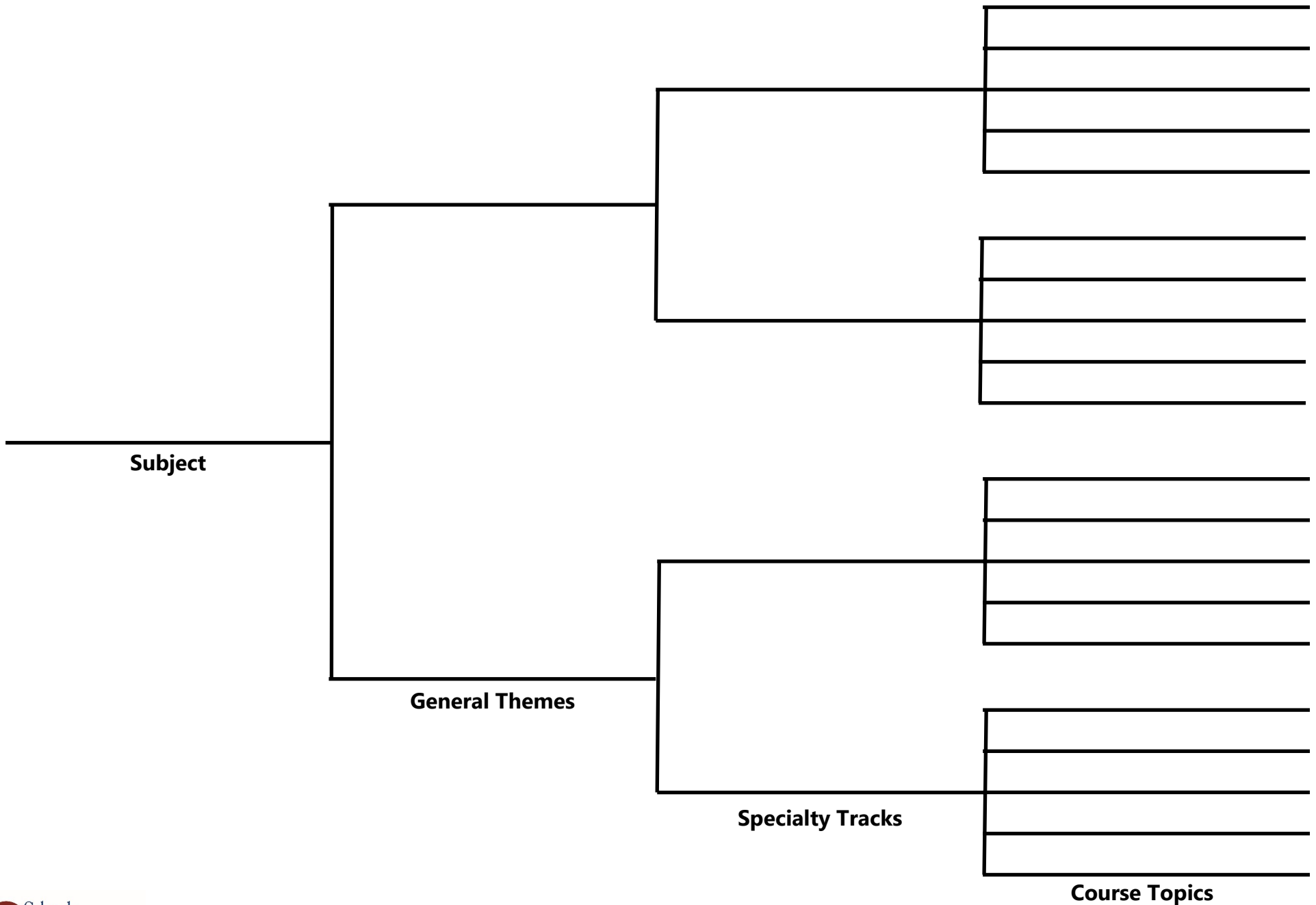
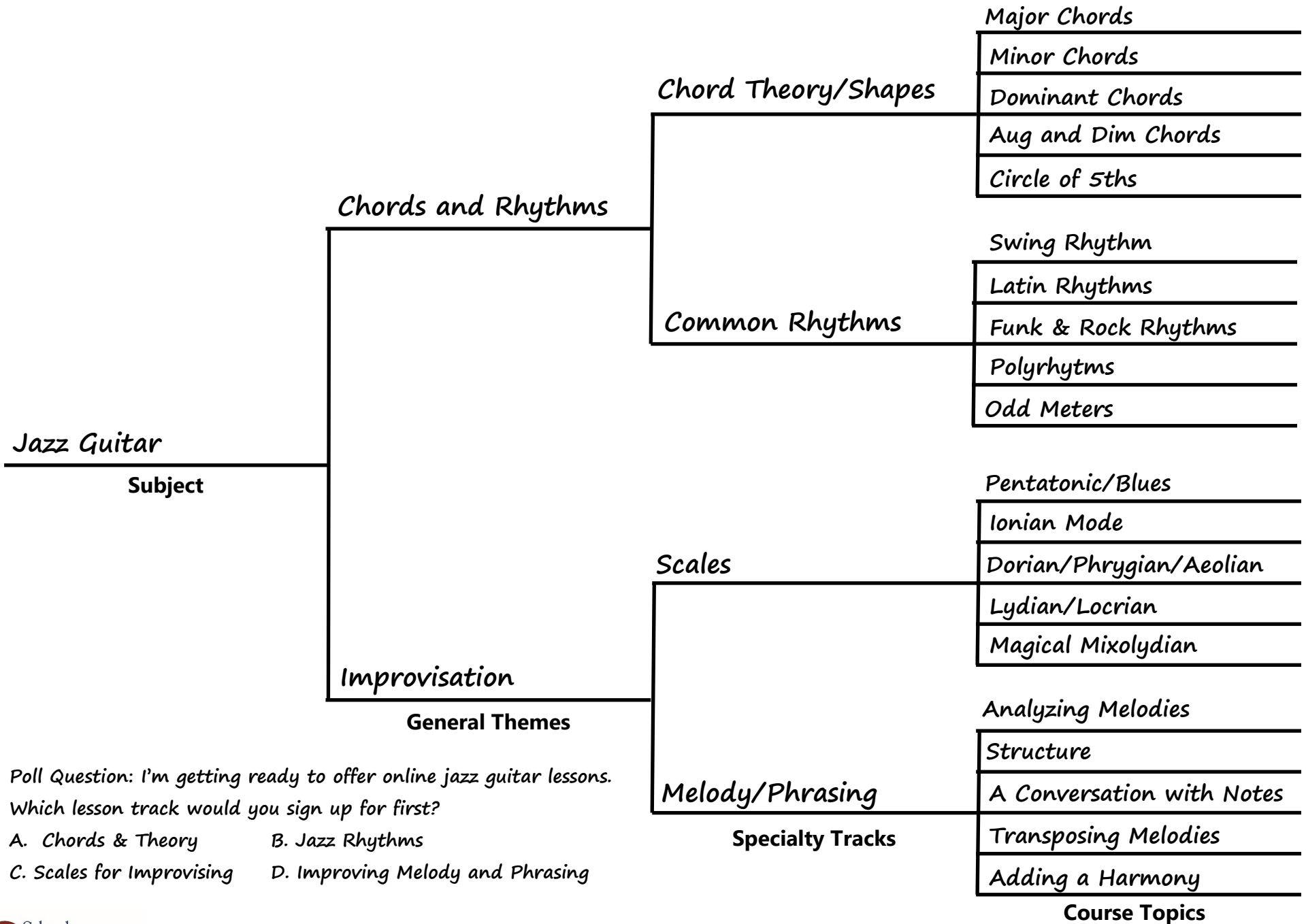


# Finding Course Topics



# Finding Course Topics—Example



Poll Question: I'm getting ready to offer online jazz guitar lessons. Which lesson track would you sign up for first?

- A. Chords & Theory
- B. Jazz Rhythms
- C. Scales for Improvising
- D. Improving Melody and Phrasing

# Course Plan

**Course Title** \_\_\_\_\_

**Learning Goal** \_\_\_\_\_

**Lesson 1** \_\_\_\_\_

**Media** \_\_\_\_\_

**Content** \_\_\_\_\_

**Lesson 2** \_\_\_\_\_

**Media** \_\_\_\_\_

**Content** \_\_\_\_\_

**Lesson 3** \_\_\_\_\_

**Media** \_\_\_\_\_

**Content** \_\_\_\_\_

**Lesson 4** \_\_\_\_\_

**Media** \_\_\_\_\_

**Content** \_\_\_\_\_

**Lesson 5** \_\_\_\_\_

**Media** \_\_\_\_\_

**Content** \_\_\_\_\_

**Lesson 6** \_\_\_\_\_

**Media** \_\_\_\_\_

**Content** \_\_\_\_\_

**Notes:**

## Course Plan—Example

**Course Title:** Jazz Guitar Chords—Major, Major 7th, and Major 6th Chords

**Learning Goal:** Player will be able to play Major, Major 7th, and Major 6th chords in every neck position.

**Lesson 1: Major Chord Fingerings**

**Media:** Video Demo, PDF with diagrams

**Content:** Major chords with roots on 6th, 5th and 4th strings.

**Lesson 2: Major 7th Chord Fingerings**

**Media:** Video Demo, PDF with diagrams

**Content:** Major 7th chords roots on 6th, 5th and 4th strings.

**Lesson 3: Major 6th Chord Fingerings**

**Media:** Video Demo, PDF with diagrams

**Content:** Major 6th chords roots on 6th, 5th, and 4th strings.

**Lesson 4: Chord Analysis**

**Media:** Video Demo, PDF of interval relationships

**Content:** Understanding the note relationships within each chord fingering.

**Lesson 5: Major Chord Inversions**

**Media:** Video Demo, PDF fingering diagrams

**Content:** Show 4 fingering possibilities in different neck positions.

**Lesson 6: Chord Switching Exercises**






**Media:** Video Demo, PDF of each exercise

**Content:** Start slow, build speed, move shapes instead of fingers.

**Notes:** Common challenges are chord switching across the neck and from one neck position to another. Demonstrate and encourage practicing up and down the neck once fingerings have been learned.

**Product and accessory recommendations:** Mickey Baker Jazz Guitar Method Book 1, Chord Stamp, Chord Journal Workbook from my Gumroad page.

# Platform Comparison

Platform	Price	Payment	Marketplace?	Marketing Tools
	<p>No cost to course creators.</p> <p>Creators must pass a quality approval process.</p> <p>Courses video only, skill focused, and &lt; 60 mins.</p>	<p>Creators are paid based on viewing minutes and referrals.</p> <p>Each month is paid out on the 16th of the following month. Paid through Paypal.</p>	<p>Over 10M Subscribers</p>	<p>Free classes.</p> <p>Website banners.</p> <p>Referral links.</p>
	<p>No cost to course creators.</p> <p>Creators must pass quality approval process.</p> <p>Udemy takes a sizeable % of sales.</p>	<p>Commission between 50-97% of list price based on source of referral.</p> <p>Creators paid two months after sale through Paypal or Payoneer.</p>	<p>Over 20M registered users.</p> <p>Course price maximum is \$200.</p> <p>Udemy offers frequent deep discounts.</p>	<p>Course landing pages and free lessons</p> <p>Embeddable course cards for your website</p> <p>Extensive affiliate program and search support</p>
	<p>Free basic features for up to three courses.</p> <p>Paid versions start at \$49 per month.</p>	<p>Commissions are from 89-97% paid immediately after the sale. Paypal and direct deposit through Stripe are payout options.</p>	<p>No marketplace</p> <p>No limits on course pricing.</p> <p>Tiered pricing and payment plan options.</p>	<p>Landing pages and free lessons/classes. Email integrations, coupons.</p> <p>Website integrations including branding and course cards.</p>
	<p>Free up to 10 students.</p> <p>Paid versions start at \$39 per month</p>	<p>Commissions between 87 and 96% paid immediately upon sale or monthly.</p>	<p>No marketplace</p> <p>No price limits.</p> <p>Tiered pricing and payment plan options.</p>	<p>Landing page with free lesson option. Website course cards. Email integration and coupons.</p>
	<p>Free for files up to 250MB. Premium membership is \$10 per month and removes file size limits. Paid program is required for course hosting and sales.</p>	<p>Commissions are 89% of sales in the free program and 97% in the paid program. Payouts are immediate, direct deposit through Stripe. Paypal optional.</p>	<p>Marketplace available for paid program.</p> <p>Digital and physical product sales are allowed.</p> <p>Easiest to set up.</p>	<p>Landing pages, coupons, free lessons and classes, website product cards.</p>

# Simple Marketing Sequence

	Research	Visibility & Interest	Initial Offer/Free Trial	Enrollment
Medium				
Message				
Offer				
Call-to-action				

# Marketing Sequence Example

	Research	Visibility & Interest	Initial Offer/Free Trial	Enrollment
<b>Medium</b>	<p>Facebook Live Demo Girl From Ipanema</p> <p>Facebook Polls</p>	<p>Facebook Live</p> <p>Facebook video</p> <p>YouTube</p> <p>IG video</p> <p>Daily demos</p>	<p>Free sample lesson is hosted on Thinkific as a part of the whole series.</p> <p>Free lesson requires account setup.</p>	Thinkific
<b>Message</b>	I'll be offering jazz guitar lessons online soon. I'm looking for students who are getting bored with the same old three chords and want to increase their skills at their own pace.	I'll be teaching how to play the songs I've been performing in these videos. While it may look difficult, I've found an easy way to learn them that I'm ready to show you.	Enjoy this free lesson in which you'll learn your first jazz guitar chords. At the end of the lesson I have an exceptional offer just for you.	Thank you for enrolling in my jazz guitar lesson series. I'm excited for you to get started so I hope you'll jump right into your next lesson.
<b>Offer</b>	People who participate in the poll below will receive some special bonuses today including one free lesson you'll get right away and a special VIP price on the whole series when it launches.	If you took 10 lessons from me to learn these ten songs, the cost would be over \$500. These lessons are available for the same price as three regular lessons.	The normal price for this course is \$100. As a thank you for taking the first lesson, I'm offering you the whole course plus two bonus lessons for \$59 if you enroll today. 12 lessons for under \$60.	Did you know that I offer individual private lessons through Zoom? If you want to take your learning even higher, private lessons will get you there.
<b>Call-to-action</b>	Take the poll to let me know which topics are most appealing to you and sign up for the special bonuses.	There's a free lesson waiting for you at this link. See for yourself how easy it is to learn your first jazz guitar chords.	Enrolling is easy. Click the green button underneath this video and take the easy steps to gain access to the whole course right now. Your free bonus lessons are already added.	Click on this button to see available lesson times and to reserve yours now.