price is communicating that price effectively to potential students.

This involves clearly stating what the course offers and how it can benefit students, as well as providing testimonials or other proof of its value.

If students understand why the course costs what it does and can see the potential return on their investment, they are much more likely to sign up.

Testing and Adjusting

Finally, keep in mind that setting the price for your course isn't a one-time event.

You can, and should, test different prices to see what maximises both enrolments and profits.

You may find that a slightly higher or lower price leads to a better overall outcome. Remember, though, that consistency is key in pricing.

Frequent changes may lead to confusion or frustration among potential students.

Therefore, price adjustments should be carefully considered and tested before implementation.

In conclusion, pricing your online course effectively involves understanding both your costs and the course's value to students, and being able to communicate that value effectively.

By carefully considering these factors, you can set a price that benefits both you and your students.

Chapter 11:

A Successful 7-Figure Online Course Blueprint

After ten insightful chapters, it's time to weave all the strands together into a comprehensive blueprint for building a successful 7-figure online course.

Lesson 1: Embrace Scarcity and Selectivity

Like Harvard, your course should have a stringent admission policy.

By doing so, you're not only creating a sense of scarcity but also ensuring you have the most qualified, committed, and potentially successful students.

This approach not only enhances your course's reputation but also its overall success rate.

Lesson 2: Leverage Data-Driven Proof

Your course's marketing strategy must be based on facts, not hype.

This means showcasing authentic success stories, completion rates, and data-driven projections for prospective students.

No false expectations, no sensationalism.

Just the real-life success of your students.

Lesson 3: Craft Quality Courses

Ensure that your course content is rich, thorough, and highly effective.

It should be good enough to empower your students to achieve the desired outcomes.

Maintain the highest standards and continuously update your content to reflect current industry practices and developments.

Lesson 4: Not Everyone Should Graduate

To uphold the value and reputation of your course, only the most deserving students should graduate.

This means that your course should be challenging, engaging, and transformative.

It's better to have a handful of successful graduates than a hoard of mediocre ones.

Lesson 5: Set Realistic Expectations

Transparency is crucial.

Let your students know what they should expect right from the onset.

How much work will they need to put in?

What are the possible outcomes?

How long does it typically take to see results?

Honest, straightforward communication builds trust and boosts your course's credibility.

Lesson 6: Balance Supply and Demand

The scarcity model can help keep your course in high demand.

Simultaneously, continuously producing quality, engaging content—both free and paid—can also keep prospective students interested.

This balance helps maintain high course prices, ensuring it remains a premium, sought-after product.

Lesson 7: Leverage Free Content

Creating high-quality free content is a great marketing strategy.

If people find value in your free offerings, they're more likely to pay for your premium content.

Plus, it sets a high standard, making your course more appealing than others in the market.

Lesson 8: Utilise Your Graduates

Your graduates are your best ambassadors.

Their success stories can be used as testimonials and can inspire others to sign up.

They can also refer others to your course, creating a powerful word-of-mouth marketing strategy.

Lesson 9: Price It Right

Price your course to reflect its true value.

Your course isn't just about the content; it's about the transformation it brings, the time and effort you've put into creating it, and the ongoing support and updates you provide.

Don't undersell it.

By implementing these principles and lessons, you can create a successful online course that doesn't just promise returns but delivers them.

This blueprint isn't about instant success—it's about building a lasting, reputable online education business that genuinely helps people achieve their goals.

Conclusion

Building a successful 7-figure online course demands more than just catchy marketing phrases or quick-fix solutions.

It requires a strategic blueprint, a model that prioritises value creation, credibility, and well-balanced supply and demand.

This is precisely the kind of strategy that prestigious institutions like Harvard University have used to maintain their reputation and success over centuries.

Implementing these strategies will not only build a successful 7-figure online course but also one that provides genuine, lasting value to its students.

Yet, navigating through these principles and strategies might feel overwhelming.

That's why I'm here to help you! If you want assistance in implementing this blueprint and are serious about creating a successful online course, feel free to shoot me an email at jordan8328@outlook.com.

Remember, your online course is not just a product; it's a promise of success to your students. Let's make sure that promise is fulfilled in the most meaningful way possible.

Wishing you many years of success,
Jordan