

Easy Breezy

THE SIMPLE AND
FUN WAY TO MAKE
YOUR FIRST
PROFITABLE FOUR
WEEK MINI-COURSE



Wednesdays 6pm UK
31st January - 28th February
2024

£97
CLICK HERE TO [PAY IN FULL](#) or
CLICK HERE FOR [2 Instalments](#)

What's the Course About:

This is THE course to teach you a simple and fun way to create your first four week mini-course.

We love simple

because over complicating anything puts you into overthinking and inaction. Simple will have you taking action and making money right off the bat.

We love fun

because you are way more likely to follow through with your ideas and downloads if you are having fun AND when you are having fun, your clients are having fun and when your clients are having fun they are also having breakthroughs.

FOUR WEEK COURSES ARE *MAGICAL &* *PROFITABLE*

Here are three reasons that you should build a four week mini-course no matter where you are in your business.

- ★ Four weeks is the perfect amount of time for you AND for your clients - it's short enough that everyone stays engaged and focused (and gets amazing results/has an amazing experience) and it is long enough that they feel a tangible transformation.
- ★ A four week mini-course allows you to showcase your work in a short and simple way that has clients eager to want to invest more money with you. You become the authority on this subject and you build your own confidence and your 'body of work' as a result.
- ★ A four week mini-course at a no-brainer price point makes it really easy for your clients to say yes to you and will even have complete strangers jumping at the chance to work with you. It gives you a great opportunity to wow people and lead on to one to one work or a bigger course or even a membership or some other offer. And if you don't have an onward offer, it builds your mailing list of people.

BY THE END OF THE FOUR WEEKS YOU WILL HAVE:

Come up with your course content; decided what one simple problem you will help your clients with; given your course a name; mapped out a skeleton of contents for each week; Created selling points and marketing materials; organised all the logistics for how to deliver

Four week courses are **MAGICAL** - they are easy to deliver when you are nervous or busy, they are easy for your clients to say yes to because they are short and affordable.

They are SO transformative for you and for your clients.



Who this Course is for?

Whatever stage of business you are in, a four week mini-course priced around £100 is something that will enhance your business and your confidence.

Easy Breezy is for you if:

- ♥ You have never launched a course before but you fancy giving it a go.
- ♥ You want to create an online OR an in person course
- ♥ You have launched courses before but it felt heavy and complicated and you didn't have any fun.
- ♥ You have NO CLUE where to start and the whole process seems daunting and complicated
- ♥ You know exactly what to do but you want to be in a super fun container full of like minded business owners building something in community and you want to be reminded of your magic.
- ♥ You fancy a fun challenge which creates a course at the end that you can sell as an evergreen product.
- ♥ You are ready to build a body of work around your expertise.

How this will impact your life?

Here's the rub - I am known for selling one thing and then massively over delivering within that container! (not a bad reputation to have!)

So, on one level you will finish Easy Breezy having created a market ready four week mini-course so all you have to do is start selling it and watch the payments come rolling in and you will know how to do this ON REPEAT for any topic that you like! Plus you will know how to do it without investing loads of time and money.

AND by gaining these skills you will also have built solid, money making, entrepreneurial skills like decisiveness so you don't waste time making decisions, courage and confidence to try things out and know you won't die if they don't work, strategies to deal with imposter syndrome and fear of failure.

You will have started to build a body of work that supports your clients and can be sold again and again.

What we will cover in this course:

WEEK ONE - YOUR WHY AND YOUR GOALS:

- I'll take you through why I created my first four week course
- Why they work
- What you will get out of them - both externally and internally
- What we will cover in the course.
- Explain the sections in the google docs template.

WEEK TWO - PLANNING:

- Picking one simple problem to solve or topic to cover
- Planning the content
- Planning the container
- The name, upselling

WEEK THREE - LOGISTICS:

- How to not get bogged down in the details
- Things you will need to decide
- Marketing materials



WEEK FOUR - MINDSET, MARKETING & SELLING:

- Progress over perfection
- Things to think about to help keep your marketing light and engaging
- Selling practices, eg, timeframes, goals, content, frequency

Plus these super-duper **BONUS RESOURCES:**

A SIMPLE 'FILL IN THE BLANK' GOOGLE DOC

This bonus is genius because it will take all of the guess work out for you. You just open the doc and fill in the sections as we go through the mini-course! You can also use this doc again and again anytime you want to create something.

A TICKBOX CHECKLIST OF ACTION ITEMS

I love this bonus because it will keep you organised at a glance. No missing anything, no forgetting anything, no writing endless to do lists.

A COPY OF MY 'EASY BREEZY' GOOGLE DOC

Wanna see behind the scenes? Well, I wanna show you everything. This bonus gives you access to the actual google doc I have created for 'Easy Breezy' so you can see how what you are learning is applied in reality. It's going to inspire you and give you confidence that you can do it too.

BONUS ASK US ANYTHING CLASS

This bonus class is your opportunity to bring me and Mark ANY questions you have and we will do our best to help you. Not sure how to set up a payment link? We got you. Not sure how to create a DPF - we got you!

Logistics and Price

WHEN:

We start at 6pm UK
31st January - 28th February 2024
Bonus Tech Session TBC

WHERE AND HOW:

- Hosted in a private facebook group.
- Pre-recorded mini classes drip fed week by week into the facebook group.
- Live coaching calls on zoom.
- Ongoing replay access via a post course webpage for the materials to live.
- Communication via email and facebook.

PRICE:

£97

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