How to leverage your Coaching Practice into recurring (almost) passive income
MILLION DOLLAR COACH

Because there's so much you can teach, and you're used to creating in-depth transformations with your clients, you might be tempted to make your first online course the **perfect** course, with everything the student could ever possibly need to get the transformation they want.

The best way to get started in online course building is to put out a first test course, or what we call a "pilot." In the entertainment industry, a TV series begins with a pilot episode.

A pilot course performs a similar function. It allows you to gauge your prospective students' interest and lets you bring your course idea to life—and get paid for while you're at it.

You can and should narrow down possible topics for your pilot course by figuring out what your minimum viable outcome is.

#1: Determine your course outcome.
Think about what kind of result or transformation you'd like to deliver with your full-blown course.
Try to include one big, overarching result, and then work to add various ways it will in influence your student's life for the better.

#2: Work backwards toward the ideal minimum.
Work backwards until you come to the very first milestone or "big win" your students will experience.
Find an outcome that's achievable in the short term, but still makes enough impact on your students' lives to make it meaningful and valuable to them.

#3: Condense and concentrate your material.
When you figure out what that first milestone is, ask yourself these questions:
1. Can you deliver the material leading up to that milestone in 4 weeks or less (the duration of your pilot course)?
2. What are the most vital pieces of information they'd need to have the best chance at success, and how can you help them?

You might not feel so sure about how to market your minimum viable outcome to potential students and enroll them successfully. That's understandable. After delivering deep, meaningful transformations for your clients, it just doesn't feel right to build a course that delivers a minimum, rather than a maximum.

But remember, the minimum viable outcome is for your *pilot* course. It's just the first "episode" in what will hopefully be a long-running and profitable blockbuster of a course.

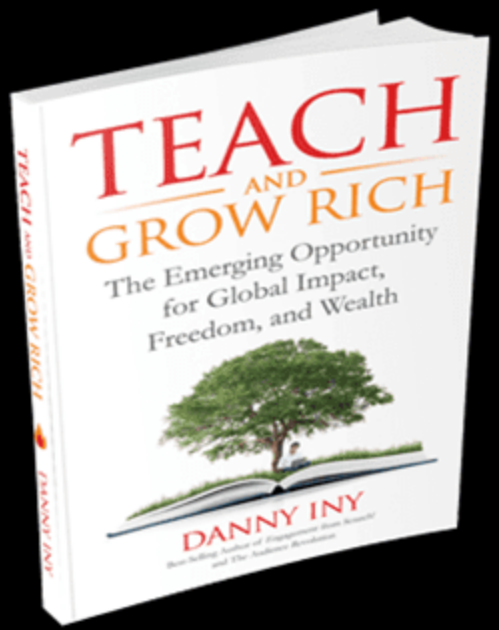
Don't over-prepare for your pilot course.

All you have to prepare for each lesson is a one-page outline at the most. Half a page of bullets is plenty, because remember, this is your subject matter, your area of expertise. You *know* this stuff! You can just go ahead and talk and deliver it from the bullets, and you'll be fine.

The point of a pilot course is to deliver it and learn from the experience. This is where you *co-create* the course with your students, because their feedback guides your decisions about what to include, how to deliver the content, and how to support your students so they accomplish the minimum viable outcome you promised.

You can follow the same process over and over again to build your personal online course empire.

Danny Iny is the founder of Mirasee, host of the Business Reimagined podcast, best-selling author of multiple books, and creator of the acclaimed Audience Business Masterclass and Course Builder's Laboratory training programs, which have together graduated over 5,000 value-driven online entrepreneurs.



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