

# THE Fundraiser Package

A step-by-step system for you to get paid for selling your eCourse before you even create it.

## DEFINE THE COURSE

Establish your course topic and what will be taught.  
Strategically identify your target audience.

1



What will you teach?

## SET YOUR GOAL

Select a price for pre-enrollment.  
Set a minimum number of enrollments goal

2



1-on-1 strategy session  
to custom fit your needs

## PACKAGE IT

With a custom website to facilitate sales,  
an email ad campaign and mini promo video

3



It's all designed for you  
by The eCourse Guru

## SELL IT

Announce your future course to all your  
followers and reach your sales goal.

4



Make pre-enrollment cheaper  
to incentivize buyers to act now

## CREATE IT

No extra costs, all the services you need.  
Sell the course again and again.

5



It takes money to make  
money, but no one said it  
had to be *your* money

THE  
eCourseGuru

# THE Fundraiser Package

## WHAT'S INCLUDED

### 1. DEFINE THE COURSE

- 1-on-1 Support
- eBook with Guides for Planning
- Together we will define your:
  - + Course topic
  - + Course outline
  - + Target audience
  - + Mood and tone

### 2. SET YOUR GOAL

- 1-on-1 Strategy Session
- Together we will define your:
  - + Pricing model
  - + Pre-enrollment goal

### 3. PACKAGE IT

- Custom website to facilitate pre-sales
- Custom email ad campaign
- Custom mini promo video to post

### 4. SELL IT

- Link and video to post to social media
- 100% money back guarantee to buyers if fundraising goal is not met
- 100% of excess profits on pre-sale
- 60 days max. to run your fundraiser

### 5. CREATE IT

- Access to either of my course-building packages (depending on success of fundraising goals) for no extra cost!
- 100% of profits on future course sales

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## SAMPLE FUNDRAISER STRATEGY

### JEN'S YOGA eCOURSE

Working Title:

*"Core and Consciousness"*

Pre-Enrollment Price: \$115

Minimum Goal: 20 students

Ideal Goal: 40 students max

Regular Price: \$200

Incentives to Pre-Enroll:

- \$85 discount from regular price
- "Limited spaces" applies pressure
- BONUS 10 min 1-on-1 Skype call for yoga posture evaluation
- BONUS : Exclusive detox recipes

Target Audience:

- Instagram following
- Students from yoga retreat last year

Pre-Sale Gross Revenue: \$4,600

"Essential Package" - \$1,999

= \$2,601 profit for Jen

Fundraiser: January

Create Course: February

Tentative launch date: March 1, 2019

#### **Name it.**

Think of a catchy title for your course. The eCourse Guru can help with this!

#### **Set two goals.**

Goal #1 is the minimum you need to be willing to create the course.

Goal #2 is your ideal goal, and the maximum number of spots you'll allow to pre-enroll to receive the reduced price and any bonuses.

#### **Add incentives.**

Think about what you can offer to encourage people to buy now.

#### **Find your following.**

Think about where you want to tell people about your future course.

#### **Do the math.**

It can be inspiring to see how much you can earn before even creating the product.

#### **Make a timeline.**

Factor at least one month for your fundraiser and another to create.