

**PACKAGE MARKET PROFIT**

**COURSE CURRICULUM**

<b>Orientation Module</b>	<b>Foundation</b>	<ol style="list-style-type: none"> <li>1. Introduction to Package Market Profit</li> <li>2. Strategic Review Prep</li> <li>3. Your Mindset</li> <li>4. Launch vs Evergreen</li> </ol>	<ol style="list-style-type: none"> <li>5. The Psychology of Launching</li> <li>6. The Profit Matrix</li> </ol>
<b>Module 1</b>	<b>Package Part 1</b>	<ol style="list-style-type: none"> <li>1. Introduction</li> <li>2. What's a Signature Course</li> <li>3. Outcomes for You &amp; Participants</li> <li>4. Integrating Outcomes</li> </ol>	<ol style="list-style-type: none"> <li>5. Learning Modalities</li> <li>6. How to Structure Content</li> <li>7. Components to Include</li> <li>8. Different Program Structures</li> </ol>
<b>Module 2</b>	<b>Package Part 2</b>	<ol style="list-style-type: none"> <li>1. Introduction</li> <li>2. Your Participant's Journey</li> <li>3. How to Come Up With Ideas</li> <li>4. Refining Your Idea</li> </ol>	<ol style="list-style-type: none"> <li>5. Competitive Research</li> <li>6. Developing Your Outline</li> <li>7. How to Rapidly Create Content</li> <li>8. Do It Live Content Creation</li> </ol>
<b>Module 3</b>	<b>Package Part 3</b>	<ol style="list-style-type: none"> <li>1. Introduction</li> <li>2. Tripwires and Upsells</li> <li>3. What Bonuses to Consider</li> <li>4. How to Price Your Program</li> </ol>	<ol style="list-style-type: none"> <li>5. Defining Your Program Policies</li> <li>6. Putting Your Offer Together</li> </ol>
<b>Module 4</b>	<b>Market Part 1</b>	<ol style="list-style-type: none"> <li>1. Introduction</li> <li>2. Using Alter Egos</li> <li>3. Languaging &amp; Terminology</li> <li>4. Naming Your Program</li> </ol>	<ol style="list-style-type: none"> <li>5. Basics of Writing Online</li> <li>6. Creating a Branding Board</li> <li>7. Validating Your Idea</li> </ol>
<b>Module 5</b>	<b>Market Part 2</b>	<ol style="list-style-type: none"> <li>1. Introduction</li> <li>2. The Basics of Funnels</li> <li>3. Deciding What Lead Magnet to Use</li> <li>4. What Makes a Good Opt-in Page</li> </ol>	<ol style="list-style-type: none"> <li>5. Creating an Autoresponder Sequence</li> <li>6. Advanced Funnels</li> </ol>
<b>Module 6</b>	<b>Profit</b>	<ol style="list-style-type: none"> <li>1. Introduction</li> <li>2. Metrics for Beginners</li> <li>3. Keys to Increasing Enrollment</li> <li>4. Paid Traffic</li> <li>5. Retargeting</li> </ol>	<ol style="list-style-type: none"> <li>6. Joint Venture Partners &amp; Affiliates</li> <li>7. Collecting Testimonials</li> <li>8. Relaunching and Refining</li> <li>9. The Profit Matrix Revisited</li> <li>10. Checklists</li> </ol>