

# How To Create An ECourse

A simple yet profitable strategy that ANYBODY  
can use to quickly and easily create an  
Email course in a day!

Brought to you by

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# Introduction

## What is an ECourse?

An ECourse is simply a short informative course delivered by email.

It's a series of sequential lessons or resources delivered to subscribers over a period of weeks or months. Whether it's 4 weeks or 12 weeks or 12 months is up to you.

You simply add each part of your course to an [autoresponder](#) and automatically send out each instalment at preset intervals to anyone who subscribes.

Each subscriber adds to your growing list of highly targeted subscribers and gives you another opportunity of growing your income while providing useful information and building your relationship with new prospects. Email courses can be very profitable!

## An Easy Way To Create Your Own ECourse To Start Giving Away In The Next 24 Hours...

I want to show you an **easy-to-follow system** that you can use beginning right now to create your own profitable email course.

Each step is **so simple** that you could finish all the steps today and start offering your own email course right away.

## All you need to do to get started is to

- Set aside a few hours of your time
- Follow the simple steps I show you

It's much easier than you think to set up an automated ECourse and start **profiting** from multiple income streams in days.

**Step 1 Decide on the topic of your email course.**

The first thing you need to do is decide on your topic. Decide on your subject first and create your title later.

Choose your subject area Your topic could be something that you know people need help with like:

Marketing, Management, Blogging, Social Media, Weight Loss, Gardening, Hobbies, Relationships, Beauty, Parenting...

Or, it could be something very specific:

- How to write a winning CV
- How to manage difficult people
- How to create a kitchen garden
- How to use Twitter to build your business
- How to create a lead generating Facebook page
- How to lose 10 pounds painlessly
- How to potty train your toddler
- How to improve your golf game

You might find it easiest to start with a general topic and focus on something specific once you start putting you course together. So, decide on your topic, then...

## **Step 2 Find existing articles to use in your course.**

These articles can be articles **you** have already written, they can be quality PLR articles or they can be articles that other people have written.

**You don't need to write any original content for your quick and easy email course if you don't want to or don't have the time. You can profit from other people's information, and it's both legal and ethical!**

PLR stand for Private Label Rights. You can buy the right to use somebody else's work as though it were your own.

Here are some sources of quality PLR that I use myself – it's excellent value and easy to use.

<http://budurl.com/greatplrcontent>

<http://budurl.com/coachingplr>

<http://budurl.com/selfhelpplr>

## **Here's what you do if you don't want to invest in PLR and don't have enough of your own ready written articles:**

Find existing articles focused on your topic and ask permission from the authors to include their articles in your email course.

**For example** if you are creating an ECourse on *parenting*, you'd look for existing parenting articles to publish.

It's just a matter of finding 5-7 articles relating to your topic and getting permission to include them in your ECourse.

## **Where do you find the articles?**

There are two easy ways of finding existing articles related to your topic.

### **Use a search engine**

Go to a search engine like Google.com and do a search for articles in your niche.

Just search for " \_\_\_\_\_ articles" -- fill in the blank with your topic.

For example:

"parenting articles" "weight loss articles" "self help articles"

### **Article Directories**

There are some quality articles in article directories that are available for you to use.

Authors submit their articles to article directories in the hope that a publisher, that's you, will like their articles enough to publish them.

Article directories are a good place to look for articles, as the authors already want their articles to be published by you, you don't need to ask for permission. I told you this was easy!

Three of the better directories are...

- <http://www.EzineArticles.com>
- <http://www.articlesbase.com>
- <http://www.GoArticles.com>

The next step is to find relevant well written articles. I recommend that you choose between 5 and 7 articles.

**All the articles you find won't be useful for your email course.**

You need to dismiss articles that aren't well written or don't have enough useful up to date information.

Ideally you want articles written by authors who are not trying to sell anything or by authors who have an affiliate program for their own product.

**Why?**

When you publish the articles in your email course, you need to include the author's resource box at the end of the article.

Any link in the resource box needs to be **your** affiliate link to **their** product!

**This is how it works**

You publish articles in your email course and your subscribers read the articles to find solutions. If they like the information and want more detail, they click on the link in the resource box and go to a product page using your affiliate link. If what they see meets their needs and they're ready to buy **you make a commission!**

So, I recommend that you

- Look for articles that are written by people who have affiliate programs for their own products.
- Join their affiliate program and promote your affiliate link at the end of their article in your email course.

**Here is an example:**

# How to Set Up a 7 Day E-Course

By [Lorrie Morgan-Ferrero](#)

An e-course is a sequence of emails set up to be delivered automatically without any effort on your part after the initial set up. Just set it and forget it. Setting up a free e-course is a great way to keep your services on top of mind and educate people about what you can do for them.

I highly suggest you subscribe to other people's e-courses in your field and study what information they offer too.

## HERE'S HOW TO GET STARTED

**STEP ONE:** Outline your topics. First you have to figure out what you think people would want to know about. Do a brainstorm exercise where you limit yourself to 5 minutes (use a timer). Write down all the topics you can think of on your area of expertise. Then edit down until what you have left is what you think is most relevant. For example, here's the basic outline of my free e-course on copywriting.

Day 1: Overview of copywriting

Day 2: Tips on attracting your target market

Day 3: Features/benefits brainstorm exercise

Day 4: Single most important aspect of writing copy — headlines

Day 5: Keep them reading with the inverted pyramid

Day 6: Copywriting tricks the pros use

Day 7: The Cardinal Rule of Copywriting: Expect to Rewrite

**STEP TWO:** Go deeper in each subject. Really provide some content here. Make 2-3 points about each topic. Don't be afraid to do some hardcore research. Find statistics and trends and use them. Your message doesn't have to be long, just information-packed. You have the attention of people who "asked" to learn from you. So give them something valuable.

**STEP THREE:** Tease them till next time. After you've educated them, let them know that the next lesson will have something even more mouth-watering. The less specific you are, the more tantalizing the copy. Here are some teaser phrases I used in my e-course. Feel free to swipe versions of them for your own use:

"Hang on till tomorrow and I'll give you some tips to turn the heads of your

target market.”

“In Day 3, you’ll learn the secret method I use in getting copy to sell.”

“Tomorrow you’ll learn the SINGLE most important aspect of copywriting.”

“Next I’ll show you how to keep them reading once you’ve snared them with your headline.”

**STEP FOUR:** Sign off. End your email like a real letter with a closing like “sincerely”, your name, business and some ways to get a hold of you. Add your website and any tagline you use too.

**STEP FIVE:** P.S. Alert them to your other products or services. You have something to sell, right? But the purpose of your e-course is to educate and develop a relationship, isn’t it? Don’t worry. You can do both. As long as you’re giving good content, people often like to know if you have something else to buy they would be interested in. For a gentle call to action, I recommend putting a product link with very little text in the P.S. (Studies show that people read the headline first THEN the PS. Weird, huh? But it’s true.)

So to recap. Follow-up is one of the biggest problems in doing business. Autoresponders do it effortlessly.

**Author Resource** Copywriting guru Lorrie Morgan-Ferrero has been helping entrepreneurs and copywriters get their marketing messages razor sharp since 1999. Get free access to 5 tips to turn your “blah” sales message into red-hot copy that ROCKS... at <http://budurl.com/copythatsells>

It took me just 15 minutes to find the article, join the affiliate program and copy the article into this report.

This is where I found the article you just read, and yes, that is my affiliate link in the Author’s resource box!

<http://freeaffiliatearticles.com/wp>

Every article on this site has an affiliate program associated with it and you already have the author’s permission to reprint the article so you won’t need to contact the author to get permission.

**Step 3 Unless you're using articles from free affiliate articles you need to contact the authors of the articles you plan to use to get their permission to use their article.**

If you don't want to do this you will need to use PLR content or write your own articles.

Once you've chosen the articles you'd like to include contact the authors and ask for their permission to use their article.

Just send them an email and be clear about what you are asking for.

- Permission to include their article in an email course
- Permission to put your affiliate link to their product in the resource box

Here is an example email, please feel free to use it as a model for your own email.

Dear ...

Your name here with a quick request about one of your Ezine articles.

I'm creating a 7-day email course that I'll be offering at [www.Your Website URL](http://www.YourWebsiteURL.com). I'd appreciate your permission to reprint one of your articles as one of the messages in the series.

Your article titled Article Title would be a perfect fit for my email course and I know my subscribers will appreciate your information.

I'd like to use your article and include my affiliate link to your product in the resource box at the end of the article.

I'd appreciate it if you'd hit reply and send me a quick email to let me know if I have your permission to include your article.

Thanks in anticipation,

Your Name

## **Step 4 Give your email course an attention grabbing title**

Once you have permission to use your selected articles it's time to choose a title for your email course.

- What do your articles have in common?
- What problems do they solve?

You need to choose a title that will grab the attention of potential subscribers, something that answers the question, "What's in it for me?"

### **For example**

If your subject is getting **more website traffic**, here are some possible titles...

- 77 Ways to Get More Web Traffic
- How To Get More Web Traffic Fast
- Website Traffic Secrets
- Really Easy Free Traffic Tips

Simply create a title for your email course based on what you are teaching in the course.

## **Step 5 Format each module of your email course put them in an autoresponder.**

You don't want it to look as though you've thrown an assortment of content together. I suggest you format each of the articles so they have the same look.

Something like this:

TITLE OF YOUR ECOURSE

Headline of Article

Published by Your Name

www.YourWebsiteLinkHere.com

Day 1 of a 7 Day ECourse

In Today's Lesson you will discover...

Introduce the author of today's article or make an offer of some kind.

Article title by...

Article...

Tomorrow, we'll cover...

Title of tomorrow's article here

Until tomorrow,

Your Name

Website

Contact details

Once you've put your articles in a logical sequence and formatted them, load them into your autoresponder.

**If you don't already have an autoresponder** I recommend [Aweber](#). If you prefer to have an autoresponder that includes a shopping cart and offers affiliate management [Wahmcart](#) is an affordable option

## **Step 6 Put your email sign up box on your opt in page**

Once you've put your email course into your autoresponder, you need to create an opt-in email capture form and mini-sales letter for your new eCourse.

Your autoresponder system will generate the opt-in email capture form for you.

Now you need to you create a one page sales-letter" for your ECourse that convinces people of the benefits of giving you their email address.

I know that you're planning to give your ECourse away, but people won't opt in unless you give them a good reason to subscribe.

Your opt in page doesn't need to have amazing graphics or be very long, in fact, the shorter the better. You just need to include some benefit laden bullet points to let people know how they will benefit from subscribing. Answer the questions,

- What's in it for me?
- How will I benefit?

You could list the article titles if that's easier for you. Here are examples of simple opt in pages that work:

<http://budurl.com/imquickstart>

<http://budurl.com/launchproducts>

<http://www.seoissimple.com/howtocreateaneffectivewebpresence.html>

Create a simple opt in page and start spreading the word.

## **Step 7 Once you have all the pieces in place you need to tell people about you ECourse**

Let people know it's available and how it will benefit them.

- Announce it on your web site or blog
- Email your existing contacts
- Promote your course in your email signature file
- Link to your course when you post in forums
- Write articles and publish them in EzineArticles making sure you include a link to your opt in page in your author's resource box.

Creating a short email course is really quite easy when you use the method I've outlined here. You can do this, you just need to focus and take action.

**Offering useful information is one of the easiest ways to generate new subscribers. Creating an Ecourse is a relatively simple and effective strategy to create new fans.**

I encourage you to set aside a few hours and create an ECourse following the steps I've outlined here. There's no good reason why you can't be building a highly targeted list of subscribers while earning affiliate commission and you could have everything in place by tomorrow.

Before I go, I'd like to share a few resources that I think you'll find useful.

[Make Your Knowledge Sell](#) is a really useful guide to writing, publishing and selling a profitable eBook.

[Internet Marketing Success Library](#) This is where you can find out how to do just about anything you need to do online and the first level of membership is free.

You can find out for free how to create your first email list with [Aweber](#)

If the thought of writing a sales letter fills you with horror, Marlon Sanders has a [Sales Letter Creator](#) that is easy to use and won't break the bank

Marlon also created [Traffic Dashboard](#) – this is an amazing resource that gives step by step help to use up to 16 different strategies to get more traffic.

And if you want real step by step help to help you put all the internet marketing pieces together I highly recommend <http://budurl.com/newbiecrusher>

I trust you've found this report to be helpful and informative and that you're encouraged to get started with creating your own ECourse.

Wishing you success,

Lynne Lee

[www.internetmarketingforsmallbusinessesonline.com](http://www.internetmarketingforsmallbusinessesonline.com)

PS I have only recommended resources that I have used myself or had good reports of from trusted sources, I highly recommend that you do the same.

