



FlagshipCourse.com

The 2021 Shift

**A Once-In-A-Lifetime
Opportunity For Online
Educators And Coaches**

By Yaro Starak

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The World Changed In 2020

In February 2020 I began writing this handout you are now reading on a flight from Toronto to Los Angeles.

At the time, the coronavirus was hitting China hard. The rest of the world started to take notice, but life continued as usual.

Fast-forward to a month later.

I was in Maui visiting a previous coaching client who became a good friend. The news had just broken that the NBA basketball season was postponed indefinitely because a player had tested positive for the virus.

Over the next couple of days all the major sports leagues closed down, the stock market began to tumble, and countries went into lockdown.

I was scheduled to fly back home to Canada, which at the time was still open to air traffic. The USA had just stopped all travel to and from Europe. It was clear that as the virus spread, the entire world was going to go into lockdown.

The choice I faced was whether to wait out the virus in Maui, which as you can imagine is not a bad place to be quarantined, or head back to Canada.

As a Canadian citizen it would be better to be in Canada if I needed healthcare, plus I could quarantine in my own apartment. I decided to fly home.

A Pandemic Experience No One Expected

On my flights back from Maui to Montreal I wrote the rest of the outline for this handout.

I felt confident I had something that would make an impact on people who run businesses selling their knowledge online.

However, it didn't truly dawn on me how amazing the timing was for what I was about to share.

When I got back to Canada I began a two week self-quarantine at home. All returned travellers had to do this. I had no problem complying.

I was even feeling a little excited as I could focus on writing and working with my remote team, all from home. I was also feeling the anxiety that everyone felt, given there was a deadly virus spreading around the world.

Although my work situation was largely unchanged, for many people, especially people who owned or worked in retail stores, in-person services, travel, tourism, hospitality, restaurants and so many other industries, work completely stopped. That meant no income for millions of people.

Governments were closing down all aspects of life as we know it. Besides food and medical care, everything else was on pause -- and we all had to stay home.

This was a new world, one we didn't see coming just a couple of months ago.

A Shift In How We Work, Learn And Live

My name is Yaro Starak, and thank you for downloading this handout.

I've spent most of my adult life as an entrepreneur, and almost all of the last 15 years running an online education business.

I love to travel and was a digital nomad before the term became popular.



I feel immensely lucky to be born in a time when I can earn a living from a laptop and even become part of the 1% wealthy selling digital goods and services.

Of course, like everyone, in 2020 my life changed. While I settled down into quarantine in Canada, I began to think what this pandemic meant for the people I coach and teach.

I asked myself — *how was the world of online education going to change?*

In this new world the one thing we still have is the **Internet**. Remote work went mainstream. Zoom calls and Slack chats became everyone's workplace.

The virus lockdown is a 'shock' moment. It hits hard, life changes dramatically for a period of time, then things clear up and everyone is back to doing what they do. Normalcy returns, but it's a *new-normal*.

There are going to be lasting ramifications long after the virus is gone from our newsfeeds. I'm not just talking about the second and third order economic impact (shutting down the entire world has huge roll-on financial effects), but also **societal shifts** too.

“The quarantine period was a massive work-from-home experiment that no boss could say no to.”

The big shift that you need to pay attention to is this: **The remote life movement will no longer be just for tech people.**

Working from home, learning from home, grocery shopping from home -- these are things people knew about and dabbled with, but for many the quarantine experience is the first time they had to make it their day-to-day life.

While no one wants to be quarantined, this forced change will surprise people, as they realize some aspects of life are better.

You don't have to commute every day, you can study at your own pace at home, spend more time with your family, and still collaborate with others and get work done.

The last point I think is especially important.

A lot of companies -- I'd argue a majority -- are stuck in a very old way of thinking. You have to be in an office for a certain amount of time five days a week and you have to see each other face-to-face for meetings. This is how things get done.

While your boss might be open to you spending a day or two working from home now and then, if you ask to work two days a week at home **permanently**, they will quickly say no. That's too radical an idea.

The quarantine period was a massive *work-from-home* experiment that no boss could say no to.

For some companies the result is positive. Work still got done, less time was wasted, and people still communicated.

What may surprise people is how much more efficient work became.

Employees can produce the same output, or even more, in less time, without the commute, wasted time in meetings, people interrupting their flow -- all problems they don't have at home.

Now of course this is not the case for all industries. Many can't do what they do at home. But for millions of people, the virus forced a shift in focus away from *where* work is done, to the **work itself**, a vital change in mindset.

The Newly Unemployed Look To Take Back Control

There's one group of people I haven't discussed yet. Unfortunately, a very large group who felt the most impact from the snap-lockdown that shocked the globe.

Those who work in industries who couldn't shift to a work-from-home model, **lost their jobs**.

If you were employed by an airline, hotel, restaurant, hair salon, sports club, bar or music venue, retail store - anything where people meet in person - chances are you were fired or furloughed (temporarily fired).

For many small businesses and some large companies like airlines and restaurant chains, they operate on small margins so if they close and have no revenue coming in, there's not enough cash in the bank to survive two weeks. The first thing to go in this situation are jobs.

The unemployment rate in the USA in April 2020 increased by 10.3% to 14.7%. This was the highest rate and the largest over-the-month increase in the history of the data (available back to January 1948). The number of unemployed people increased by 15.9 million to 23.1 million in April 2020 ([source](#)).

Imagine you are one of these people. One day you were working hard living your normal life. You didn't expect a complete shutdown of everything, leaving you without work for an unknown period of time.

After the shock wears off and you figure out how to meet your immediate financial needs to pay for food and rent, possibly using loans, selling assets, dipping into savings or from government emergency support programs, your mind switches to how to make sure this **never happens to you again**.

You want to ***take back control***.

You consider ideas like starting a side hustle, freelancing, learning how to better manage your finances so you have more money saved, diversifying income streams so you're not reliant on only one source, remote work, learning new skills to get a higher paying job... *and so on*.

Where do you turn to figure all this out?

The Internet of course!

The one benefit of being fired is you have **time**.

That time can be invested into education, to learn new skills, to start that side hustle, to look for remote work, to become the boss rather than the victim.

*“For millions of people, they are going to do something very important -- **they are going to turn to the Internet to learn new things.**”*

After the lockdown ends, people who were suddenly fired may return to their jobs, but they won't be the same. The desire to feel stable and in control, prepared for the next surprise change, will not disappear.

A Once-In-A-Lifetime Opportunity

By now you have started to see the picture I am painting for entrepreneurs who sell education online.

The new 'remote-working' class will increase in size tremendously. They work with far less latency and distractions, and they use their energy far more efficiently.

In short, they get more done in less time because they work from home, and as a result they have more **spare time**.

These people have a big opportunity to utilize all this unlocked extra time. Netflix and YouTube and social media no doubt will eat up some of that time, but millions of people are going to turn to the Internet to **learn new things**.

Those who lost their jobs face an even more urgent need to change their circumstances and have **entire days worth of spare time** to invest how they see fit.

The newly unemployed who are self-motivated -- *and probably angry about their situation* -- will turn to the internet for education as a means to **secure their future** so they never find themselves in this kind of situation again.

For some, the shift towards online education may be purely for fun, to explore hobbies and learn new skills like languages, musical instruments, art, dance and crafts. Some will study to advance their career or learn skills to change careers.

Others will study at home to create side income streams so they can earn remotely, or to become entirely independent, transitioning to 100% freelance work.

Consider the following changes as a result of the lockdown experience:

- **Work will shift to homes now that all stakeholders see the benefit** (employees, management and company owners)
- **Working from home leads to extra time by removing latency** (travel, meetings, distractions)
- **With more home time, people will pick up new hobbies or return to old ones**
- **People will use extra time they have at home to learn new skills so they can advance in their career and/or get better jobs**
- **Millions of people who lost their jobs will go online looking for remote work and to educate themselves to secure new jobs**
- **More people will become freelancers and start businesses**

- **Having a ‘side hustle’ that you control and can do online will become incredibly popular**

To put it simply, online education is going to boom -- and it was already booming before the pandemic lockdown.

Online Educators: It’s Time To Be The Leader

My message is simple...

As a coach, teacher, trainer, expert, author, blogger, podcaster, YouTuber -- any person who educates others for a living, **now is the time to take action.**

It’s important you don’t do this *half-heartedly*.

There is a unique window of opportunity right now to go after a market and cement your leadership. If you don’t, someone else will.

You have a chance to ride a wave that’s building as you read this. You only get these chances once. Think back to all the previous trends you missed out on -- *did you get a second chance?*

Online education is booming and demand will continue to increase, but that means competition is ramping up too.

You can see evidence of this everywhere, from all the people who are considered ‘personal brands’ launching their own courses, to the big valuations of online education companies like Udemy (\$2 Billion, [source](#)), Skillshare (raised \$66 Million, [source](#)), and Masterclass, (\$800 Million, [source](#)) to LinkedIn buying Lynda for \$1.5 Billion ([source](#))

To make sure you survive and thrive in a competitive landscape, you have to be a **leader in your space**. You need to stamp your authority on your topic, to create awareness for who you are, how you help and why you're the best choice.

If you don't, the wave that is rising now will crash over you, wiping out your business as others ride it to huge profits.

There's only room for a handful of winners. The rest will fade away, watching on as their sales decline as people choose to buy from other teachers and coaches.

Make A Statement And Make More Money With A Flagship Course

In my experience from over a decade delivering online education through many different formats, there is one powerful statement you can make that has proven to be more effective than anything else.

It also happens to be the most lucrative step you can take as well.

Release a **Flagship Course**.

A *Flagship Course* is not just any standard online course. It's something you devote yourself to over time, continually promote and improve, and it becomes your **statement education experience**.

It's a **leadership creation tool**, as well as a *money-making* centerpiece for your online business.

Going forward in 2021 and beyond, to secure your position as a preeminent coach and trainer in your industry, the time to start preparing your *Flagship Course* is now.

Stop focusing on products and ideas that don't move the needle.

Another ebook, coaching client, small workshop or live training might generate revenue, but how many times have any of these things significantly shifted your business to a new level?

This handout you are reading now is a guide on what it takes to create a *Flagship Course* that goes on to generate a **million dollars in revenue**.

*“If you want to make lasting impact you need to focus on something significant that puts you on the map as a change-maker in your industry -- that is your **Flagship Course**.”*

I've personally enjoyed the million dollar result with two different courses I created.

I started out like many people, not expecting to become a coach or teacher. I certainly did not foresee how much of an impact my *Flagship Course* would make on my life and my business, not to mention all the people who took the course.

By making the decision to start a blog and podcast, and share my experiences as an entrepreneur and online business owner, I inadvertently started down the path of online educator.

At this point in my life I had plenty of real world experience, but none as a teacher or coach. I devoted myself to teaching online, giving away everything for free. My audience grew and I made money from income streams like advertising and affiliate income.

Things changed when I released my first Flagship Course. I'll share more about this story later in this handout. Needless to say, my income significantly increased as did my exposure — suddenly people knew me and saw me as one of the top experts in my field.

Releasing a Flagship Course is not an easy thing to do, but it will change your life. It will also change the lives of thousands of people who take your course. Each day you delay, is another day you are not helping these people.

Our world is shifting, creating new opportunities. It's not a time to do more of the same, **it's time to take on action on something new**, something big, that will change your life forever.

Let's continue...

What Is A Flagship Course?

A **Flagship Course** is a teaching, training or coaching program you sell to customers and deliver through the Internet.

Like the Flagship in the navy, your *Flagship Course* is your first-rank training, your premium program, your most comprehensive solution to a problem.

Unlike most courses sold online, your *Flagship* is premium priced and will deliver the largest profit margin you will make of any of your digital-only products.

To put it simply, a *Flagship Course* is the most impactful educational product you will ever sell... *and it can be sold again and again without increasing your workload!*

It will change your life by delivering big profits and personal satisfaction as a teacher/coach, cementing you as an expert in your industry. It will change the lives of your students as well, perhaps the best benefit.

The Mistakes I Made With My First Online Course

In 2007 I sold my first online course. It was a good course, simple in some ways, but so were a lot of things in 2007.

After my launch campaign was over I had 412 paying customers, who were each paying an 'early-bird' price of \$27 a month for access to what would eventually be a 12-month program.

At the time I wasn't sure how long my course would run for, and back then 12 months did not seem too long, as it definitely is today!

I did the math and was ecstatic to conclude that I would make over \$10,000 a month consistently for the first time from my online teaching business.

To me, this was life-changing money, as it probably would be for most people.

However, within three months things were not looking good. My cancellation rate was at 30% — I was losing a lot of customers every week, far more than I was gaining.

I had a theory: my course was too long, too open ended, and people were cancelling mid-way through simply because they didn't know when it ended.

Once I finished creating the entire course (I was building the course as students went through it), I decided to test an idea to stop people from cancelling.

I restructured my course to make it a six-month program, and charged \$97 a month for six months drip-released content (new content released each week for six months), or \$497 for the entire program immediately available.

This change worked incredibly well. My cancellation rate went down to below 10%, I made much more money per customer, and more money upfront as many decided to pay the one time fee.

The Flagship Course Formula: Go Bigger

Fast forward to the year 2011...

By this point I've sold three online courses, each one bringing in hundreds of thousands of dollars in revenue to the point where I've made over a million dollars from my online education business.

Each new course builds on what I learned from the previous course. My marketing campaigns are better, my course materials are better, and I'm becoming more well known in my industry.

However, by the end of the year I decide to take a break. I also make the tough decision to close down my courses because they are starting to show their age.

I made the mistake with my early courses of focusing on certain technologies that inevitably were replaced by newer options and platforms.

My strategies were still sound, but it was clear my courses were not cutting-edge.

After a year off I decide to create one more new course.

This time I would create what today I call a true *Flagship Course*, taking in all the experiences as a course creator I had lived through over the previous six years.

Here are 7 key principles I applied to my new Flagship Course:

1. **The course is six weeks long and accessible all at once for a one time fee.** Attention spans are short online, and people want results fast.
2. **The price from day one is \$997 upfront** (payment plan options would come later).
3. **I teach evergreen strategies and do not focus on technologies that change.** I want this course to stay relevant for at least ten years.
4. I deliver in all three modalities of learning - watching, listening and reading. **The course is in video, with audio MP3 and text transcription downloads available.**
5. **I collect extensive case study interviews from my previous students.** I release these as podcasts initially in the lead-up to the release of my course, and then ongoing every year to keep showing examples that what I teach changes lives.
6. **I first release the course to my internal audience** (email list and blog readership). With this cohort I build the course as they go

through it, so I can tailor the program as needed.

7. Once the course is finished with the first cohort, **I go out to affiliates and do a big product launch campaign**. This includes launch prizes, a free education experience from me to share with their audience, and then take in the second cohort of students.

The difference in price of my Flagship Course makes an impact. The main difference is obvious - **you need just 10 students to make almost \$10,000**. Get 100 students and you're well over \$100,000.

This pricing point is also more attractive to affiliates. In my case I offered 50% referral commission, so affiliates earned almost \$500 per sale. This ups commitment, so your affiliates promote more often, offer better bonuses and even place your product in their evergreen marketing funnels.

I could go on and on listing benefits, but I think you understand how 'next level' a Flagship Course can be.

My main regret is how long it took me to release a Flagship Course and commit to the process of selling it long term.

The good news is you can benefit from my hindsight, which is the purpose of the second half of this report.

Next, I'm going to break down the 16 biggest insights I've gained from the many years I'd had selling courses, leading up to the current '*Flagship Course Formula*' I use and teach others.

What I am about to reveal is real insight from years and years of experience selling online courses. This is advice from literally thousands of hours spent 'in the trenches' selling online.

16 Insights For Maximum Profits

My goal is for you to take away the following 16 insights and implement them as leverage points to make maximum profits selling your own Flagship Course.

As a first goal for you, **aim to launch a Flagship Course that delivers \$100,000 as soon as possible**. Once you reach that level, it's only a matter of time before that **million dollar milestone** becomes inevitable.

You Need An Audience

Before we continue, it's necessary I point out that none of what I am about to reveal will work, if you have no **audience**.

You need subscribers (or access to people with an audience who can send you subscribers) and some of those subscribers must be financially able to buy from you.

It doesn't matter if you currently sell coaching or consulting packages, digital products like ebooks, online workshops, courses, or affiliate products, services, or physical products like books or e-commerce.

What matters is you have the attention of people who know and trust you and have money to buy from you. Ideally, this means you have an email list and a customer base already.

If you are a beginner, I recommend you start with my free workshop, [The Platform Launch Plan](#). This will teach you my methodology for growing an online audience.

With that out of the way, let's start with an obvious insight, yet often a big **mental block** when it comes to selling a Flagship Course...

1. Charge More Money

This is THE basic tenant of a *Flagship Course* — you charge a 'Flagship Price'.

My first Flagship Course was \$497, and I suggest you never go less than that. Today I would not go less than \$997.

You need to be at that \$500 price point (or more) to present high enough **perceived value**.

This will result in fewer time-wasting customers, a better quality more active customer, and people who are more likely to get a result from your training.

Paradoxically, the higher price will also result in **fewer refunds**. Low prices attract people who give up easily and quickly send in that refund request.

With a *Flagship Course* at a *Flagship Price*, you need to deliver **Flagship Results**. This means whatever goal your course is focused on has to be of high enough value to the customer to justify the price.

Remember this is *perceived value*, so it's not just a numerical value. For some people, losing 20 pounds of fat and having more energy will be a priceless outcome to them, and well worth the *Flagship Course* investment.

The higher price may result in fewer customers, but you will make more money since each customer is worth so much more. This is also better because you have fewer people to support, reducing your admin costs.

Don't be surprised though if a higher price delivers MORE customers. People may finally take you seriously because you charge a serious price.

One last thing I must mention...

You may experience **imposter-syndrome**. That's the feeling you get when you push your fee beyond your comfort zone and don't believe you can justify it.

The best way to combat this is to create an amazing product and sell it with amazing marketing.

Avoid letting fear-based emotions crowd out the potential reality that for the right people, your product at a high price is SUPERIOR VALUE.

Over time as success stories come in, you may raise your prices again.

2. Own Your Category

I underestimated the impact of presenting to the world my *Flagship Course*.

At first, I was so focused on delivering a great product and dealing with my self-doubts, that I didn't fully grasp how my industry would perceive me after my course was released.

In any given industry only a small handful of people will release courses, and an even smaller group will publish a *Flagship Course*.

Provided you publish a good product and your marketing is effective, everyone in your industry - your audience, your customers and your peers - will come to respect you. You will be seen as a leader.

It's important you go after this result and fully embrace it. Your Flagship Course is a **category-defining** event. It says to the world *“this is what I know and how I can change your life”*.

When you own a category, you get the lion-share of sales. People refer to you, talk about you, recognize you, and of course, choose to buy from you rather than any similar offers.

For this outcome to be possible, what you teach and how you sell, need key distinctions — differentiation points — and you need to reach a lot of people within your marketplace.

You must teach a ‘unique system’, narrow in on a topic so you can own it, and talk about your ‘unique experience’ that no one else can replicate since you lived it.

When you do this over and over again over time as you continue to promote your Flagship Course, reaching more and more people, you become known as ‘that person’ who is the best at ‘that thing’.

If you stay focused long term, you won't just lead the pack, you will run your own race.

3. Reach More People

The expectation is by releasing a **Flagship Course** you reach more people.

That's true, you can and you will, it's inevitable when you commit to the goal.

However, it's important that you understand reaching more people is a byproduct of your **hard work**.

A Flagship Course deserves **Flagship Marketing**.

You're going to push your message across multiple channels, including organic traffic, pay per click, joint venture affiliates, social media, multimedia and email.

I've done A LOT of Flagship Course launch campaigns. I've done big launches with an army of affiliates, prizes and launch content, evergreen campaigns, partnerships and internal only campaigns.

One thing is very clear — **you don't get customers if you don't reach people**.

My biggest launches, the ones that earned over \$100,000, reached lot of people. The campaigns that I didn't push as hard, reached fewer people, and thus brought in fewer sales (the 'worst' campaign was \$20,000).

You also need to use what I call '**deep marketing**'. You can't expect people to buy a \$1,000+ product after getting a couple of emails and a social media post.

At a Flagship Price, you need to establish **Flagship Trust**.

You can establish trust in a short period of time, if you present enough trust-building materials to the right type of people. This is what a solid marketing campaign will deliver, when done right.

However, you should view the **trust-building process as a long-game**.

You nurture relationships by delivering a consistent message across a variety of experiences with you over time.

Some people will discover you, learn from you, watch you appear in their email inbox and in social media, and then finally when the time is right, buy your *Flagship Course*. This could take a day or a year.

The good news is that a lot can be automated.

You're going to work hard at first to create all the content necessary to build trust, and then push it out into the world.

Once the content exists, you will have a '*trust building machine*' at your disposal, making future sales come in with far less work.

4. Stack Your Launches

Too many people get caught up with 'The Launch', that first attempt to sell a *Flagship Course*, and if it doesn't do as well as they hope, they give up.

Your *Flagship Course* is destined to become a cash-cow product (a consistent income source), if you take a long term, *iterative* approach.

There's a concept that came from Japanese car manufacturing that I've applied in every business I've owned since I learned about it. It's called '**Kaizen**', which essentially means slow and steady improvement through small iterations across an entire system.

The best way to apply this to your Flagship Course, is to see your launches as a **Stack**.

You build one launch or marketing campaign on top of the other, each time learning from your previous experience and improving the weakest parts.

This gives you the mental space (lack of pressure) to know you have time to improve your marketing, to improve the course itself, and the time to grow your audience so you reach more people, and thus, make more sales.

It might take you three years to make that first \$100,000 from your *Flagship Course*, stacking four, five, or six launches during that time, applying Kaizen all the way.

Maybe you make \$8,000 from the first internal launch to your existing audience. Your second launch does \$25,000 because you reach more people with more marketing, then your third launch hits \$60,000 because everything is growing.

I went through a launch stacking process with my Flagship Courses. It took a year and a half to make \$100,000 from three marketing campaigns. However, by the third year I made over \$200,000 in just 12 months from two launches, and then over \$400,000 in my fourth year.

Everything I did improved over a five year period. Also, because of my *Flagship Course* I claimed more category ownership, so people referred to me as the best choice to buy from and partners sought me out.

It's important you embrace this idea of continuous improvement because I **guarantee things won't just work the first time.**

The great thing about stacking your launches is you get better at everything. Your product improves, you have more marketing content to draw upon, and you can hire more people to help you as you make more money.

The key is to make the choice right from the beginning to play **long term.** You can *Kaizen* your way to a million dollar Flagship Course if you commit to it long enough.

5. Sell Like A Direct Marketer, Present Like A Brand

A **direct marketer** cares about numbers. In terms of online marketing for your course, that means you analyze:

- How many **email subscribers** you have
- How many people **open** and **click** the emails you send
- How many **visits** you get to your course sales page
- What is your **conversion rate** (visits to sales ratio)

These kinds of numbers are available on all media platforms, from how many people visit your web page, join your email list, view your Facebook Ad, how many new subscribers affiliates send, what content is performing best according to Google Analytics.... *and the list goes on.*

A direct response marketer looks at these numbers, the **performance metrics**, and focuses on improving them. This makes sense, since the better these numbers get, the more money you make.

A **brand marketer** on the other hand, cares about broad general awareness of their company.

Brand marketing doesn't look for specific actions taken directly from campaigns (direct response marketing does), rather they look for **saturation** and **recognition** of their brand.

Brand marketers want people to remember their company exists, and to experience certain feelings towards it. When the decision to purchase something hits a consumer, their brand is known, trusted and liked.

For your *Flagship Course*, you care about **numbers**. You don't have the budget to waste money on broad branding campaigns that aren't directly tied to sales.

However, in this increasingly competitive world, one aspect of brand marketing is relevant — **presentation quality**.

The feeling people have about your Flagship Course — *and you* — is impacted by how you present your information.

As I already mentioned, you need *Flagship Trust* to justify people paying a *Flagship Price*. **Presentation is a significant part of trust building today.**

It's easy to lose a potential customer because they are turned away by your poorly presented video, or your blog still has an early 2000s design.

For people to take you seriously and for you to be top of mind in your industry, you have to take **design** and **presentation** seriously.

You must at the very least meet the **level of expectation** people currently have for online education in your industry.

People have expectations of what a 'professional' online experience is based on their current interaction with online media, including entertainment and education. If you're not sure what this looks like, visit Netflix, Prime Video, Disney, Skillshare, Masterclass, Lynda, Udemy and Khan Academy.

You should review the people online who are considered leaders in the industry you are in, visit their websites and social media, watch their

videos, and if possible, buy their digital products. This will help you get a feel for what the current state of play is in your niche.

You don't need to hire the most expensive design firms, but you do need to invest some money to make sure your web pages, videos, advertisements and social media are at a certain level of quality.

Thankfully, platforms for building websites and online education experiences come with modern templates you can modify for your own purposes.

If you're not sure where to find a good web designer or what tools to use to deliver your Flagship Course, [contact me](#). I can direct you to the people and tools I recommend and use.

6. Copywriting Matters

Most people recognize the need for good visual presentation, but what's even more important are the **words** you use to sell with.

To put it simply, **copywriting matters**.

People will gladly pay \$2,000 for a well designed website, yet when it comes to paying even \$500 for copywriting, they prefer to 'save' the money and do the writing themselves.

I know this because I was one of them.

I wrote everything myself and then wondered why I was disappointed with my results. I even considered myself a good writer since I wrote blog posts and emails for a living.

That changed when I decided to get serious and charge \$997 for the new version of my course. At that price, I knew I couldn't be 'lazy', I needed to be professional across the board.

I wrote a first draft of my *Flagship Course* sales letter, but then I handed it over to a professional copywriter. I spent **\$5,000** to produce the final version of my sales page, and that doesn't include design costs.

It's easy to justify that expense when you sell over \$300,000 of the product.

I also studied copywriting myself and had the opportunity to practice my skills through years of creating blog and email content for launch campaigns and writing sales pages for products.

If you're the content creator in your business, this is the one skillset I recommend you invest time and money to improve.

The most critical content for selling your Flagship Course are your **sales page** and/or **sales video script**. Your **email content** also matters, especially the emails you send during your course launches. These two areas are where I would invest money on copywriting.

If you need referrals to copywriters who specialize in writing for education products, [contact me](#). I can share my connections with you.

7. Curate Partnerships

The most effective source of traffic I have ever come across to sell a Flagship Course are partners, otherwise known as **affiliates**.

A partner will endorse you as an expert and send their audience directly to sign up for your email list to access your free content. The best partners will

send multiple promotions and offer a bonus package to entice people to purchase your *Flagship Course*.

You can't beat that.

The main reason why affiliates are such a good source of new customers is because **trust is built into the referral**.

Your partners have an audience who trust and listen to them. When partners recommend you and your resources, their audience now trust you too, because of the referral.

This is why **influencer promotions** have become a popular form of marketing. Companies know that social media influencers wield a lot of trust and attention. That's marketing power.

The challenge with partnerships is they don't just instantly appear. You can't wait until the last minute to approach affiliates and expect them to just line up ready to promote your *Flagship Course*.

You need to **curate relationships** with potential partners long before you plan to launch.

The best way to begin the relationship building process is to pick a top **100 list of your ideal partners**, then focus on connecting with them over time.

If you interview them, send them subscribers and customers, write about them, help them find a resource — basically anything where they benefit from your help or form a connection with you, the door to a potential partnership is open.

Sometimes all it takes is a good conversation with a potential partner, especially if your *Flagship Course* is a match for their audience.

Other times they may agree to promote your campaign if you reciprocate as an affiliate for their product later.

As I mentioned earlier, by being one of the only top experts in your industry willing to produce a *Flagship Course*, you gain a **stamp of authority** that will make it easier to attract partners.

The same goes for consistently producing helpful content through formats like blogging, podcasting and YouTube. The more content you release and the better you get at helping others, the more likely people will already know who you are when you come asking if they will promote your course.

Once I became more well known, all it would take to convince some partners was to let them know I was running a big launch campaign for my *Flagship Course* with fantastic **commissions** and **affiliate prizes**. They would sign up, ready to promote because they trusted me simply because I was respected in my industry.

Other times I'd meet someone on a podcast interview, which would open our relationship, and when the time was right, I felt comfortable asking if they would be interested in promoting my *Flagship Course*.

If you're new to this process, I recommend you focus on one partnership and work towards a joint venture. This is an affiliate campaign, but only the one partner promotes, rather than multiple affiliates at once.

A joint venture gives you the space to customize a promotion to your partner's audience. For example, run a live webinar tailored to their unique needs and make a special offer for your *Flagship Course* with tailored bonuses from both you and your joint venture partner.

You bring the product and the marketing campaign, they bring the audience, and you split the revenue, usually 50/50.

In terms of numbers, the big affiliate launch campaigns I've run have netted as much as **40% additional sales**, all brought in from partners. They also added as many as **10,000 new subscribers** to my email list in just a matter of weeks.

All of this can be in your future too, if you start curating those relationships today.

8. Use Deadlines

I've always made more money by opening and closing my *Flagship Course* with a **hard deadline**.

If your program intake is just once a year, that's a very compelling reason to join now.

That being said, I haven't always used this format.

For many years I've had my *Flagship Course* set to **evergreen mode**, with evergreen marketing campaigns selling it.

I like this format for one simple reason — I work far less.

However, when you look at the numbers, it makes sense to run a launch campaign with a closing deadline. That deadline will end up driving as many sales as you will make over the next 6 to 12 months on evergreen mode, **plus you get the money today**.

With over a decade of experience selling *Flagship Courses*, it's safe to say I've tried pretty much everything.

The answer is clear — **deadlines drive sales**.

The more a potential customer stands to lose from not joining now, the more likely they will take action immediately.

9. Foster Mini-Deadlines And Scarcity Triggers

I've already made it clear how important deadlines are. The risk of missing something (scarcity) is a powerful trigger to take action.

Over the years I've tested all kinds of different micro-scarcity triggers, or more simply put — **mini-deadlines**.

Here's a list of some of the best performing based on my experience:

- **Prelaunch List:** Create an email list of 'early-birds', people who want to be first in line when your Flagship Course opens.

To create this email list, you can use several methods. For example, in my email system [Ontraport](#), I can have my subscriber get a 'tag' if they click a link in an email I send them. That tag can then be used to segment them into an early-bird list.

You can also use a standard opt-in page, where people sign-up for early-bird notice for your course. Then just send people to that page using your blog, podcast, YouTube and social media.

During the days before you officially open the doors to your *Flagship Course*, you send a 'secret link' to join the course before anyone else, only to your prelaunch email list. Just the chance to be first can be enough for this group of your most-eager customers.

- **Fast-Action Bonus:** When you open your Flagship Course, offer a *fast-action* bonus to those who join within 24 hours of the doors opening. This bonus should be something that helps your new

customers get some kind of small result quickly.

- **Live Webinar Bonus:** Live webinars are amazing for selling *Flagship Courses*. While I don't have the space to teach the entire webinar selling process here, I can say that having bonuses and discounts that are only available during the webinar are powerful motivators.
- **Limit Product Quantity:** Limiting how many copies of a bonus are available works incredibly well. I've done this by offering a certain number of private coaching calls with me as a limited bonus (first five customers for example). I've also had some fun with physical bonuses, for example loading up my *Flagship Course* on to iPads and offering to send them to my first 10 customers.

Mini-deadlines like these examples are effective, especially when they are tailored to the different segments of your audience and offer incentives that will appeal to your customer base.

10. Connect To An Emotional Pain

Your *Flagship Course* is designed to reduce pain or solve a problem in the lives of your target customers.

That pain or problem is very much tied to emotion, whether it's the pain of not having enough money, or feeling fat and tired, or single and lonely, or frustrated by something they want to change in their lives.

The emotional pull has to be strong enough that paying \$1,000 or more is appealing, if it means they can solve their problem.

This is why you need to remind people of the reality of **not solving their problem** — all the emotional pain they will continue to suffer — but also the potential joy they will experience from no longer having the problem.

Agitate the pain, glorify the solution.

It's a very old marketing formula, but one you need to tap into when marketing your *Flagship Course*.

11. Make Results Tangible

Emotional pain and joy are powerful motivators, but there are a lot of people out there who simply won't buy your *Flagship Course* if you don't justify it to their **rational brains**.

Rational brains care about value. If they pay a certain amount of money, is what they get in return worth it?

For some people (especially if your course relates to making money), this value calculation will be relatively straight forward...

If it costs \$2,000 to join your Flagship Course, they have to believe they will earn more money back (or save that money) in return eventually as a result of taking the course.

The key is to give a tangible example that seems realistically attainable and relevant to your target audience, given the topic of your course.

For example, a person who teaches how to start a business as a Pinterest marketer can explain it will only take landing five clients paying \$2,000

each to make a **five times return** on their investment in their *Flagship Course*.

Since everyone has different value metrics, your job is to overload them with the potential tangible results they will achieve, and where possible, quantify these results.

Money is a great metric for calculating value, but not all topics relate to making or saving money.

If what you teach is not translatable into monetary terms, it's still important to list tangible results in clear and simple language using examples.

For example, a *Flagship Course* on the Keto diet teaches how to lose 30 pounds in three months. Other tangible results include being able to fit into clothes you haven't worn since you were in your twenties, beating your friends on the tennis court because of your enhanced stamina, not being afraid to take your shirt off at the beach, and so on.

Your job is to state these real tangible changes, one after the other, to the point where they feel overloaded with potentially valuable outcomes. That's how the perceived value of your *Flagship Course* far surpasses the cost to access it.

12. Be Transparent

I got my start as an education entrepreneur by accident.

In 2005 I created a blog called *Entrepreneurs Journey* and shared stories from the previous companies I started, including my successes and failures.

I wrote about marketing experiments, including the good and the not so good results, talked about how I was feeling, what my goals were and revealed how much money I was making.

I basically wrote an *entrepreneur diary*, but did so publicly. To my surprise, thousands of people read it.

By far the most common feedback I received from readers of my blog was how much they appreciated my **transparency**. Back then people were only just starting to become social online, so it was still quite a revelatory idea to share so openly.

Nowadays people are far more comfortable revealing personal thoughts, feelings and information about their lives -- sometimes going a little too far!

However, as a marketing technique, a method to build trust, **nothing is more effective than being open and transparent with your audience.**

A Flagship Course is an extension of the creator of the course.

People will buy your course if they start to see you as a friend and a trusted advisor.

By being open and transparent, sharing details about your life, talking about the good and the bad, explaining what you are doing behind the scenes, showing your results -- you demonstrate your **humanity** and **vulnerability**.

This is what creates a bond between you and your audience.

This is how you show you are just like everyone else, a normal person, who just happens to know how to do something well -- and you are willing to share that knowledge through your *Flagship Course*.

Today you have so many channels to share your life, from YouTube, to social media, to your blog and your email list.

It might take some getting used to, but I promise you, there is a correlation between **transparency** and **sales**. The more you share, the more people buy.

13. Manage Your Expectations

Over the years I've coached a lot of people. During that time I've seen over and over again what stops success.

1. **The beginners fail to focus on one area long enough**, changing topics or even changing business models before they make one sale.
2. **People with some success get stopped in their tracks by what they perceive as a 'bad result'**, deflating their motivation, so they go back to thinking small and stop trying to push the envelope with bigger ideas.

It's important as you make the choice to focus on a *Flagship Course* that you don't get too caught up with specific results in specific timeframes.

Set goals, have targets to aim for, but don't let one below expectation result be the reason you stop.

This is especially important to remember in the middle of a big launch campaign.

You're going to be worried about how your affiliates do, webinar attendance numbers, what your landing page conversion rates are, email open and click rates, and of course your final sales conversion rate.

These are all important numbers, and you should work to improve each one, but you must manage your expectations and always focus on the long game.

I was especially bad at this when I first started selling my *Flagship Course* because I set my expectations to what other people achieved with their launches.

After realizing I was letting my emotions get too involved, comparing myself to others, I reframed my mindset to look at my numbers rationally.

I reviewed my results and decided what performed well and what didn't. This became easier to do over time, because I could compare my campaigns to my previous campaigns.

I could see what part of my sales system broke down. I didn't reach enough people (new subscribers) or my conversion rate was low (a low converting offer). I could then work to improve these elements.

As the years went by, I began to feel like Nostradamus when it came to predicting my results.

I would tell my team we will probably make between X and Y sales, and I was always right. It was uncanny how even when it looked like we would not hit the numbers I expected, during the last 24 hours the sales came in, and my prediction came true.

What's important is when a result is not what you expect, you focus on the rational reason why, and not dive into an emotional pit of despair.

Every result is just feedback. Treat it as a tool for adjusting and improving.

14. Build A Team

As you move the direction of your business to focus on your *Flagship Course*, you must continue to reinvest your profits into surrounding yourself with a **quality team**. There's no better way to spend your money.

My own team grew slowly at first. I hired a [tech person](#) to build and modify my websites, and a customer support person to [handle all my emails](#).

Besides hiring specialists for short term jobs, like copywriting for a sales page, or managing a pay per click advertising campaign, most of the time it was just me and my two main support staff.

Eventually I realized to take things to the next level I needed next level help.

One of my weaknesses is hiring. I discovered this after several failed attempts to fill a role in my company (I went through 12 different people over a year!). I deliberately avoided hiring for long periods of time because I just didn't enjoy it, and that hurt my business.

Eventually I realized I had to make an important change -- **I had to hire someone to do my hiring!**

I immediately went out and found a hiring manager named Laura. To be honest, I was lucky when I found her. She was referred to me from my tech person and turned out to be great for the new hiring role I had in mind.

Laura and I spent a few weeks pondering the future so we could anticipate hiring needs and also reviewed how to overhaul our hiring process.

Laura then went to work to create a new hiring, testing and onboarding process, and then spent the next year building a team.

She also turned into a team leader/project manager, looking in on each member of my team, making sure they were on track and meeting deadlines.

With Laura's help over the next few years my team grew to include:

- **Three client care team members**, who offered 24/7 customer support via email, and also sales follow-up via email and phone.
- **A design and tech team** so we could roll out digital campaigns and products quickly.
- **JV/affiliate manager** to better support my partners during launches.
- **Social media manager**, to produce media, schedule and monitor social content.
- **A podcast production manager and editor**, to edit, produce and distribute my podcast, and also write an email to send to my list to share my podcast and manage interview guests.
- **A pay per click advertising specialist** to handle all my paid marketing campaigns.
- **Slide designer/video producer**, so I could create courses by simply recording an audio file, which was turned into a video presentation.
- **Desktop publisher and designer**, to help produce written reports and guides, to give away for free and as products for my customers.
- Various other contractors for bespoke projects, from copywriting, to graphic design and legal contracts.

With Laura as my COO and the rest of the team, we could create far more content for both marketing and products, and thus better serve our customers and expand reach.

Every time I did a campaign to promote my *Flagship Course*, I could brainstorm ideas for unique content to create for marketing, and then hand it over to the team to produce.

It's so much easier to up your production quality and volume, and reach more people, when you have a team behind you, leaving you to be the creative teacher that you are.

Bear in mind I did not grow the team overnight. It was a constantly evolving process, hiring in advance of need, refining the hiring process, expanding carefully when there is cashflow to cover costs, letting go of people who weren't A-players, and so on.

If you are still a solo-operator, I recommend you start by hiring a tech person and a customer support email assistant. I can direct you to great people for both these roles, so get in touch if you need help.

15. Leverage The Flywheel Effect

One of the most powerful concepts I learned early on in my entrepreneur career is the *Flywheel effect*.

A flywheel is a large heavy wheel that is difficult to spin. However, as you slowly work hard to move it, it begins to get faster and faster. Eventually as the wheel reaches a high velocity, it is difficult to stop.

Jim Collins first explained the *Flywheel effect* as it relates to business in his book, **Good To Great**. It was such a popular book even Amazon.com's founder Jeff Bezos looked for ways to generate a flywheel in his company, which led to the creation of the *Amazon Prime* program.

Like a large flywheel, your business is difficult at first to get going. You work hard to create content, reach people, then make products to sell to them. Each step at first seems so small, but over time, results build — your flywheel begins to turn.

Eventually, as your audience increases, your presence online expands, you have more products and customers, your business grows with far less effort. You are reaping the rewards of your past hard work — the flywheel is spinning fast with the momentum of all your previous days effort.

What Jim Collins revealed in his research into great companies is that a *Flywheel effect* occurs because a business has many processes that are interconnected, building on each other over time, which collectively move the wheel.

A smart entrepreneur can **deliberately build process that positively impact other processes**.

For example, Jeff Bezos created *Amazon Prime*, at first a free shipping program, knowing that if people are Prime members, they are more likely to choose to buy from Amazon.com.

Later Jeff added more prime membership benefits, including Prime Video, an entertainment streaming service of movies and shows. By adding more value to Prime membership, more people join, there is less churn, and the spin-off effect — more people shop at Amazon. Each enhancement improves the entire system that is the business.

Like Jeff Bezos, you can look to build interconnected processes and increase value across the entire system of your online education business, as you work hard to get your flywheel spinning.

Here are some examples, all of which I have used in my business to build a flywheel:

- **Offer upsell products or services** to increase your average transaction value.
- **Create referral systems** that automatically encourage existing customers to bring in new customers.
- Reinvest revenue to hire people to **expand what is already working in your business.**
- Reinvest revenue to hire people to **take off your plate the tasks that are stopping you from doing what will grow your business.**
- Use joint venture partners/affiliates to bring in more partners and affiliates.
- Leverage exposure to bring in more exposure, for example, use your appearance on a podcast to reach out to other podcasts.

In my experience there are two powerful forces that will move your flywheel far more than anything else — **build your team**, since they build your business for you, and **overdeliver value**, so your customers become a marketing force, spreading the word about your business for you.

16. Don't Underestimate How Hard It Is To Make A Sale

Every point I've presented in this document so far has somehow related to increasing **sales** of your *Flagship Course*.

Stacking launches, using deadlines, tapping into emotions, upping your presentation standards, hiring copywriters, demonstrating tangible values, curating partnerships, building a team -- all of these elements are designed to increase your course sales.

I have revealed all these concepts because of one confronting fact -- **it's VERY hard to make a sale.**

It's common to underestimate the challenge of selling something online, especially something priced like a *Flagship Course*.

You may already know the feeling of being **underwhelmed** by your results, when you only sell a handful of your product after hoping for so much more.

I know that feeling, it's deflating. You want to give up. You put in all this effort and your reward is far less than you expected.

A fact we must all accept today as marketers, is that the internet is noisy, people are skeptical, and have short attention spans.

Because of all the distractions and all the options your audience have in terms what they spend money on and pay attention to, you have to do everything well to sell your *Flagship Course*.

You must commit to upping your game across the entire marketing system to sell your *Flagship Course*.

To eventually make a million dollars in sales of your course, you are going to need to use every technique and concept in this handout, and not just once. You need to make a good impression over and over and over again.

Demonstrate your quality, authenticity, value, professionalism, applicability, eagerness to help, results, transparency -- and do so consistently, from the day a person first discovers you to the day they join your *Flagship Course*, and beyond.

This may feel overwhelming now, but remember, it is an **iterative process**.

You don't get everything right during that first campaign, but you take strides forward, using the *Kaizen* process I mentioned earlier across your entire business.

One day, when you look at your bank balance with all those *Flagship Course* profits sitting there, you will understand it took a journey of a thousand small steps to climb the mountain, but it was well worth it.

Your Next Step: Plan And Prepare

I've handed you many of the biggest insights I gained over the years I spent promoting my Flagship Courses, and growing my online business.

Now it's your turn to take these ideas away and begin to plan and prepare for the months ahead.

I truly believe a **\$100,000 Flagship Course** is in your near-term future, and not long after that, the million dollar milestone.

It won't be easy. You will face setbacks, your emotions will try to derail you and many times it will feel like you are making zero progress. Yet I know if

you stick to an iterative approach, always improving, always experimenting, results will come your way.

I'm confident this outcome is possible for you because not only have I lived through the experience myself, I've coached many others who have sold their own online courses.

As recently as 2020 my coaching client [Tien Chiu](#) broke through with a \$100,000 course launch, bringing her total sales for the year to over \$200,000. She teaches color weaving.

[Perry Romanowski](#) sold courses on teaching cosmetic chemistry (how to make shampoo). [Tracy Raftl](#) helped people recover from chronic acne. [Joanna Penn](#) taught how to self-publish a book and [Kat Loterzo](#) guided personal trainers to grow their practice.

These are just some of the [success stories](#) of people I've coached in over a decade of service helping others in the online education industry. I'd love to help you too.

If you want my personal support planning and preparing and you have the budget for personal coaching, I am still taking on a small number of clients.

You can find out more about my [coaching program here](#).

If you don't have the budget for personal coaching, I offer group coaching via my membership site, [The Laptop Lifestyle Academy](#).

No matter what path you choose - and even when that path changes - make sure you go after the result you want with full force. Only then will results come your way.

Yaro Starak
FlagshipCourse.com

Income Disclaimer: Throughout this guide I have mentioned financial results, including my own and the results of other people. These numbers should not be seen as typical or expected outcomes.

Making money online is hard. There is no quick and easy way to succeed. There are no guaranteed outcomes.

However, if you take to heart what I have written here and commit to your goals, work hard, iterate and experiment, life-changing results are possible.

Others have done it and I believe you can too.