



Online Visibility  
**ACADEMY**

# THE CREATING BUYER'S GUIDES TO SELL YOUR COURSES

WORKSHEET

THE REALLY GOOD STUFF.



# PLANNING

What will your buyer's guide be about?

My buyer's guide will be about:

---

---

---

---

Who will read my buyer's guide?

---

---

---

---

What are their most pressing needs?

---

---

---

---

How will my buyer's guide help them?

---

---

---

---





# PLANNING

Name Your Guide:

- First-time purchase guide
- After-care guide
- Comparison guide
- Additional courses /Upsells
- Advanced / Pro User Guide

My buyer's guide will be called:

---

---

---

My buyers guide will be in the following formats

- Video
  - Blog post
  - PDF
  - Audio
  - A combination
- 



# WRITING

Why would someone want my course?

---

---

---

What problems does my course resolve?

---

---

---

What unique features does this course offer?

---

---

---





# WRITING

What can this course be used for?

---

---

---

Be very specific about the circumstance the course can be used in, and what it's not suitable for.

Are there other deciding factors when purchasing this course?

---

---

---

How much does the course cost?

---

---

---





**LINKS &  
RESOURCES**

Links that are useful for my reader include:

---

---

---

Additional resources

---

---

---

How can I be contacted?

---

---

---





## THE BUYER'S GUIDE ITSELF

- My guide reflects my brand
- My calls to action are easily identifiable
- My copy is easy to read
- The images are appropriate to my content
- The images are clear and represent the course well
- I've run spellcheck and looked for typos
- I've checked my content works in my chosen format
- I've slept on it before editing and publishing
- I've got ideas on how to market my buyer's guide

---

---

---





## MARKETING IDEAS

I plan to reach my ideal customers using:

- My blog
- Twitter
- Facebook
- Facebook ads
- Email marketing
- Blogger outreach

---

---

---

