"Cliff Notes" and Action Items for Day 2: AI Profit Sync Challenge

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Summary of the Day 2 Training with Action Steps:

Creating a Digital Course: A Step-by-Step Manual

Step 1: Identify Your Niche

- Understand your target market. If unsure, seek guidance or conduct a Q&A for niche selection.

Step 2: Course Conceptualization

- Decide on a course topic that resonates emotionally with your target market, similar to how a dog whistle attracts only dogs. Your course should magnetically attract your ideal customers.

Step 3: Learn from E. Haldeman Julius

- Study E. Haldeman Julius's method of creating compelling titles to attract buyers. Use the resource "E Haldeman Julius's First Hundred Million" to understand how effectively crafted titles can sell books (or courses) by conveying clear value.

Step 4: Crafting Your Course Title

- Create a course title that acts as a beacon for your target customers, making it emotionally compelling and impossible to ignore.

Step 5: Market Research with AI

- Use AI tools to compile a comprehensive list of problems, goals, and desires within your niche, focusing on those with the highest emotional impact.

Step 6: Outline Your Course

- Narrow down the list to high-impact problems and goals. Use this list to brainstorm digital course ideas that offer solutions, and outline your course based on these insights.

Step 7: Create Content with Depth

- Delve into each selected problem or goal, generating detailed course content that addresses these issues head-on, providing real solutions and benefits to your students.

Step 8: Engage with Your Community

- Utilize our [private Facebook group](#) for brainstorming, feedback, and networking within the community to refine and validate your course idea.

Step 9: Utilize AI for Course Creation

- Employ AI to brainstorm, outline, and even draft course content, making sure to refine and personalize the AI-generated content to ensure it aligns with your unique insights and provides genuine value to your customers.

Step 10: Finalize Your Course

- Review, refine, and finalize your course materials. Ensure your course not only addresses specific problems and goals but also resonates emotionally with your audience, encouraging them to purchase and engage with your content.

Important Tips:

- Keep refining your niche understanding and course materials based on feedback and new insights.
- Use AI not just for content creation but as a tool for deep market research and understanding emotional triggers in your niche.
- Remember, the goal is not just to sell a course but to genuinely help your target audience overcome their challenges or achieve their desires.

By following these steps, you create not just a course, but a targeted solution that meets the specific needs and desires of your audience, ensuring both their success and yours.

Prompts Used in the Day 2 Training:

Each prompt session is intended to stay in the same window. This way you "prime" ChatGPT to know what to talk about.

Prompts for Pinpointing Problems:

You are an expert in market research. Please help me uncover a comprehensive list of problems and goals people face when it comes to [NICHE/TOPIC]

Now narrow this list down the things with the biggest emotional impact on my potential customers. I plan to sell a course on [NICHE/TOPIC], but want to narrow down to some specific topics.

Now based on this list. Please help me brainstorm out 10 different online digital courses I could sell my target market to help them solve these problems and achieve these goals.

Assuming my course will be "[COURSE]" designed to [HOW YOU HELP CLIENTS], now give me the 5 biggest problems people face about this.

Assuming my course will be "[COURSE]" designed to [HOW YOU HELP CLIENTS], now give me the 5 biggest goals people hope to achieve about this.

Now combine my list of problems and goals from above into a combined list of 10.

Now take my combined list of 10 problems and goals and give me a list of the benefits people would achieve if they solved those problems or achieved those goals.Please put it in table format.

Prompt for Finding Tantalizing Titles:
(Use this prompt in the same ChatGPT window as the above prompts)

You are an expert in direct response marketing and persuasion. Please give me 10 titles for a course about [YOUR COURSE TOPIC] to behave in the style of e Haldeman julius and gary halbert. The titles should clearly convey the concept of the course. Use the above 10 problems to solve, goals to achieve & benefits someone would get by completing this course.

Prompts for Creating the 10 Lessons for Your Course:
(Use these prompts in the same ChatGPT window as the all of the above prompts)

"Please help me break down my course that will be:

[COPY/PASTE THE LESSON TITLE AND INFO]"

"Please create a 10 lesson course outline."

NOW TAKE EACH LESSON FROM THE OUTLINE AND USE THIS PROCEDURE TO WRITE IT:

"Please help me break down this lesson into 5 parts of what the most important information I would need to teach them: [LESSON TITLE/INFO]"

"Please create an introduction for this course lesson."

"Now, please wrap up this lesson and give me a conclusion."

REPEAT THIS PROCESS 10 TIMES. ONCE FOR EACH LESSON.

Bonus Resources

- Facebook Group: https://www.facebook.com/groups/getprofitplatform/
- Marketing Insights from E. Haldeman-Julius's105 Year Old Little Blue Book Empire
- E. Haldeman-Julias "The First Hundred Million"