

A woman with curly hair is sitting at a desk, smiling while looking at a laptop. She is wearing a light-colored, textured sweater. The background is a blurred home office with a bookshelf and a window. The text is overlaid on the image.

TECH TOOLS GUIDE

TECH TOOLS FOR COURSE CREATORS

Simplify Your Journey to
Successful Online Courses (&
How an Online Business Manager
Can Help Get You There)

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INSTRUCTOR



HI THERE, I'M SAM

Online Biz Manager & Fellow Entrepreneur

Hello, I'm Sam, the founder of Empowered Support Solutions, a team offering Online Business Manager (OBM) services tailored for women-led businesses. Our mission is to empower and uplift your ventures with personalized support. As we dive into this freebie, discover valuable insights and how an OBM can be your secret weapon in conquering the world of podcasting. Let's create something extraordinary together!

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I've got a heck of a recommendation for making your launch work back plan SIMPLE!

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INTRODUCTION

Welcome to "Tech Tools for Course Creators," an ultimate resource to supercharge your course creation process. Whether you're just starting on your entrepreneurial journey or a seasoned course creator aiming to optimize your offerings, these carefully selected tools will save you valuable time and effort while elevating the quality of your course content.

Our mission is to empower you with simple but cutting-edge

technologies that will not only streamline your workflow but also enhance the learning experience for your students.

Get ready to embark on a transformative journey towards creating successful online courses that leave a lasting impact on your audience.

Let's unlock the full potential of your course creation venture together!



THRIVECART LEARN

Thrivecart Learn is a comprehensive all-in-one course platform that empowers course creators to build, sell, and deliver online courses with ease. It integrates seamlessly with Thrivecart's powerful shopping cart features, providing a user-friendly experience for both creators and learners.

WHAT I LOVE ABOUT THRIVECART LEARN

Thrivecart Learn streamlines the entire course creation process, making it an ideal choice for aspiring and experienced course creators alike. Here are the platform's standout features:

- 1 Intuitive Course Builder: Create visually appealing and interactive course content effortlessly with Thrivecart Learn's user-friendly course builder.
- 2 Seamless Integration with Thrivecart: Easily link your courses to Thrivecart for secure and hassle-free payment processing, enrollment management, and access control.
- 3 Drip Content and Schedule Lessons: Release course content gradually to ensure a structured learning experience for your students.
- 4 Robust Analytics Dashboard: Track student progress, completion rates, and engagement metrics to refine and optimize your courses.
- 5 Customizable Student Experience: Personalize your course platform with custom branding and engagement elements to enhance the student experience.
- 6 Drip Content and Schedule Lessons: Release course content gradually to ensure a structured learning experience for your students.
- 7 Affiliates & Coupons: Thrivecart Learn INCLUDES an affiliate program & coupons are simple. This alone is a game-changer.

FLODESK EMAILS

Flodesk is an elegant and user-friendly email marketing platform designed to help course creators build beautiful and engaging email campaigns effortlessly. With its intuitive interface and creative email templates, Flodesk makes email marketing a breeze.

WHAT I LOVE ABOUT FLODESK

Flodesk simplifies the entire email marketing process, allowing course creators to nurture leads, engage with their audience, and boost course sales. Here are some of Flodesk's standout features:

1

Stunning Email Templates: Access a collection of aesthetically pleasing and customizable email templates that reflect your brand's style.

2

Drag-and-Drop Email Editor: Create visually captivating emails with ease using Flodesk's intuitive drag-and-drop email editor.

3

Segmentation and Targeting: Segment your email list based on specific criteria, allowing you to send personalized and targeted content to different audience segments.

4

Automation Workflows: Set up automated email sequences and nurture leads on autopilot, saving you time and effort in managing email campaigns.

5

Email Analytics and Insights: Gain valuable insights into email performance and audience engagement with detailed analytics.

YOUTUBE FOR HOSTING

YouTube is a powerhouse video hosting platform that empowers course creators to host, share, and deliver high-quality video lessons to their students. With its extensive reach and ease of use, YouTube is an ideal choice for educators looking to create impactful video content. You can also use it to host your course's video content for FREE in a private file.

WHAT I LOVE ABOUT YOUTUBE FOR PRIVATE HOSTING

When using Thrivecart Learn, you'll need to host your video content somewhere. There are a few options for this but here are some of the reasons why YouTube stands out:

1

Private files: You can create a private file within your channel (super simple to set up) & host everything without it being searchable.

2

Embedded Videos for Easy Integration: Easily embed YouTube videos into your course platform or website, enhancing the student learning experience.

3

Private and Unlisted Video Options: Maintain control over your course content by setting videos as private or unlisted, ensuring only enrolled students can access them.

4

Customizable naming of your videos so you can keep things ultra-organized on the backend of things.

SIMPLE SALES PAGE

A landing page is a crucial element in your course marketing strategy. It serves as a gateway for potential students to learn more about your course and enroll. A well-designed landing page can significantly impact course conversions.

OPTIONS FOR CREATING YOUR LANDING PAGE

While there are many options out there for where you can create and host a landing page, these are the top 3 I'd recommend:

1

Your Website: Your site is the best place to host a sales page because (#SEO). You can create a simple subdomain on your site, or add a sales page where you'll showcase your course's best features.

2

LeadPages: LP is an excellent option for creating sales pages and quick-form spaces to showcase a course. While I do not personally use LP in my own course business, I have worked with clients who do & love it's features.

3

Stan Store: If you plan to use social media as your primary means of marketing and selling your course, you can create a VERY simple sales page inside of Stan Store and add it to the link in your bio.

SUPER HELPFUL TOOL FOR CREATING A SALES PAGE

If you're planning to write a sales page from scratch, Amanda Genther is your girl! [Check out her Sales Page In a Day Templates here.](#)

*Hint here: If you're feeling a little overwhelmed by all of this, know that hiring an OBM can take a lot of pressure off you. More on that later though!

SALES PAGE NEEDS

Everyone does sales pages a little differently, and you'll be no different. But here are some of the basic things every sales page needs to be effective, especially for properly marketing and selling an online course:

1

Compelling Headline: Craft a clear and captivating headline that communicates the primary benefit of your course.

2

Visual Appeal: Use high-quality images, graphics, and videos to make your landing page visually appealing and engaging.

3

Clear Call-to-Action (CTA): Include a prominent and persuasive CTA that encourages visitors to enroll in your course.

4

Course Benefits and Features: Highlight the key benefits and features of your course, addressing potential student pain points.

5

Testimonials and Social Proof: Showcase testimonials and social proof from satisfied students to build trust and credibility.

6

Mobile Responsiveness: Ensure your landing page is optimized for mobile devices to accommodate users on various platforms.

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ASANA

Asana is a powerful project management tool that empowers course creators to organize, track, and collaborate on course-related tasks efficiently. With its intuitive interface and collaborative features, Asana keeps your course creation process on track and organized.

WHAT I LOVE ABOUT ASANA

Asana simplifies course management and collaboration, allowing you to focus on delivering exceptional content. Here are some of Asana's standout features for course creators:

- 1 Task Organization and Prioritization: Organize course-related tasks, set deadlines, and prioritize activities to ensure a smooth workflow.
- 2 Team Collaboration and Communication: Collaborate with team members, VAs, or assistants to delegate tasks and maintain clear communication.
- 3 Checklists and Progress Tracking: Utilize checklists to monitor progress on course content creation, marketing, and other essential activities.
- 4 Calendar View and Deadline Reminders: Visualize project timelines and set automated reminders to meet course launch deadlines.
- 5 File Sharing and Integration: Seamlessly integrate Asana with other productivity tools for efficient file sharing and task synchronization.

SUPER HELPFUL TOOL FOR LAUNCH PLANNING

There is no simpler way to establish a launch calendar and work-back plan than using Roberta's West's Launch Plan In a Day. [Use this link](#) to check it out but take my word for it, this is the ultimate in launch strategy!

HOW AN OBM CAN HELP

As I mentioned previously, hiring an OBM can make a HUGE difference in whether or not you actually get your course out into the world.

Here's how hiring an OBM can help:



Tech Setup Guru

- Assist with the initial setup and integration of course platforms like Thrivecart Learn, Flodesk, YouTube, and Asana.
- Ensure seamless functionality and troubleshoot any technical issues that may arise during the process.



Content Organization:

- Organize course content, modules, and resources in platforms like Teachable or Thrivecart Learn, ensuring a logical and user-friendly structure.
- Create a content calendar and schedule content release to maintain a consistent and well-paced course experience.



Email Marketing:

- Manage email campaigns using Flodesk (or many other email marketing platforms, including crafting engaging email sequences and scheduling email broadcasts.
- Segment email lists based on audience preferences and track email performance to improve engagement.



Video Content Management:

- Assist with uploading course videos to platforms like YouTube or ThriveCart Learn, ensuring proper privacy settings and video organization.
- Implement video SEO strategies on YouTube to improve visibility and reach.



Sales Page Creation:

- Design and create captivating landing and sales pages on your website to promote your courses and optimize conversions.
- Monitor landing page performance, run A/B tests, and make data-driven adjustments to enhance results.

MORE WAYS VA'S HELP

Unlock your podcast's potential by bringing on an experienced Online Business Manager to help you get your show off the ground.

Here's how hiring an OBM can help:



Community Engagement Support:

- Manage discussion forums and student engagement on course platforms to foster a sense of community.
- Respond to student queries and provide timely support to enhance the learning experience.



Task Coordination Master:

- Coordinate course creation tasks among team members, VAs, and assistants using project management tools like Asana.
- Ensure deadlines are met and progress is tracked effectively.



Guest Coordination and Collaboration:

- Rely on your OBM to handle guest coordination, including scheduling interviews, sending invitations, and providing necessary details.
- They can collaborate with guests for cross-promotion, expanding your podcast's exposure and potential audience.



Analytics and Reporting Analyst:

- Analyze course performance data and provide valuable insights on student engagement, completion rates, and course improvements.
- Generate regular reports on course metrics to inform data-driven decisions.



Branding and Design:

- Assist with course branding, creating graphics, and designing visually appealing course materials.
- Ensure brand consistency across platforms and promotional materials.



Course Promotion Partner:

- Collaborate on course launch and promotional strategies, including social media outreach and email marketing campaigns.
- Utilize Flodesk and other tools to engage potential students and drive course enrollments.

EXPLORE YOUR OPTIONS

Question 1

If you could bring on an OBM for one aspect of this journey, which would it be?

Type Your Answer Here

Question 2

Which tasks listed above feel outside your wheelhouse?

Type Your Answer Here

Question 3

Which areas listed above feel like they're in your "zone of genius?"

Type Your Answer Here

Question 4

How could hiring an OBM help make creating your course a reality?

Type Your Answer Here

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OBM SERVICES TAILORED TO YOUR NEEDS

Have a digital course (or podcast, or biz organization) idea you'd like to get off the ground? Feeling a bit overwhelmed by all that needs to be done to launch well? Believe me, I've been there!

Click the link below to schedule your complementary call so we can chat about how we can build this thing together. I'm here for you!

[SCHEDULE NOW](#)



THANK YOU!

Thank you for embarking on this podcasting journey with us! We hope this comprehensive guide has provided you with valuable strategies and insights to create an exceptional podcast that resonates with your audience. Remember, podcasting is not just about content creation; it's about building meaningful connections and leaving a lasting impression. Should you decide to take your podcast to new heights with the support of an OBM, know that we're here to help. Feel free to reach out for further assistance, guidance, and collaboration. Wishing you every success on your podcasting adventure!

All my best, Sam

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