

NEW MASTERCLASS

"How my online courses made

OVER \$25,000

in 1 month

from Instagram alone."



Rollll callllll... Is this you?



Expert or Creative

Coach, Consultant, Freelancer



Speaker, Author

Blogger, YouTuber, Podcaster



Small Business Owner

Corporate Professional in Transition

You've been wondering... 🙄

How do I get to 1,000 or 5,000 or 10k followers?

Is Instagram even a viable marketing channel?

Can I *really* turn IG eyeballs into leads & sales?

Am I wasting my time?

What am I doing wrong?

Why this is important to you right now...

You **have existing content & expertise** and *you know* you should be monetizing it through a digital product, but you're not sure how to get started

Why this is important to you right now...

You don't have an audience, and you know building one will help you grow your business faster... but it's been a slow process.

Why this is important to you right now...

You're on the hamster wheel... How do I scale myself? Break through this earning ceiling? How do I live the life I *really* want to live?

Imagine if...

You were getting **50 new *quality* followers per day**—
most of which fit your **target customer profile...**

Imagine if...

Your got **300 to 1,000 likes** on your posts
and dozens of real comments & engagement...

Imagine if...

People on Instagram were **faithfully clicking your link in bio** and joining your **email list**, opting into your **webinar**, scheduling a **discovery call** with you, or **buying your products** outright...

Here's what happened to me...

July 2016



Verizon LTE 11:10 PM

danielleleslie

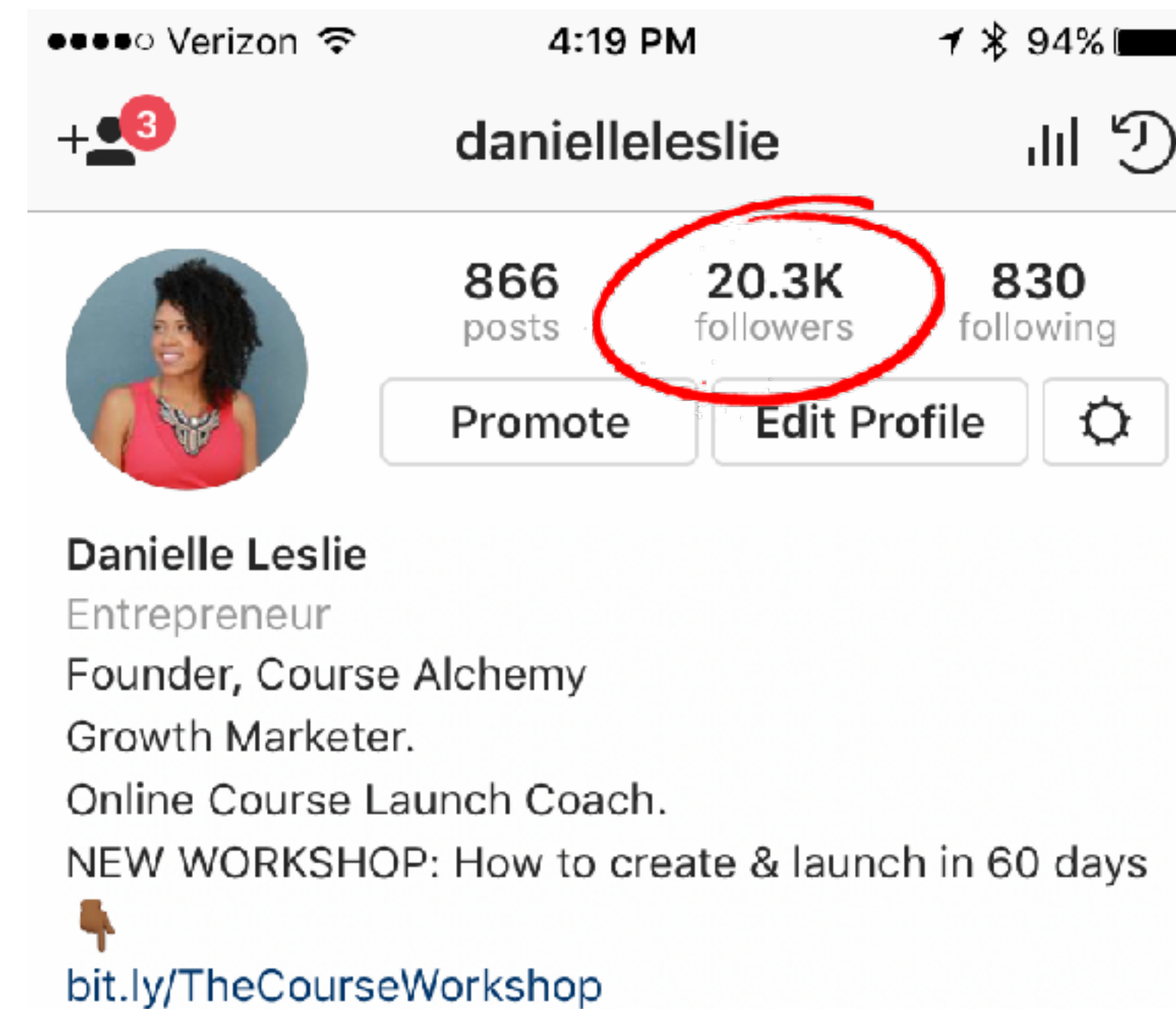
845 posts **1707** followers 1493 following

Edit Profile

Danielle Leslie
I teach bloggers, influencers, & freelancers how to create & launch their online course in 60 days. Watch my #CoursetoLaunch video. 📌
bit.ly/CoursetoLaunch

The screenshot shows the Instagram profile of Danielle Leslie in July 2016. The number of followers is 1707, which is circled in red. The profile includes a bio, a link to a video, and a link to a website.

August 2017



Verizon 4:19 PM 94%

+3 danielleleslie

866 posts **20.3K** followers 830 following

Promote Edit Profile

Danielle Leslie
Entrepreneur
Founder, Course Alchemy
Growth Marketer.
Online Course Launch Coach.
NEW WORKSHOP: How to create & launch in 60 days 📌
bit.ly/TheCourseWorkshop

The screenshot shows the Instagram profile of Danielle Leslie in August 2017. The number of followers is 20.3K, which is circled in red. The profile includes a bio, a link to a workshop, and a link to a website.

Here's what happened to me...



[View Insights](#)

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Liked by [darden_creative](#), [camilledargan](#) and **1,110 others**

[danielleleslie](#) Walking into the week like... I am my



Liked by [darden_creative](#), [camilledargan](#) and **1,110 others**

[danielleleslie](#) Walking into the week like... I am my own boss. (Check.)

I'm 100% in control of how much \$\$ I make this month. (Check.)

I get paid to create dope content & teach people how to build their businesses. (Check.)

I have a program that sells while I sleep. (Check.)

I get to flex my creativity, femininity, analytical thinking, and whatever the f* I want [#allday](#). (Check.)

What's your week like? Want to see behind my operation? 🙋 I'm hosting a LIVE WORKSHOP where I show you how I've packaged my passions into online programs & products (and have helped dozens of others do it) so you can build a scalable business around your personal brand—HOLLA! Join me? Go to [bit.ly/TheCourseWorkshop](#) or click bio link to register now. 🙌🙌

View all 52 comments

[mariaaparecida0533](#) 🥰🥰🥰🥰🥰

[supernovajazz](#) Yassss this wall is to die love it

Here's what happened to me...



[View Insights](#)

[Promote](#)



Liked by [camilledargan](#), [ashleyjoyspeaks](#) and **953 others**

[danielleleslie](#) "Damn right I'm not a culture FIT; I'm a culture ADD. Would you rather FIT IN or ADD VALUE?" That's what I shared with the 450+ ladies during my talk at [@21ninety's #empowerher17](#). 🙋🏾🙌🏾 Stop hiding what makes you different; LEVERAGE IT to get whatever TF you want. 😎🤔 #CultureAdd #blackgirlmagic 📸 @gymhooky

[View all 86 comments](#)

[danielleleslie](#) [@kata0143](#) Thank you! ❤️❤️





Liked by [camilledargan](#), [ashleyjoyspeaks](#) and **953 others**


[danielleleslie](#) "Damn right I'm not a culture FIT; I'm a culture ADD. Would you rather FIT IN or ADD VALUE?" That's what I shared with the 450+ ladies during my talk at [@21ninety's #empowerher17](#). 🙋🏾🙌🏾 Stop hiding what makes you different; LEVERAGE IT to get whatever TF you want. 😎🤔 #CultureAdd #blackgirlmagic 📸 @gymhooky

[View all 86 comments](#)


[danielleleslie](#) [@kata0143](#) Thank you! ❤️❤️


 **itsahealthylifestyle365** Awesome! I will be creating a course soon. I will check out your course!! 🙌
58w 1 like Reply


 **_thecoffeefate** Great content! 😊
58w 1 like Reply


 **genoviaelle** This is awesome! I'm going to need your services in the near future. I shall be in touch when that time is near :)
58w 1 like Reply

 **itschavah** What's your email? I'd love to join your masterclass. Send info to chavah@vidachic.com
57w 1 like Reply


 **em_chella** Lovely!
57w 1 like Reply

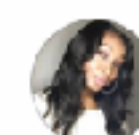
 **_stemedial** "Hey!!!" 🙌 We need to talk!
57w 1 like Reply


 **thecapsuleproject** ❤️ your energy!!! Can't wait to check out your offerings. Still haven't pulled that course trigger!
54w 1 like Reply


 **ownthevision** ❤️
53w 1 like Reply


 **iamgiamaxwell** Sadly I've been in the "on the verge of" stage for awhile now too. LOL!
53w 1 like Reply

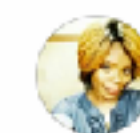
 **charlenerhinehart** Amazing! So funny that I just bumped into your profile because I'm trying to figure out how to create my course before year end. [@danielleleslie](#) I have to check this out
53w 1 like Reply


 **iammissfortes** Yaaasss 🙌
52w 1 like Reply


 **cristianethiel** Yes. I am!! 😊
52w 1 like Reply


 **marcusdgilmore** I need to be in this class
52w 1 like Reply


 **ciarawharton** Magic your are reading my mind 😊
48w 1 like Reply

 **empressliv143** Tell me how
48w 1 like Reply


 **thesteamteacher** Yes. I was just in a meeting about this last evening. I will look into your class. Thanks!
48w 1 like Reply

 **nakishawynn** Absolutely
47w 1 like Reply

 **vzmll** Yup
43w 1 like Reply

 **mr_sf_official** Let's. work
43w 1 like Reply

 **nadiabeyyoga** 🙌
40w 1 like Reply

 **jonthejingbeard** Get it lady!
40w 1 like Reply

The purpose of the #InstaCourseSales Masterclass is to:


Share the 3 keys to making over \$25,000 in 1 month in
online course sales from Instagram

Walk you through the new way to approach your IG marketing &
content creation that makes it all simpler than ever

Explain how you can work alongside me to get your premium
online course created *and* attract your first customers on Instagram



Who is this woman?



I've created **online courses** that have **over 50,000 people** enrolled worldwide

At **Udemy**—helped everyone from kids yoga teacher to singer to designer to celebrity with 1 mil+ Twitter followers all do **\$10k launches**

Helped my clients do up to **\$70k course launches** when just getting started

For 10 years, I've worked in Online Marketing in Silicon Valley

Watch **webinars**, deconstruct **sales funnels**, join **email lists**, & listen to **audiobooks** and **podcasts** like they're going outta style

Love Hallmark signature cards



Been working in
online marketing
since '07...

and nerding out
since birth.



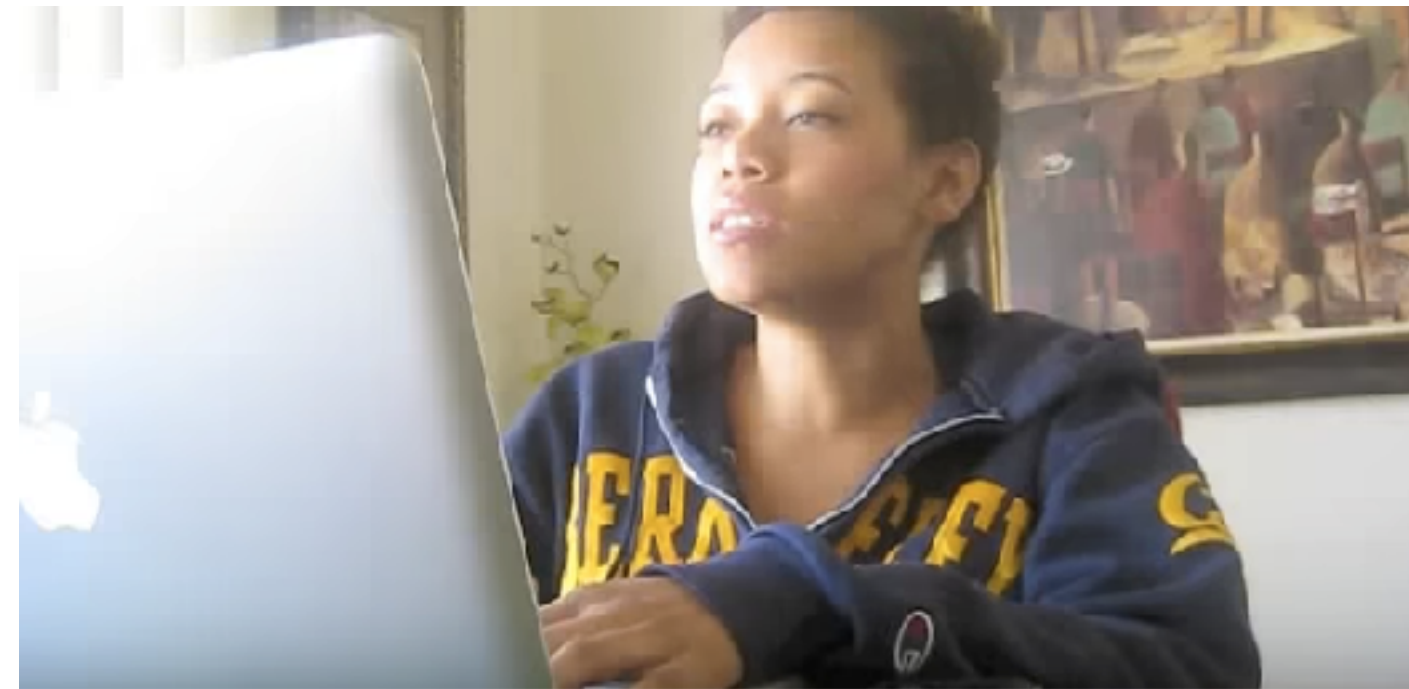
I've done a lot of things right...

(and a lot of things wrong 🙄)

Today...
I'm giving you
the tea.



This is me in October 2011.



Living with my mom in a small apartment

Getting paid \$250/month for freelancing

And then, I learned about this underground world...

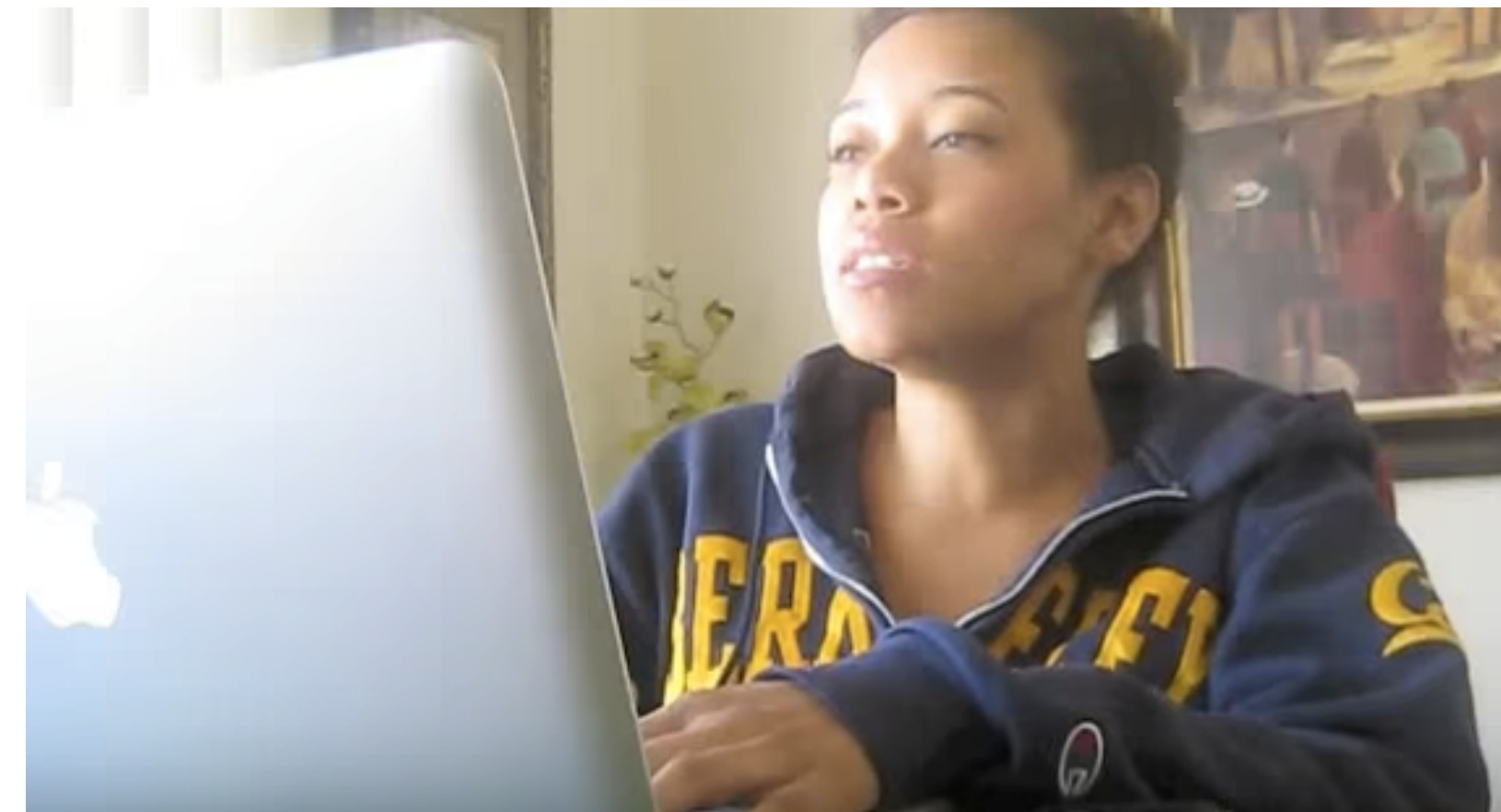


I knew I wanted to *“Be a brand...”*



My first attempted course launch was a ***FLOP***

I had *tactics* but I lacked *tact*.



The **udemy** Years

How to Market Your Udemy Course

★★★★★ 338 ratings, 7,853 students enrolled

Instructed by [Danielle Leslie, Udemy Instructor Team](#) [Marketing / Marketing Fundamentals](#)



How to Create Your Udemy Course

The official (produced by Udemy) guide to creating your own Udemy course, from start to finish.

★★★★★ 3,208 ratings, 250,278 students enrolled

Instructed by [Udemy Instructor Team](#) [Teacher Training / Teaching Tools](#)



Then I was recruited & promoted...
Director of Marketing at a Beauty Startup 🧑✂️



And then I was *laid off*...



In my first 30 days of being laid off...

I earned **\$10,036** and booked over **\$35,000** in client revenue.

Six months later, I launched my course
and made **\$19,300...**

without an email list, social media following, or blog.

And I helped my **clients** successfully launch, too.



\$70,000+
launch



\$12,000+ launch



And then I did a \$40,000 course launch and discovered something...

I had made \$25,000 in 1 month from my Instagram followers

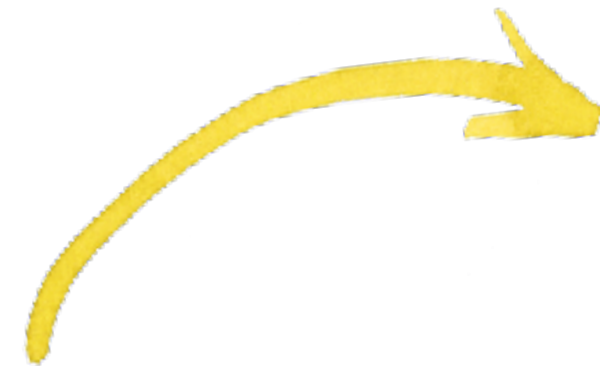


...after only posting ***1-2x per month*** on my account!

How did I go from...



Mom's house



**consistent 5-figure months &
profitable course launches**

You ready?
Give me an *Amen!*

LET'S GO!



**You ready?
Give me an *Amen!***

**How I Made \$25,000 in 1 month
from my Online Courses Using
Instagram**

...after only posting 1-2x per month!



1 SECRET #1

How to create a
premium offer for IG

...even if it's your first digital product!



SECRET #2

**How to grow by 50 quality
followers per day**

(without doin' it for the 'gram 24/7)



3

SECRET #3

How to attract your MVPs on Instagram

*—people who will spend \$500 to \$3,000+
for your program.*



Ready to secure the bag?



1 SECRET #1

How to create a
premium offer for IG

...even if it's your first digital product!



POLL

Do you have a **premium product/service** you're already marketing on Instagram?

Here's the premium course I created



Name: #CourseFromScratch
Price: \$1997

(Priced it premium because #iantnevascared)

Most people think...

You can't charge **\$500** or more for your online course because it's your first one.

Here's what happens when you think that...

Diminish your demand & miss out on building a
valuable brand



People will pay you **however much you think you're worth.**



People will pay you **however much you think you're worth.**

*“Whether you think you can, or think you can't—
you're right.”*



The secret is...

You *can* price your first course at \$500 or more...

if you just price it at \$500 or more. :)

Instead of:

“I’m creating a course, *but I don’t know how to price it...*”

It becomes:

“I’m creating a \$500 course. *What should it include?*”

SEE THE DIFFERENCE?

Instead of:

“I’m creating a course, *but I don’t know how to price it...*”



It becomes:

“I’m creating a \$500 course. *What should it include?*”

Let's look at the actual premium course I created...



MVC (Minimum Viable Course)

Big Promise

Milestones

Methodology

Coaching

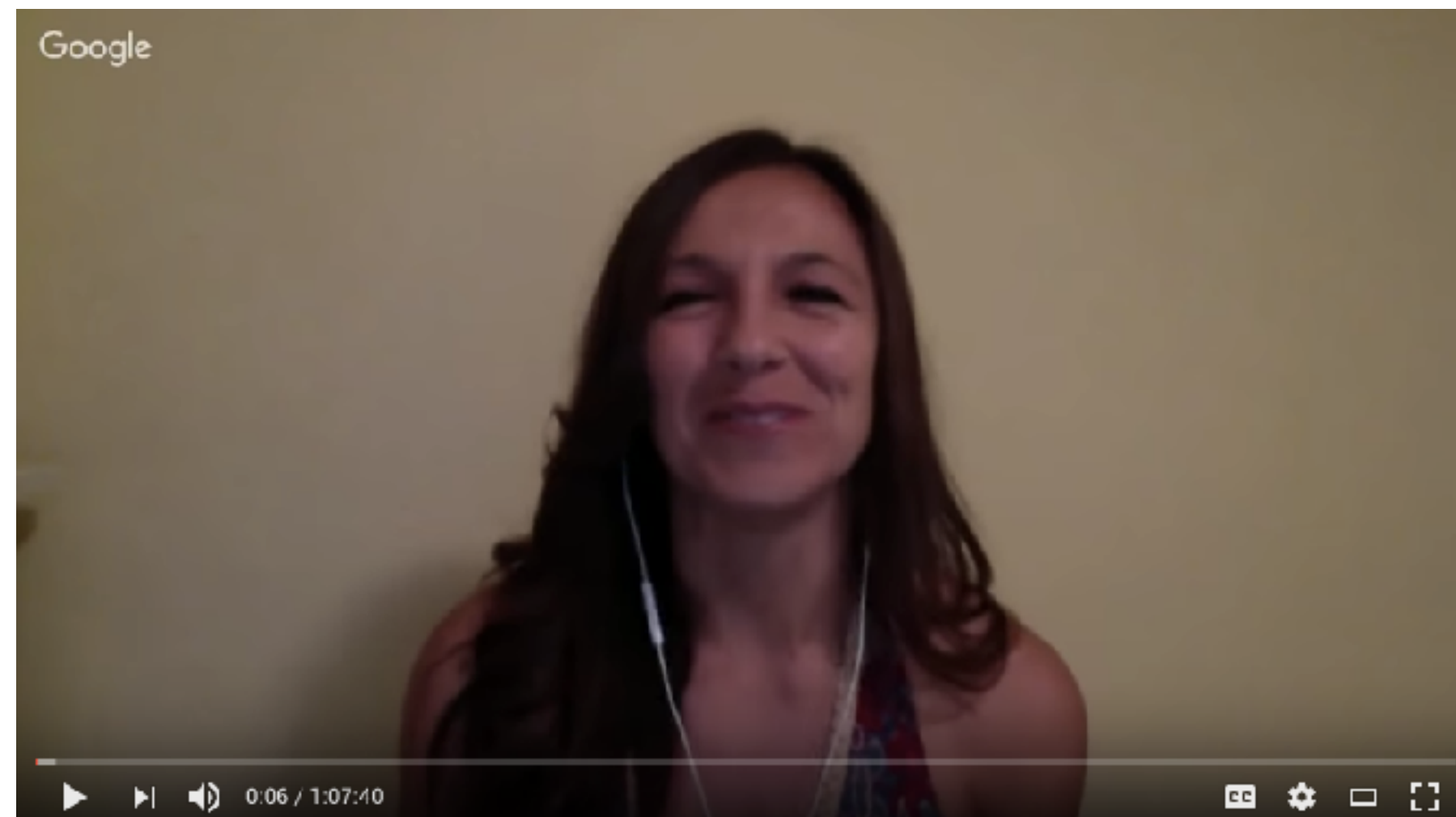


Notice anything?

You can create this **tomorrow**.

It's an **additional revenue stream**, regardless of your business type (ecommerce, wellness, etc.).

Create Your MVC



Sylvia Ferrero, *Revolution Gratitude*

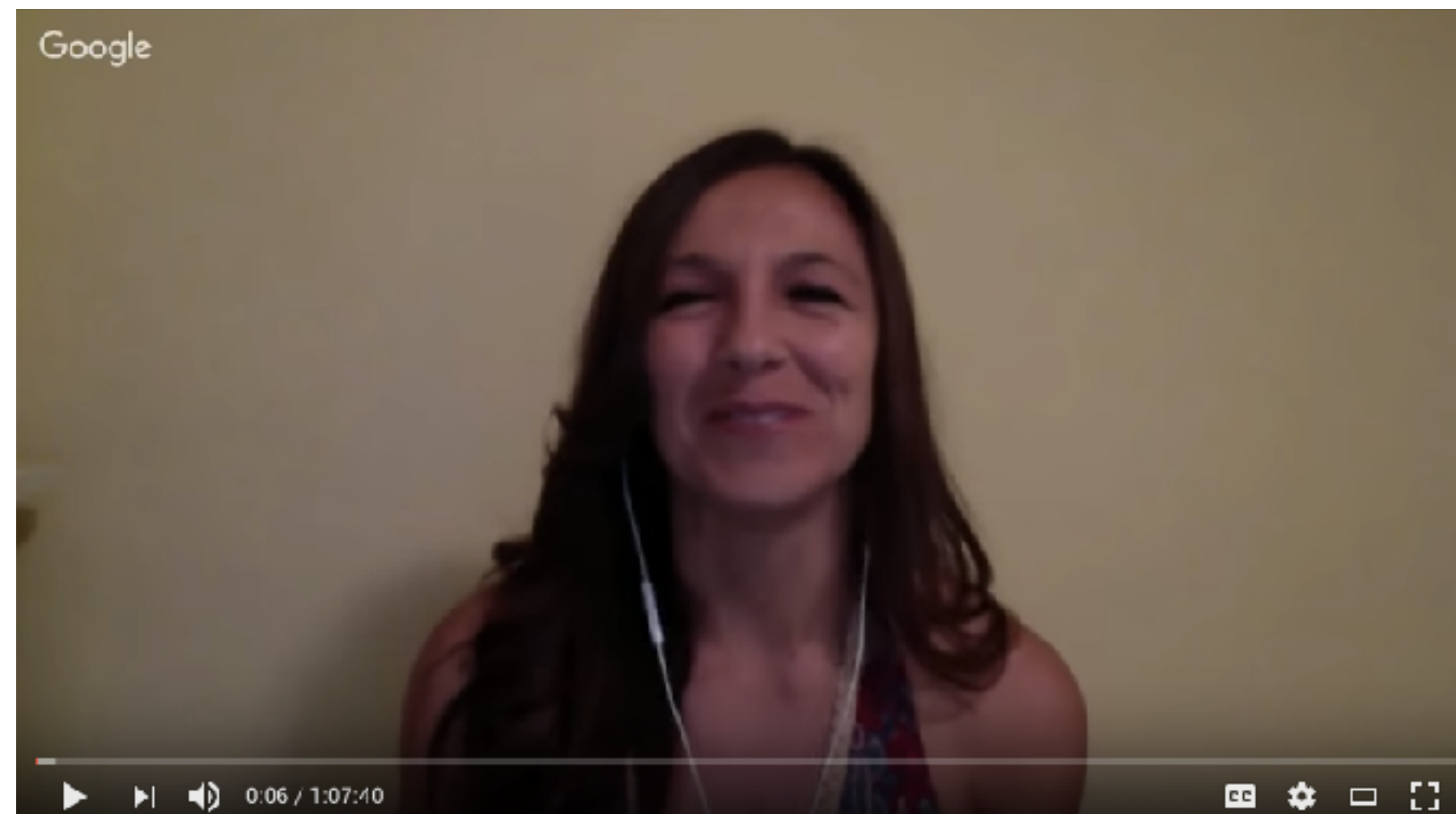
The most transformational program I've ever taken was from a "Beginner"

Price: \$497

No pre-recorded content
(total content creation —> 1 day)

Create Your MVC

“Beginner’s Benefit”



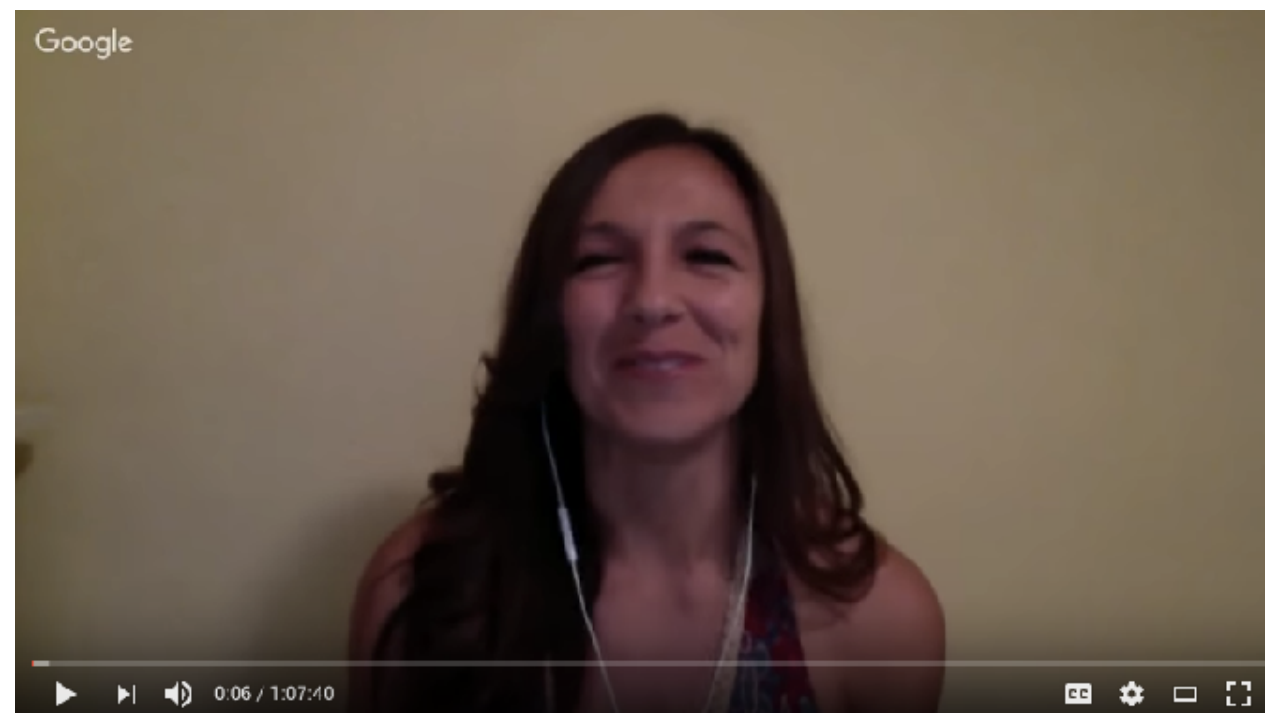
- Scarcity
- Personal attention
- Customized feedback
- Personal stake in students’ success
- More influence over students’ success
- Strong case studies more likely

Do you see how simple your MVC could be?
(Simple, yet **transformational**?)

Let's recap!

How did I make over \$25,000 in 1 month
from Instagram?

I had a MVC to market on Instagram.



Sylvia Ferrero, *Revolution Gratitude*

Create a MVC

Big Promise

Milestones

Methodology

Coaching

...and leverage your “Beginner’s Benefit”



People will pay you **however much you think you're worth.**

*“Whether you think you can, or think you can’t—
you’re right.”*

1 SECRET #1

Create a MVC to sell on IG
for \$500 or more

...even if it's your first digital product!



Meet Mandela... She created a MVC
for her Instagram audience.



Mandela Schumacher-Hodge
Founder of *Startup Couch*
Forbes 30 Under 30
LinkedIn Top 10 Voices in VC & Startup

"With Danielle's help, I created my MVC and made over \$7,000 almost immediately from my Instagram followers. **In just 2 months, I booked over \$20,000 in sales.**"

SECRET #2

How to grow by 50 quality followers per day

(without doin' it for the 'gram 24/7)



Most people think...

You need to post on
Instagram 1-2x per day

...to grow your account



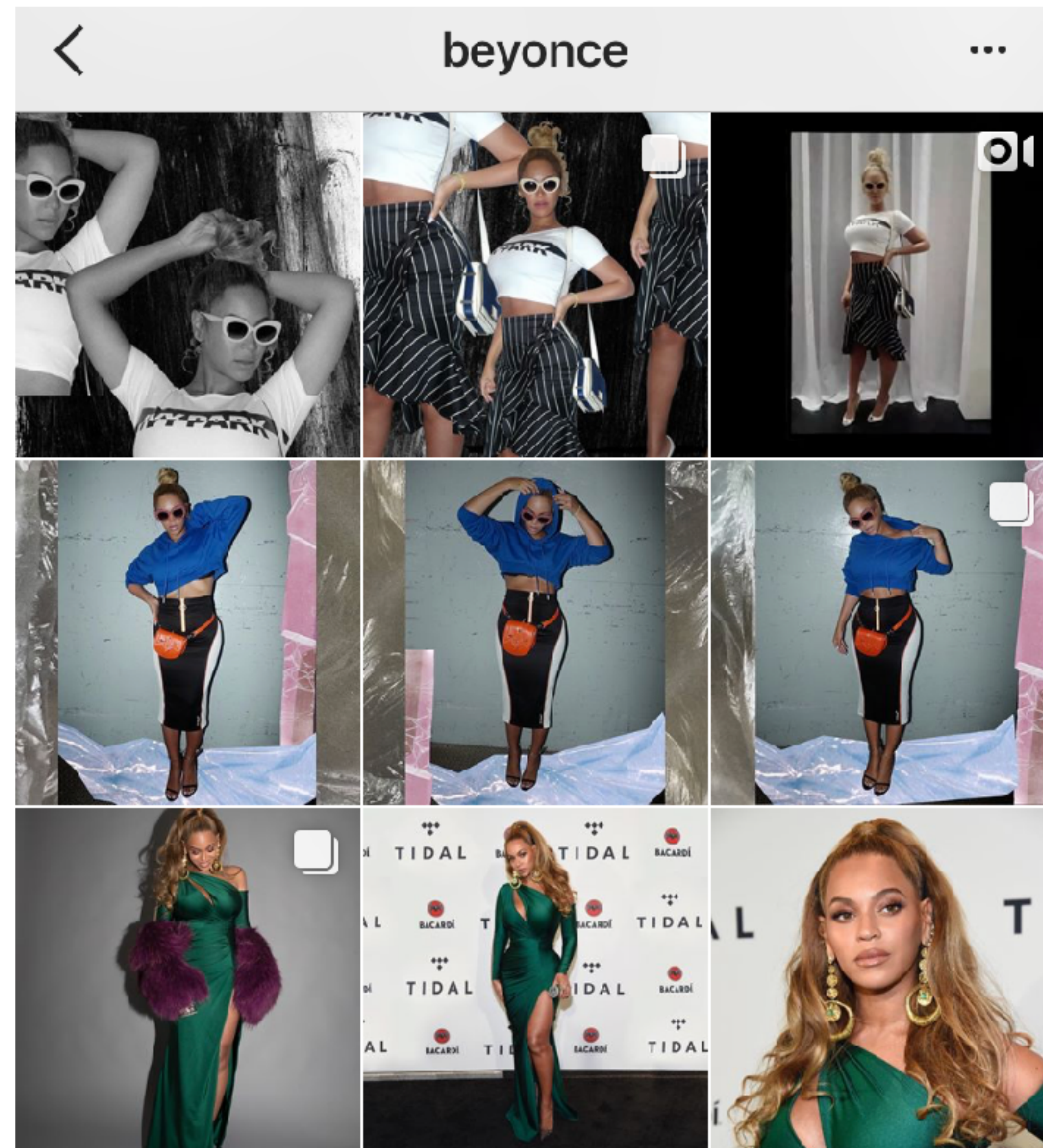


Most people think...

Your IG grid has to look like
the Sistine Chapel

...to get people to follow you back

...or that it has to look like
Beyoncé's



Most people think...

You need some level of
“fame” to grow to 10k or more
followers



Here's what happens when you believe these things...

You spend all this time creating and planning the **perfect IG posts...**

...but you're still only getting 23 likes per post.



You do *the most*
for the 'gram



...finally get your 300
likes on one photo...

...but see no difference
in your business.

(Don't be like me :))



You spend **2 hours per day manually liking & commenting** random strangers' photos...

hoping they'll follow you.





It's NOT about how often you post; it's about
*how many of the *RIGHT* people see
your posts.*



The secret is...

You *can* get 50 new quality followers per day if you set up **automation**.

What's possible with Automation?

18,000 followers in 1 year

\$25,000 in sales in 1 month

Targeted, quality leads that engage (on & off IG), show up (online & in person), & buy (premium)

Quality team members

National company \$500 sponsored post



[View Insights](#)

[Promote](#)



Liked by [darden_creative](#), [camilledargan](#) and 1,110 others

[danielleleslie](#) Walking into the week like... I am my

Is it hard to setup?

15 minutes to set up

NO TIME required after
initial setup

Name

Email

Password

Confirm Password

Cell Phone Number (used for text updates)

Instagram™

Instagram™ Password (Please double check this is correct)

Confirm Instagram™ Password (Seriously... make sure this correct)

Target Audience (Name 10-15 similar accounts, brands, or competitors)

SIGN UP!

There's only 1 Instagram Automation platform that's this
simple & hands-off
(without the expensive agency price tag)

POPSOCIAL

I have a code for some of you at the end
of this presentation

Let's recap!



It's NOT about how often you post; it's about
*how many of the *RIGHT* people see
your posts.*

Remember, you don't need:

...to post on Instagram **1-2x per day** to grow your account

...to perfect **“the grid”** to get people to follow you

...a level of **“fame”** to gain followers



Use PopSocial—
the simple platform I use.

POPSOCIAL

2 SECRET #2

Grow by **50 quality
followers per day** by
using Automation



Tara uses PopSocial.

She grew from **0 to 20k Instagram followers in 1 year** and has now made over **\$100,000** from her course.

(And her journey started with a MVC where she made \$10k.)



- Tara Reed
Founder of *Apps Without Code*

3 SECRET #3

How to attract your MVPs on Instagram

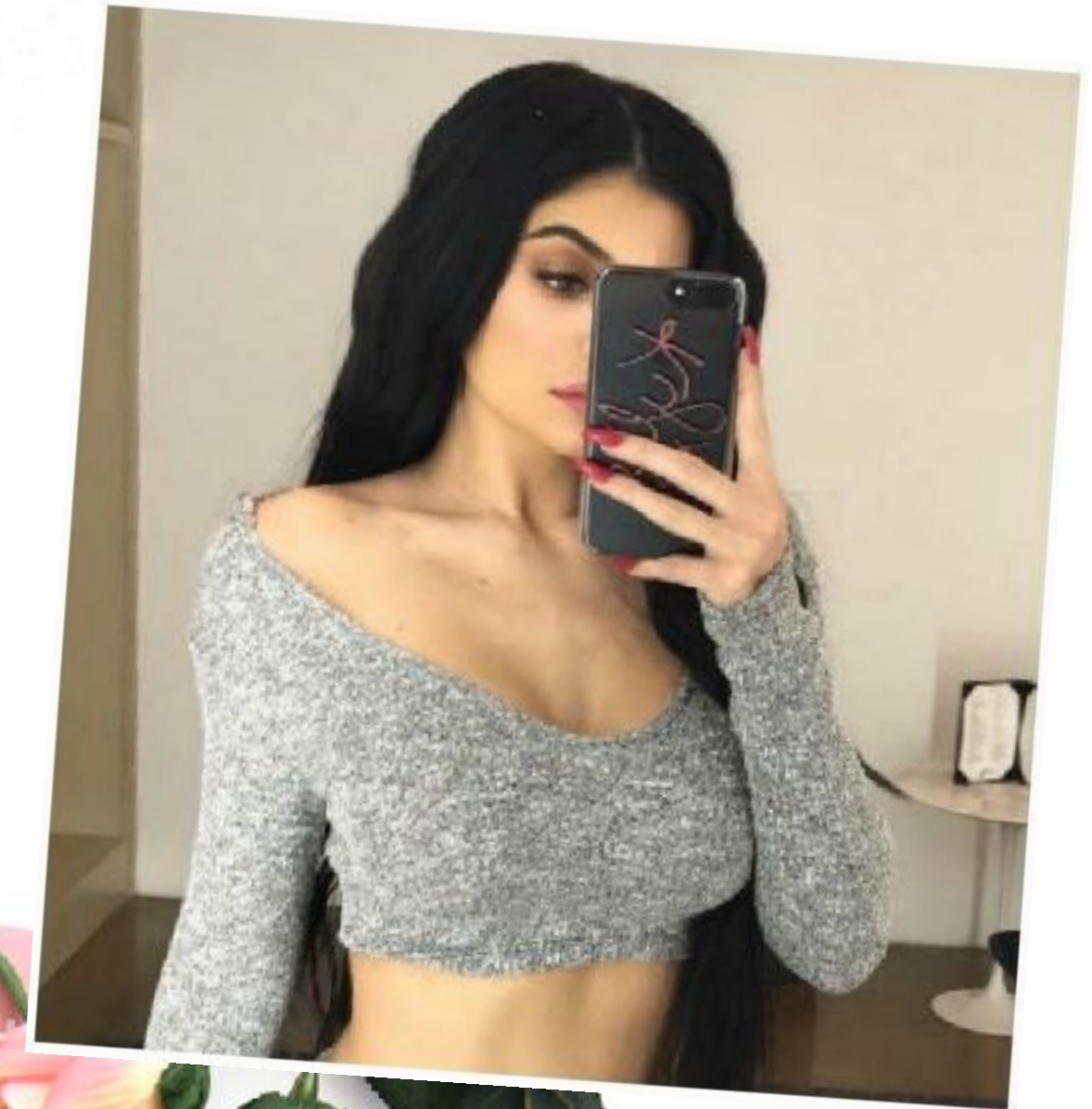
*— people who will spend \$500 to \$3,000+
for your program.*



Most people think...

“People on IG don’t spend premium dollars on IG...

...just Fashion Nova, Flat Tummy Tea, or waist trainers.”



Here's what happens when you believe that...

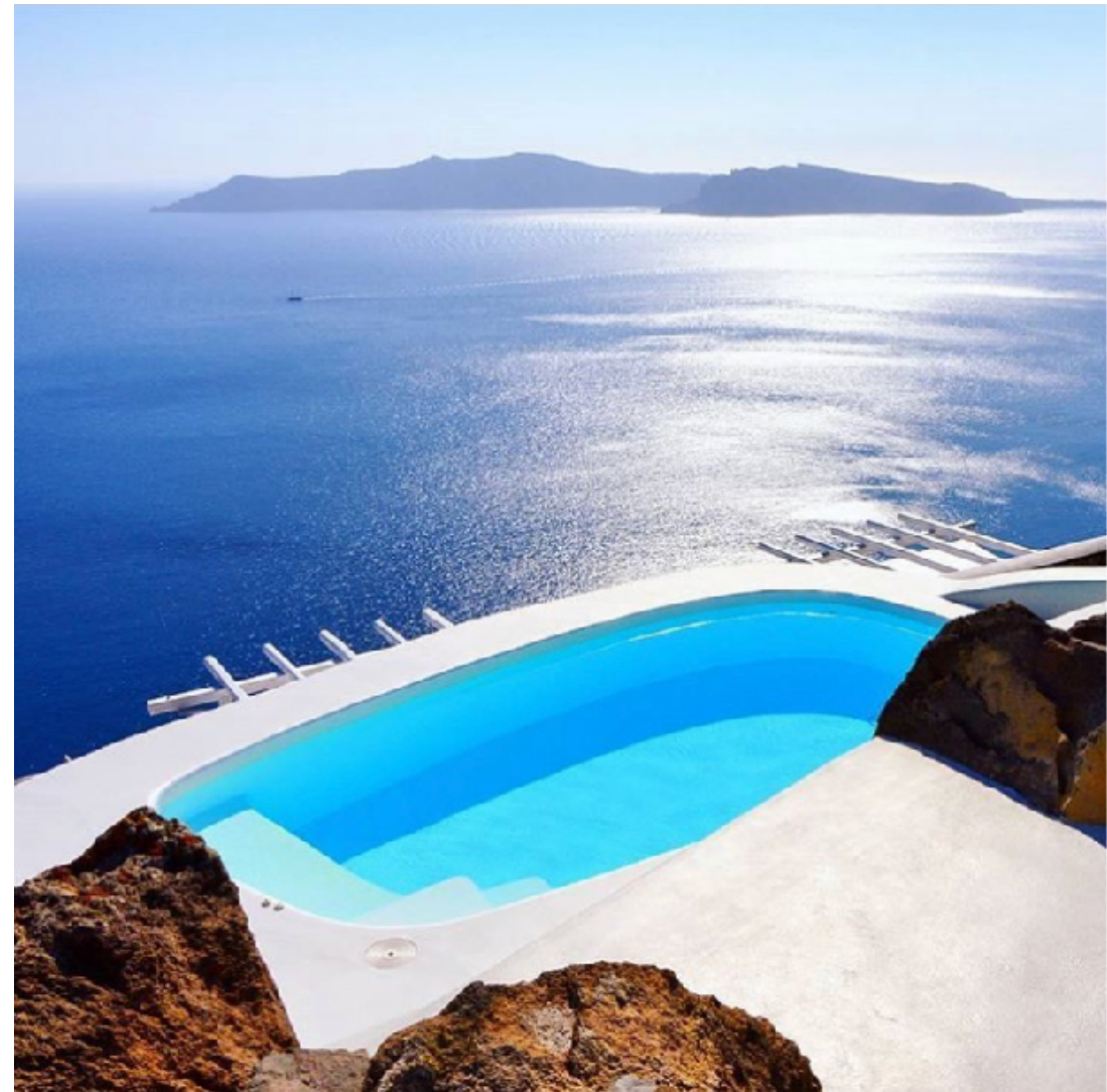


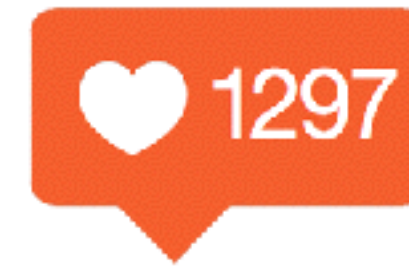
You treat your Instagram like it's just for family
& friends

Here's what happens when you believe that...

You only post **food**, **#OOTD**, and **travel** photos...

which attracts the **wrong** kind of followers & customers





You end up *chasing likes* instead of
attracting buyers.



Likes don't buy; *customers buy.*



Likes don't buy; ***customers buy.***

Getting paid is so much better than getting *popular*.



The secret is...

You *can* attract your **MVPs**
on IG if you post **T.A.S.T.Y.**
content.

What is **T.A.S.T.Y. Content**?

T eaches

A ction steps

S olves an urgent pain

T ransforms

Y addresses their

“WHY”

Behind the Scenes *(Be vulnerable)*

Teaches
Action steps
Solves an urgent pain
Transforms
Yaddresses their “WHY”



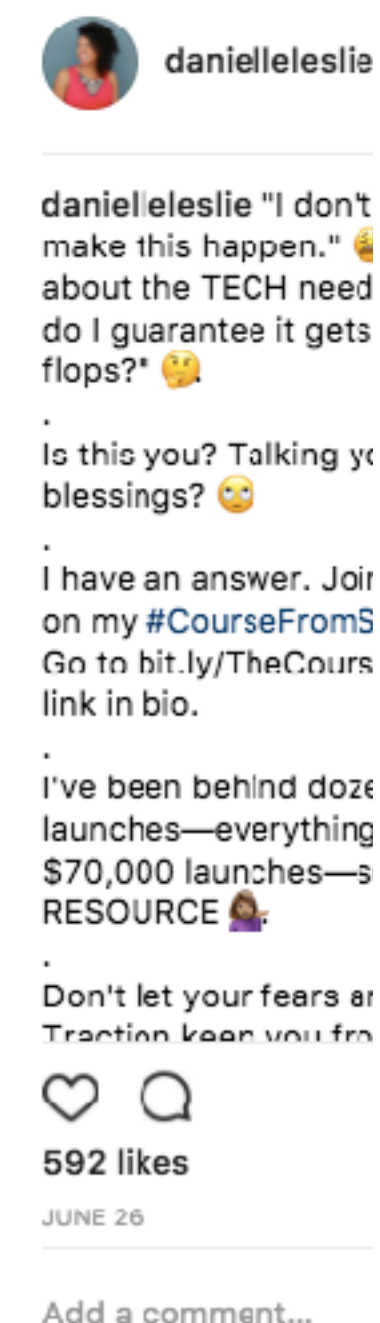
Introducing... My first video ad for Facebook & Instagram. Scroll 🙌 to see

One of my friends pointed this out: "As entrepreneurs, the first time we execute something it's pretty sh*tty... but the second time we execute it's a 10x improvement. So my goal is to make the first sh*tty version as fast as possible b/c the faster I'll get better."

Cheers to that. 🍷 Let's go! Execute. What "sh*tty" rough draft will you commit to getting out into the world this week? Mine was this video. Tell me yours 🙌

Address Customer Objections (“Yeah but...”)

T eaches
A ction steps
S olves an urgent pain
T ransforms
Y addresses their “WHY”



"I don't have enough TIME to make this happen." 😞

"I have no clue about the TECH needed for this." 😞


"How do I guarantee it gets TRACTION? What if it flops?" 🤔.

Is this you? Talking yourself out of your blessings? 🤔”

Celebrate your **Wins** (*Flex on 'em*)

T eaches
A ction steps
S olves an urgent pain
T ransforms
Y addresses their “WHY”



 danielleleslie

danielleleslie Walking into the week like... I am my own boss. (Check.) I'm 100% in control of how much \$\$ I make this month. (Check.) I get paid to create dope content... (Check.) I have a program that teaches action steps that solves an urgent pain that transforms and addresses their "WHY". I get to flex my creative analytical thinking, and I want #allday. (Check.)

What's your week like in my operation? 🙌 I'm WORKSHOP where I packaged my passion into programs & products that dozens of others do scalable business around. [Holla @danielleleslie](#)



1,046 likes

JUNE 6

Add a comment...

“Walking into the week like...

I am my own boss. (Check.)

I'm 100% in control of how much \$\$ I make this month. (Check.)

I get paid to create dope content... (Check) ...”

Let's recap!



Likes don't buy; ***customers buy.***

Getting paid is so much better than getting *popular.*

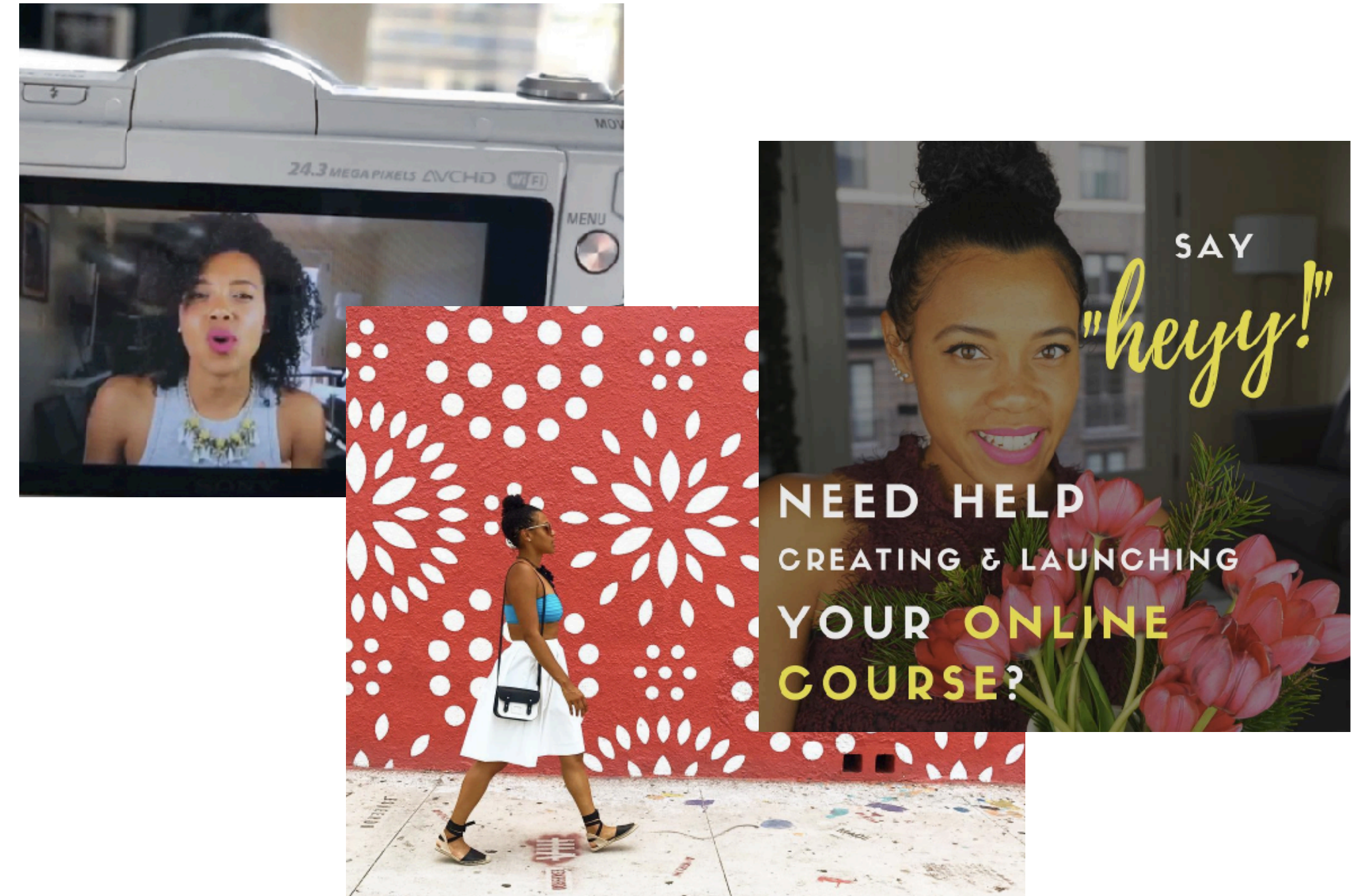
Remember—these posts (without T.A.S.T.Y. principles) may attract the **wrong** kind of followers & prospects:

food
#OOTD
travel photos
etc.



Post T.A.S.T.Y. Content that attracts your MVPs:

T eaches
A ction steps
S olves an urgent pain
T ransforms
Y addresses their
“WHY”



3

SECRET #3

Create T.A.S.T.Y. content
to attract your **MVPs** on
Instagram

*— people who will spend \$500 to \$3,000+
for your program.*



Meet Tamera... she made over \$2,000 within 60 days and received more service leads & inquiries through her Instagram than ever before.

“I've learned that while people say one thing, they really mean another. So to simplify the process, I begin asking initial questions, in addition to asking for visual examples of what a client wants....

Including this process helps put the client at ease and more importantly builds another level of trust in your capabilities and business.”



Tamera Darden
Darden Creative



Tamera achieved this with ~2300
Instagram followers...

...at 50 quality followers per day, that
would take you 46 days to potentially
make *your* first \$2,000 from your MVC.



Tamera Darden
Darden Creative



Check-in time!

Is this all helpful for you?

Give me a ***YES!*** if so :)

Did you learn?

**How I Made \$25,000 in 1 month
from my Online Courses Using
Instagram**

...after only posting *1-2x per month!*



1
Secret #1:

Create a MVC you can price at \$500+ to market on IG (even if it's your first digital product).

2
Secret #2:

Use automation software to grow your IG by 50 quality, target followers per day (even if you only post to IG 1-2x per month).

3
Secret #3:

Create T.A.S.T.Y. Content to Convert Your MVPs on IG to subscribe and buy

What if you set this up to make your first \$2,000 in the next 60 days (like Tamera)?

1

Create a MVC

2

Setup automation software

3

Create T.A.S.T.Y. Content

Would that make a difference for you?



WHAT IF I HELPED YOU?

What if you set this up to make your first \$2,000 in the next 60 days (like Tamera)?

1

Create a MVC

2

Setup automation software

3

Create T.A.S.T.Y. Content

Would that make a difference for you?

**Want to hear how I can help you?
Type *YES!***

Clear roadmap & accountability for creating your \$500 or more offer,
putting your IG growth machine on autopilot, & and being profitable in 60
days?

**Want to hear how I can help you?
Type *YES!***

Clear roadmap & accountability for creating your \$500 or more offer, putting your IG growth machine on autopilot, & and being profitable in 60 days?

Work with a course creation & launch expert who helped a kids' yoga teacher with no email list make **\$10,000 in her first 30 days**, would you want to learn how?

**Want to hear how I can help you?
Type *YES!***

Clear roadmap & accountability for creating your \$500 or more offer, putting your IG growth machine on autopilot, & and being profitable in 60 days?

Work with a course creation & launch expert who helped a kids' yoga teacher with no email list make **\$10,000 in her first 30 days**, would you want to learn how?

Build a **WFA (Work From Anywhere) business** and get paid to create dope content and work with dream clients **WITHOUT** having thousands of followers first... would you want my help?

Here's how we can work together...



Create your MVC to market on Instagram profitably in 60 days



#CourseFromScratch is all about

...helping you launch your MVC as swiftly as possible

...helping you price your course at \$500... \$1,000... etc. and
attracting the RIGHT clients & students

...without growing to thousands of followers first or becoming a
content factory.

Want to see what's inside?

PART 1: THE COURSE

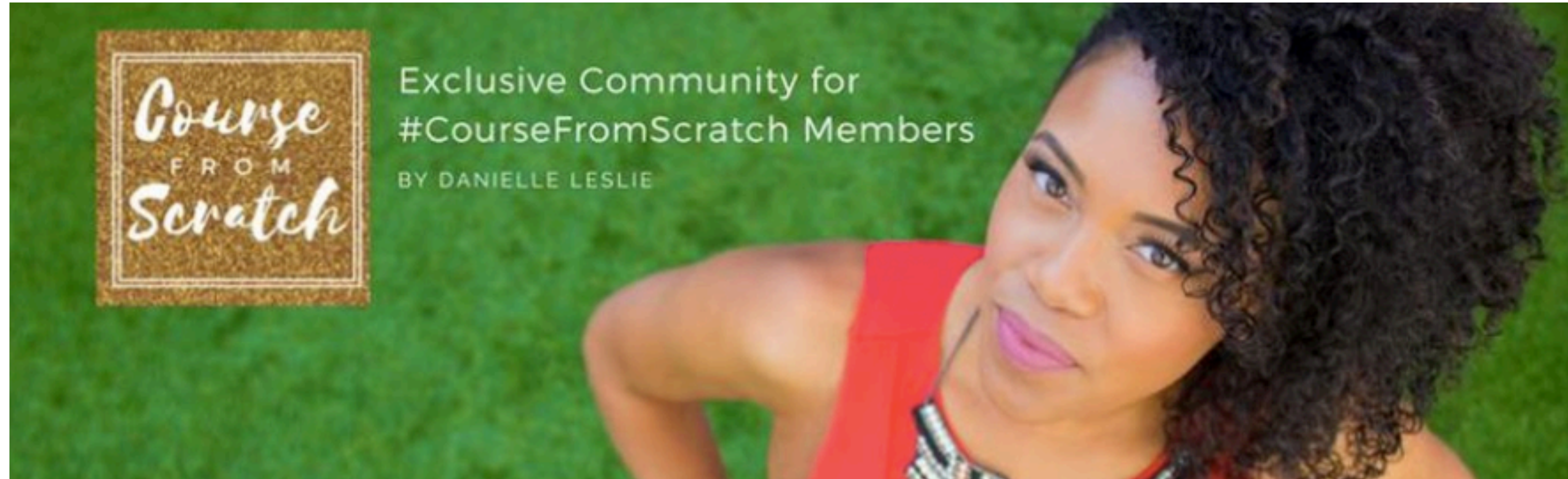


Step-by-step video lessons,
tutorials, templates, and guides

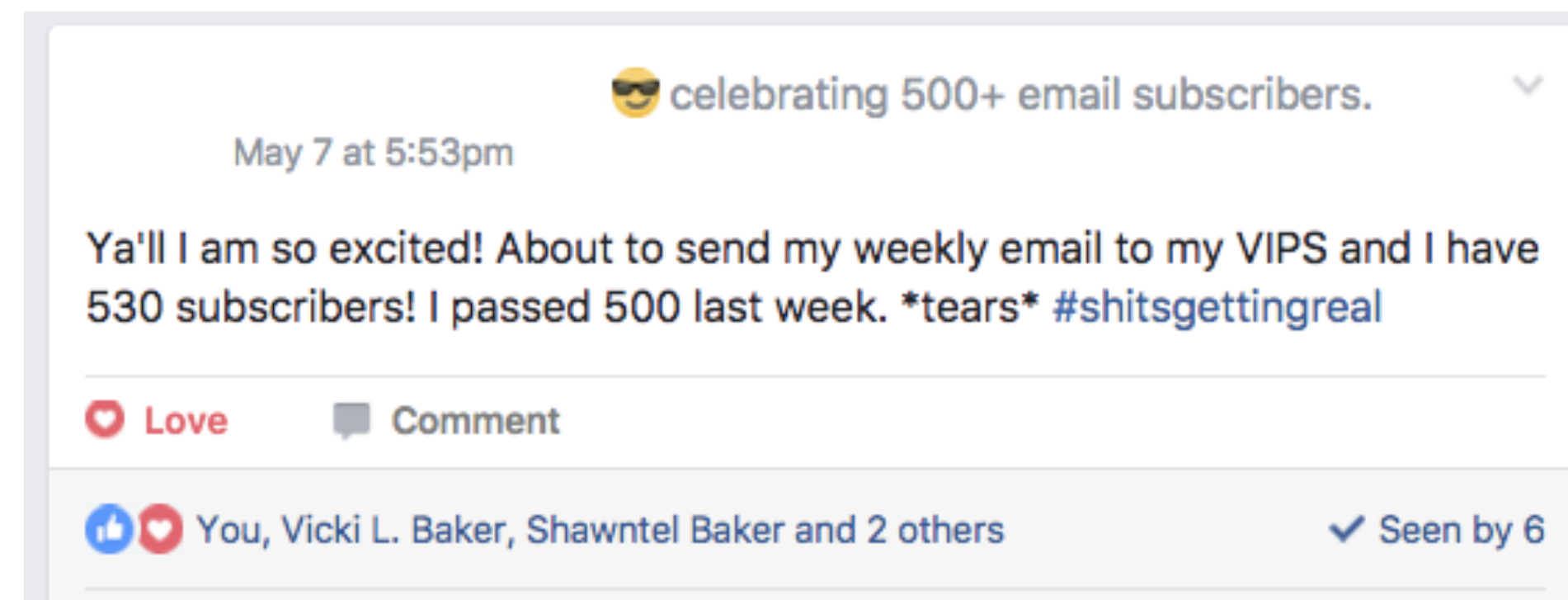
PART 1: THE COURSE

- WEEK 1:** Profitable Course Topic
- WEEK 2:** Perfect Customer Profiles
- WEEK 3:** Your Unique Framework
- WEEK 4:** T.A.S.T.Y. Course Title & Content
- WEEK 5:** Pricing & Offer
- WEEK 6:** Sales Plan
- WEEK 7:** Get Leads & Sales
- WEEK 8:** Get Leads & Sales

PART 2: THE COMMUNITY



**Access to experts and
course creators around
the country**



PART 3: THE COACHING



**Group Coaching Calls
with exclusive trainings**

Jaime Brodie, *Cosmic Kids Yoga*



Starting Email Subscribers: **0**
Ending Email Subscribers: **100**
Course Sales: **\$10,000**
Time Period: **30 days**

Jaime Brodie, *Cosmic Kids Yoga*



“Danielle knows better than anyone how to drive customer engagement with content. She helped us **grow subscriptions massively to our online course** and will undoubtedly be able to help you grow your sales!”

Ashley Joy, *Ashley Joy Speaks*

Email Subscribers: **570**
Course Sales: **\$4,500**
Time Period: **60 days**



Ashley Joy, *Ashley Joy Speaks*

“I recently resigned from my job as a Communications Director. In #CourseFromScratch, I got more clear about what I want to offer. It gave me more clarity and confidence to pitch my program to my church!

I grew my email list to 570, **priced my course at \$597**, and **made \$4,500!**”



Tara Reed, *Apps Without Code*



Starting Email Subscribers: **200**
Ending Email Subscribers: **2100**
Course Sales: **\$70,000**
Time Period: **60 days**

WHERE SHE IS NOW ...

Tara Reed, *Apps Without Code*



"Within 1 month of working with Danielle, I now have 2100 email subscribers, 50%+ email open rates, and **\$40,000 in pre-sales for my course.**"

Tamera Darden, *Darden Creative*

Start Email Subscribers: **100**
End Email Subscribers: **235**
Instagram Followers: **2,600**
Revenue: **\$2,000+**
Time Period: **60 days**

*Advanced Assets: Webinar,
Lead Magnet, Launch
Sequence*



Tamera Darden, *Darden Creative*

“I've **increased my email list**, **launched my course**, had **3 people enroll**, and **secured a corporate client**. I've gotten **more service leads and inquiries** this past month since starting the program!

I'm now gearing up for my second course launch with a **higher price point**. I've **made my investment back** and more importantly, feel more confident to charge what I know is my value.”



Anna Rakoczy, *Homemade Cooking*



Starting Price: **\$100**
New Price: **\$300**
Course Sales: **\$12,000**
Time Period: **60 days**

Anna Rakoczy, *Homemade Cooking*



“When I approached Danielle, I was planning to sell my course for \$100 after discounts. **Danielle helped me price my course higher**, and she provided a clear launch roadmap, so **in the end I did \$12,000 in my first beta launch**, and that was to a very small list.

I gathered awesome testimonials and launched again just a few months later and **did around \$20,000 for my second launch!** Most importantly, **I regained my quality of life.**”

Who was the program created for?

(If you're here... it's *not* an accident.)

You're driven to grow your brand/business.

Active on IG, Micro-Influencer, Professional in Transition

Have no existing offer: Expert, Creative, Multi-passionate

Have existing service: Coach, Consultant, Freelancer

Have small or existing audience: Speaker, Podcaster

Have some existing content: Blogger, Author YouTuber, Podcaster

What you're getting...

- **#CourseFromScratch (\$8,000 Value)**

When you invest today, you also get...

- **Teachable - 3 months FREE (\$297 value)**



With FREE, immediate access to **Teachable**,
you can have your course set up in an afternoon.



No Googling

No begging your techie friend

No posting desperately in FB groups

No wasting \$20,000 on a development team

No hundreds of hours down the drain

What you're getting...

- **#CourseFromScratch (\$8,000 Value)**
- **Teachable - 3 mo. FREE (\$297 value)**

When you invest today, you also get...

- **TASTY Webinars (\$497 value)**



The webinar slides & sequences that made me over \$80,000 in course sales

Webinars are one of the best ways to sell your course. Email conversion rates are 1-3% whereas webinars can convert as high as 30%.



No hours of Googling & guessing
No buying an expensive Webinar course
No posting desperately in FB groups
No wasting \$\$\$ hiring a designer to make your slides

What you're getting...

- **#CourseFromScratch (\$8,000 Value)**
- **Teachable - 3 mo. FREE (\$297 value)**
- **TASTY Webinars (\$497 value)**

When you invest today, you also get...

- **7-Day Email List Builder (\$49 value)**

"I grew my email list to 570 and made \$4,500!" -Ashley J.



7-Day Email List Builder

Imagine building your email list from 0 to hundreds of people interested in learning from you in just 7 days....



I grew my **email list to 570** and made **\$4,500!**" -
Ashley J.

"Email list at 230!!! Can I get a AMEN?"
-Emerald S.

"0 to 224 emails!" -*Jannel G.*

"I've increased my email list & made my investment back!" -*Tamera Darden*

What you're getting...

- **#CourseFromScratch (\$8,000 Value)**
- **Teachable - 3 mo. FREE (\$297 value)**
- **TASTY Webinars (\$497 value)**
- **7-Day Email List Builder (\$49 value)**

What you're getting today...

- **#CourseFromScratch (\$8,000 Value)**
- **Teachable - 3 mo. FREE (\$297 value)**
- **TASTY Webinars (\$497 value)**
- **7-Day Email List Builder (\$49 value)**

Total Value: \$8,843

If #CourseFromScratch helped you...

Create a \$500 or more offer in just 1 day...

Build your audience of the RIGHT people on autopilot so you can continue growing sales month after month...

Get **daily access to me as your business coach**

without needing a pimped out website, posting to IG daily, or thousands of followers first...

Would it be worth \$8,843?

(Yes?)

Your Price Today

Total Value: \$8,843

Listed Price: \$1,997

Your Price: \$997

or 6 payments of \$197



**PAY IN
FULL
BONUS**

+ 15% savings

CourseFromScratch.com/join

60-Day Guarantee

If you join *#CourseFromScratch*, watch all lessons, participate in the Q&A calls, complete & document the action steps, then *you will* launch your MVC profitably in 60 days or your money back.



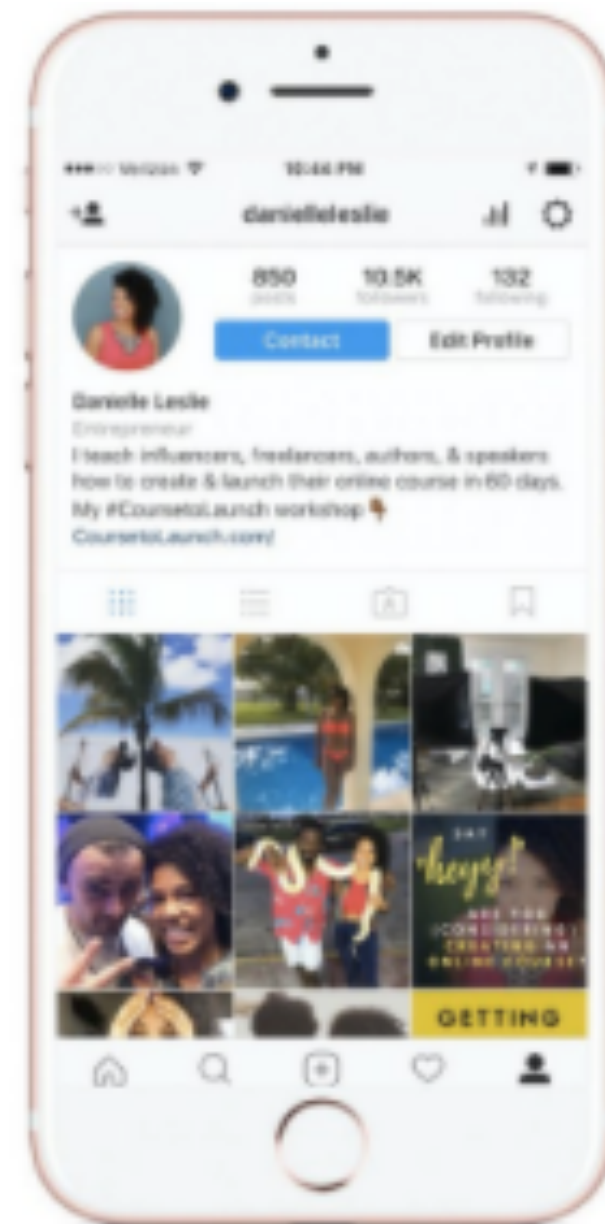
When you enroll right now...

BONUS



#LikesDontBuy Guide (\$199 value)

Instagram for Premium Sales Blueprint



How I grew my Instagram following to 18,000 followers in 1 year and did \$25,000 in course sales in 4 weeks

When you enroll right now...

BONUS



#LikesDontBuy Guide (\$199 value)

Optimizing Instagram bio

Use these Audience Amplifiers to grow your account:


- Automation
- Takeovers
- S4S (Shoutout for Shoutout)
- Group Giveaway
- Sponsored Post

Examples of T.A.S.T.Y. Content

- Customer Objections (“Yeah, but...”)
- Celebrate your Wins (Flex on ‘em)
- Behind the Scenes (Be vulnerable)
- Social Proof (“Show your worth.”)

Sample sales funnel from Instagram

What you're getting...

- **#CourseFromScratch (\$8,000 Value)**
- **Teachable - 3 mo. FREE (\$297 value)**
- **TASTY Webinars (\$497 value)**
- **7-Day Email List Builder (\$49 value)**
-  **#LikesDontBuy (\$199 value)**

Total Value: \$9,042

When you Pay in Full today, you also get...



LIVE SESSION with me: Set up your Instagram Marketing Machine & Create T.A.S.T.Y. Content (\$250 value)



In 1 year, 0 to 20k followers, \$0 to over \$100k in sales

-Tara Reed

LIVE SESSION WITH ME (\$250 value)

We'll implement for you the system that grew my Instagram followers to 20k of the *right* followers and made over \$25k in 1 month as a result...

- Research your Perfect Customer Profiles
- Find similar target accounts
- Set them up in the software
- Optimize your IG bio
- Create 4 pieces of T.A.S.T.Y. Content

LIVE SESSION WITH ME (\$250 value)



"I've been blown away by the response my 1st TASTY post is receiving on Instagram.

*To date, the post has over **600 likes**, **140 comments**, and I've gotten **30 interested course leads** who opted in. All with **only 2K followers!**"*



-Daria Wright, Hair & Makeup Artist



*"One word: EPIC! Within in a week I gained over 150 followers **in 3 days** and landed a client who purchased a **\$1200 package** from me."*

-Chasity Hampton, Author, Illustrator

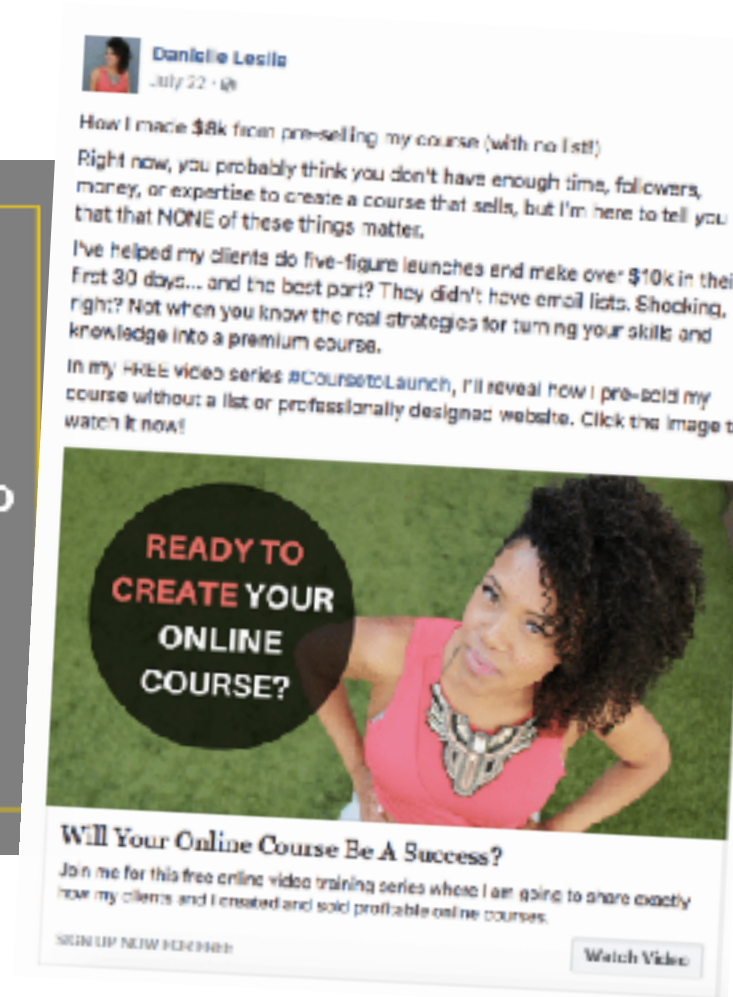
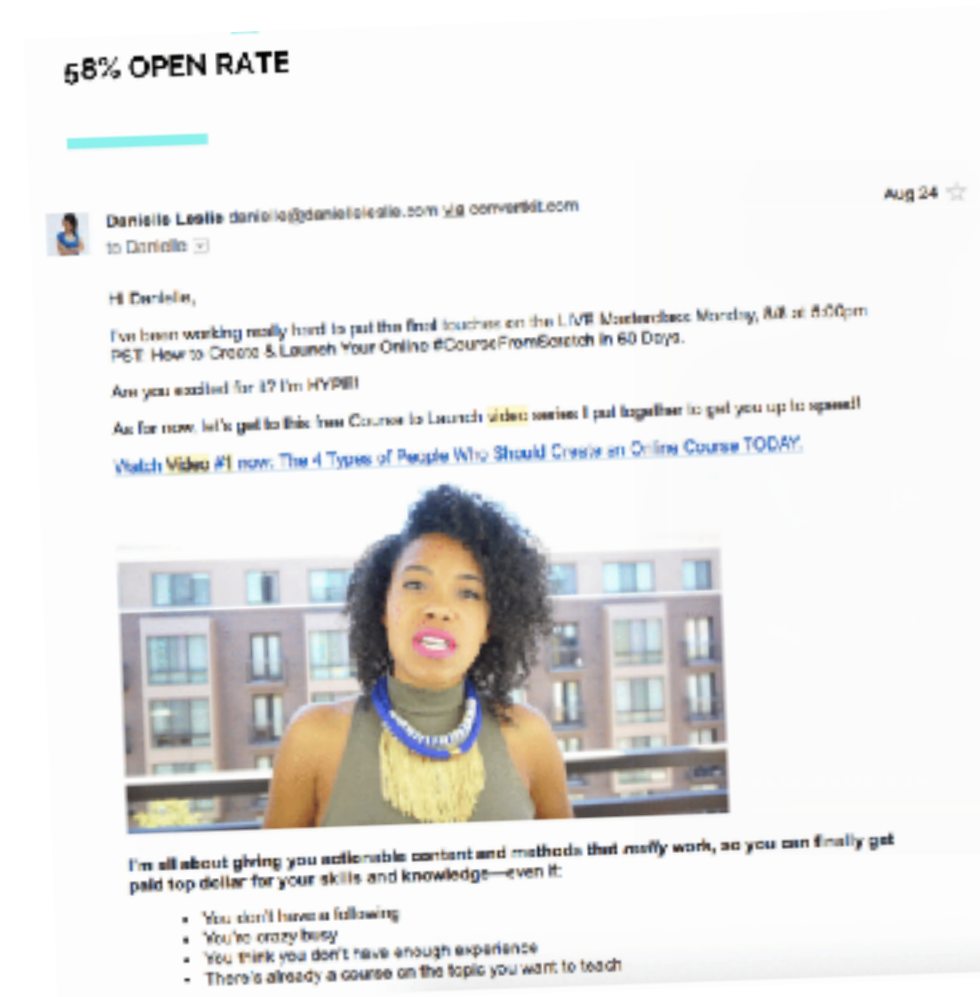
What you're getting...

- **#CourseFromScratch (\$8,000 Value)**
- **Teachable - 3 mo. FREE (\$297 value)**
- **TASTY Webinars (\$497 value)**
- **7-Day Email List Builder (\$49 value)**
-  **#LikesDontBuy (\$199 value)**
-  **LIVE SESSION with me (\$250 value)**

Total Value: \$9,239

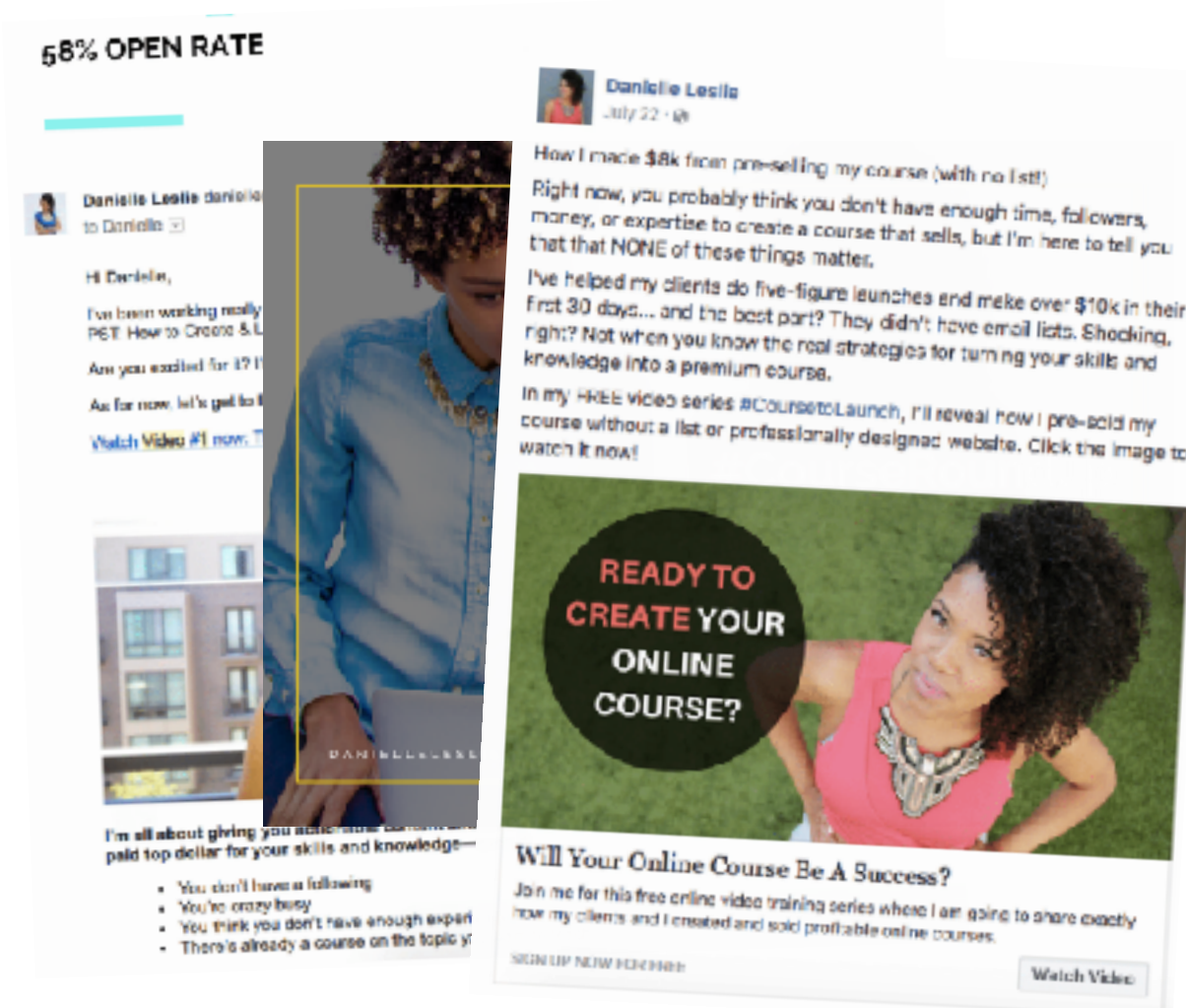
When you join today, you also get...

\$100k Course Launch Breakdown:
Get the EXACT launch timeline, emails, ads, & strategies **(\$197 value)**



\$100k Course Launch Breakdown

No searching for a copywriter
No hiring an expensive FB ads manager
No guessing about how to scale
No paying for more training



- **6-Figure Launch Timeline**
- **All Emails (email subject, copy, & performance)**
- **Actual Ads (images & copy)**
- **What worked & what didn't**

What you're getting...

- **#CourseFromScratch (\$8,000 Value)**
- **Teachable - 3 mo. FREE (\$297 value)**
- **TASTY Webinars (\$497 value)**
- **7-Day Email List Builder (\$49 value)**
-  **#LikesDontBuy Guide (\$199 value)**
-  **\$100k Course Launch Breakdown (\$197 value)**
-  **LIVE SESSION with me (\$250 value)**

+ 15%
savings

JOIN NOW!
FAST ACTION BONUS
ENDS IN...

09 59

**Get started for
only \$197 today**

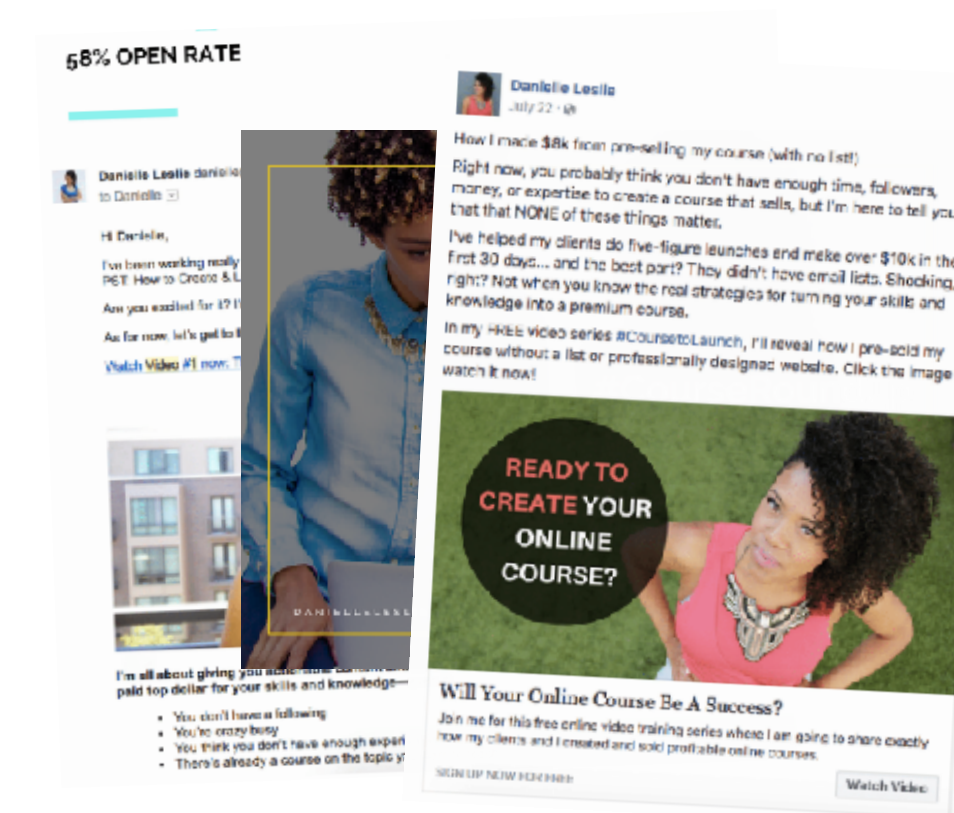
coursefromscratch.com/join



#LikesDontBuy Guide



\$100k Course Launch Breakdown



JOIN NOW!
FAST ACTION BONUS
ENDS IN...

09 59

Pay In Full \$997
and receive:

coursefromscratch.com/join



PAY IN FULL BONUS:

LIVE SESSION to set up
your Instagram Marketing
Funnel (\$250 value)



Why did you come here today?

Imagine if...

Your content & expertise are making you **six figures**
in a **scalable + predictable way**

...that doesn't require 90-hour work weeks

Imagine if...

You have all the **dream clients** you want

...you're even turning some away

Imagine if...

You don't have to worry about growing to 50k followers

*...you're **already recognized** as an influencer &
respected as the go to person in your niche*

Stop imagining & start creating your WFA business

Sippin' frosé, brunching on the beach while earning \$\$\$



Payment of \$2,795.00 - received a payment of \$2795.00. You can v
Payment of \$2,695.00 - received a payment of \$2695.00. You can v
Payment of \$2,795.00 - received a payment of \$2795.00. You can v
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Payment of \$197.00 - received a payment of \$197.00. You can view
Payment of \$1,595.00 - received a payment of \$1595.00. You can v

Here's someone else who's built her WFA business...

“I've been working with Danielle since the start of **Travel Noire** & she is in part the reason we've been able to **quadruple our conversions**.

Her guidance has resulted in **five figure launches** for us. If you're serious about **making an impact in this world**, Danielle is your go to girl.”

- Zim Ugochukwu, *Travel Noire*
Oprah's Super Soul 100



Imagine if...

You made **\$25,000 in 1 month** from 25k followers *after just 1 year...*

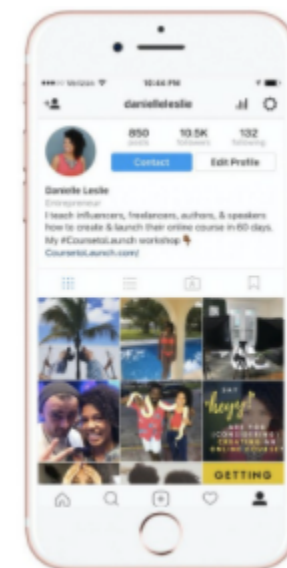
How fast could you **grow to 50k or 100k followers**? And **how much revenue** could your online courses make at that point?

Imagine if you got started today...

In 1 year, you grew your Instagram to 20k and made **\$25,000 in 1 month...**



**#LikesDontBuy
Guide**

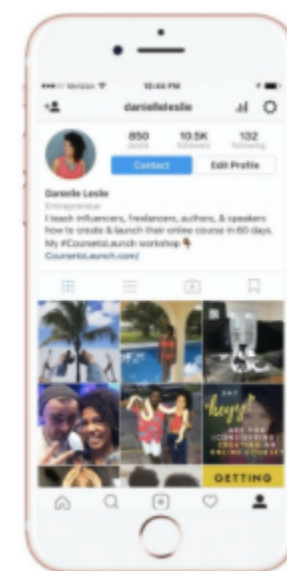


Imagine if you got started today...

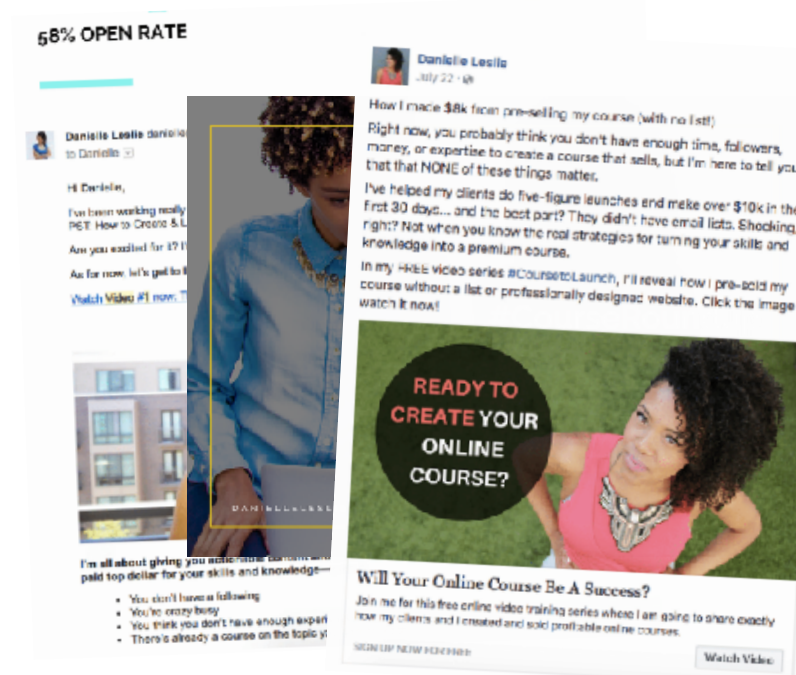
In 1 year, you grew your Instagram to 20k and made **\$25,000 in 1 month...**



**#LikesDontBuy
Guide**



**\$100k Course Launch
Breakdown**

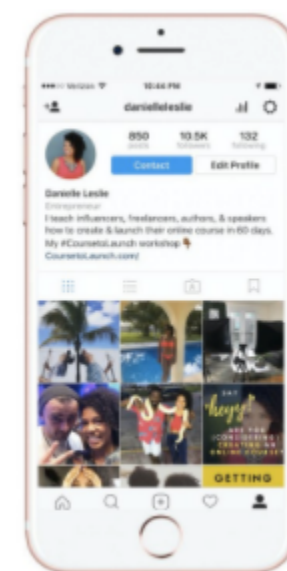


Imagine if you got started today...

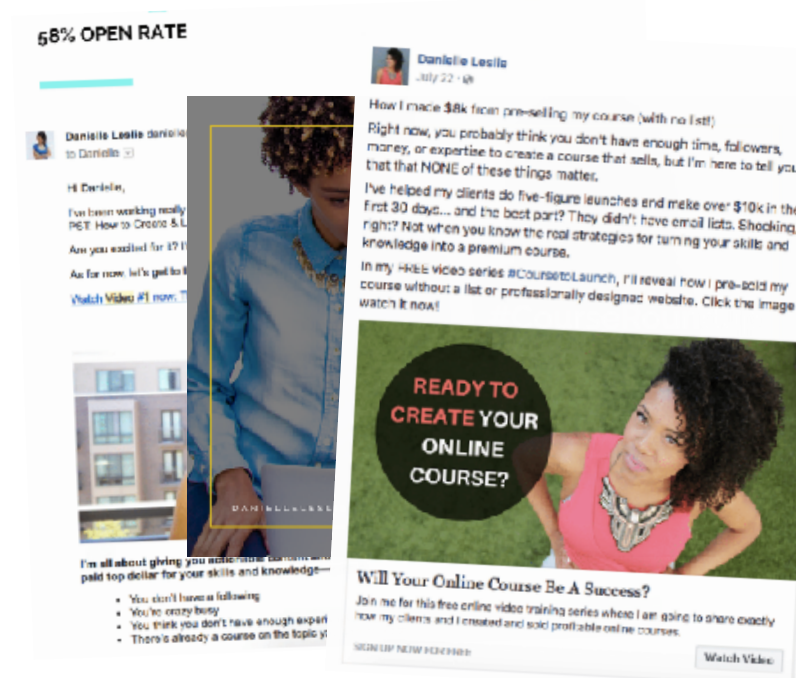
In 1 year, you grew your Instagram to 20k and made **\$25,000 in 1 month...**



**#LikesDontBuy
Guide**



**\$100k Course Launch
Breakdown**



PAY IN FULL BONUS:

**LIVE SESSION to set up your
Instagram Marketing Funnel**



What if I don't know my course topic?

- 1. Five-Star Course Topic**
- 2. Perfect Customer Profiles (PCP) Interviews**
- 3. Create Your Brag Bank & Uncover Your Culture Add**
- 4. Fancy Framework**

Overall, #CourseFromScratch is really about helping you uncover your Culture Add, articulate it, and package it into a digital course you can use to reach and teach people all over the world and fulfill your WHY.

What makes #CourseFromScratch different?



“I’m a course junkie and have enrolled in over 10 courses in 2 years.

Before CFS, I made \$800 with the launch of my course. **I’ve launched twice since completing CFS and my latest launch was almost \$5,000!**

I’m getting ready to launch again and I’m on target to double that last figure! **This course is simply A-1. Danielle actually cares about the students and it’s literally the first Facebook group that I’ve ever been active in.** I actually wanted to read the posts and interact with the other students.”

-Dorianne St. Fleur

What makes #CourseFromScratch different?

6+ years helping thousands launch their courses

Inspiring & driven community

Proven strategy & tactics

Focus on profitability & taking action that impacts your bottom line

In-depth feedback from my team & me

My \$100k mistake

Don't get stuck in course purgatory.

Get off the fence.

Partner with a trustworthy guide.

Will an MVC make me money?

I did group coaching and made \$1k... then did an advanced launch and made **\$20,000**

Tara did group coaching and made \$10k... and then did a more advanced launch and made **\$70,000**

Your Options

Keep goin' at it alone

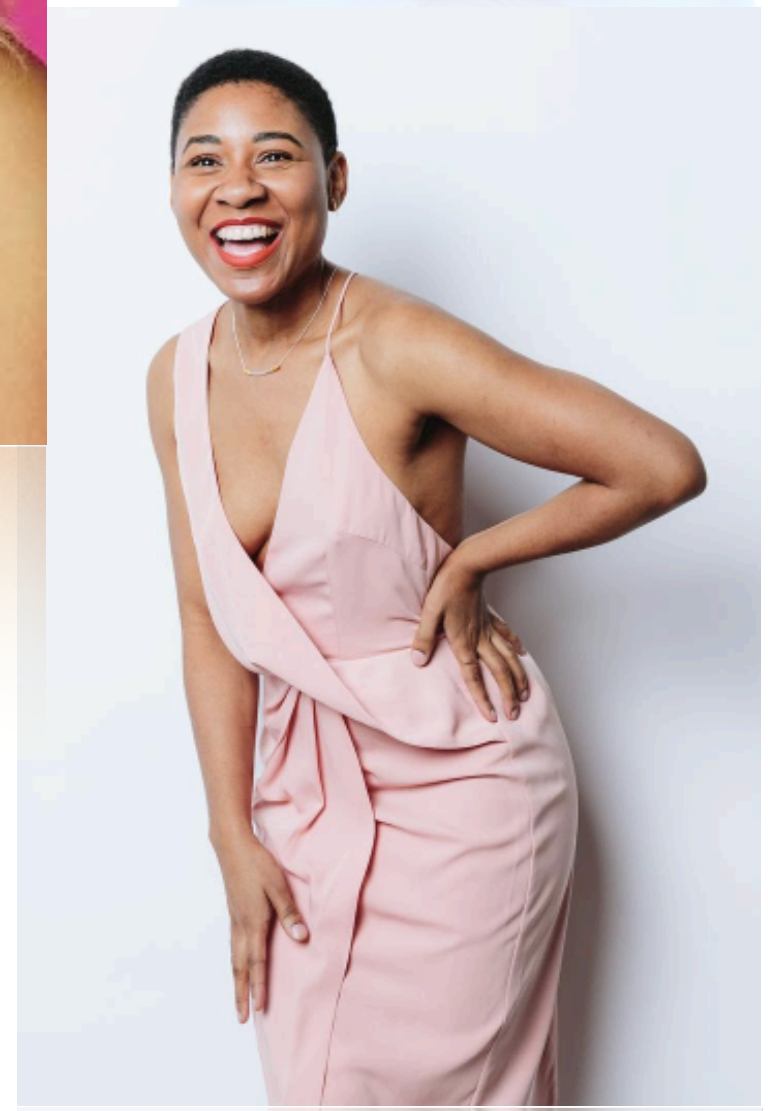
Endless hours of researching & guesswork

Posting desperately in FB groups

Paying \$\$\$\$ to hire expensive designers/developers

Watch another 6 months go by with no progress

Where do you want to be 60 days from now?



Join me. *Let's launch your offer & grow your audience on autopilot.*



**JOIN NOW:
CourseFromScratch.com/join »**

“What if I don’t have a following?”

Should I focus on building my brand first?

I don’t even have a website...

I don’t have an email list...

Your Price

Total Value: \$9,040

Listed Price: \$1,997

\$997

or 6 payments of \$197





**PAY IN
FULL
BONUS**

+ 15% savings

JOIN NOW:

CourseFromScratch.com/join »

What you're getting...

- **#CourseFromScratch (\$8,000 Value)**
- **Teachable - 3 mo. FREE (\$297 value)**
- **TASTY Webinars (\$497 value)**
- **7-Day Email List Builder (\$49 value)**
-  **#LikesDontBuy (\$199 value)**
-  **LIVE SESSION with me (\$250 value)**

Total Value: \$9,239

Where do you want to be 60 days from now?





JOIN NOW:
CourseFromScratch.com/join »



Get started now!



- **#CourseFromScratch** **\$8,000 value**
- **Teachable - 3 mo. FREE** **\$297 value**
- **TASTY Webinars** **\$497 value**
- **7-Day Email List Builder** **\$49 value**
-  **#LikesDontBuy Instagram Guide** **\$199 value**
-  **LIVE SESSION WITH ME** **\$250 value**

Total Value: \$9,239

Listed Price: \$1,997

Your Price: \$997

or 6 payments of \$197

JOIN NOW:

CourseFromScratch.com/join »