



NEW YEAR *planning* **FOR YOUR ONLINE TEACHING BUSINESS**

You're in the right place if:

You want to be sure you're taking the right actions to move your online teaching business forward.

I'm Debbie Hodge, and I've been running profitable online teaching businesses since 2007.

get it SCRAPPED give your photos stories & give your stories a home

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Take your designs to the next level with scrapbook page foundations

CLICK HERE FOR YOUR FREE GUIDE!

Read Get It Scrapped

- How to Scrapbook
- Scrapbooking Ideas
- Storytelling
- Layout Design
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Get It Scrapped Blog Recent Comments

- Set These 3 Limits to Make a Clean and Simple Scrapbook Page

teach what you do

PROGRAMS & COURSES FB GROUP BLOG ABOUT CONTACT CLASSROOMS

Make and sell your own online classes.

Get out of "dream-up" and do the work needed to create your own profitable online course.

SIGN UP FOR FREE MASTER CLASS

I'm Debbie Hodge. I've created and sold 100+ creative and technical classes online. I'll show you how to do this work, yourself. Click the button above to get started today.



1

**YOUR STAGE OF
BUSINESS
IMPACTS YOUR
PLANNING**



2

**SET GOALS THEN
PLAN PROJECTS
TO MEET THEM**



3

**EXTEND PLAN TO
EXECUTE ON
PROJECTS,
EDITORIAL
CONTENT, EMAIL,
& SOCIAL POSTS**

1

**KNOW YOUR
STAGE OF
BUSINESS**

STAGE OF BUSINESS: **SEED**

You've got an idea, but you don't have a business yet.

YOUR FOCUS:

1. VALIDATE: Understand what you have to offer that others will buy

2. MAKE "NIMBLE" OFFERS: Create "minimum viable product" and make offers. Iterate and refine.

3. ESTABLISH AUDIENCE BUILDING PROCESSES: Begin to grow your audience and their awareness of you. Get people on your mailing list.

DON'T GET STUCK on research and overthinking things. Be nimble. Take action. Iterate.

STAGE OF BUSINESS: **START UP**

You've got a course (or courses) but sales aren't predictable. You need more cash flow.

YOUR FOCUS:

1. MARKET: Make sure your free content is related to paid offers. Create evergreen funnels and/or launches.

2. MAKE OFFERS: Make offers. Improve offers.

3. CREATE COURSES: Create or shore up your signature course. OR add onto your portfolio of courses.

DON'T GET STUCK on building systems or courses so much that you skip making regular offers.

STAGE OF BUSINESS: **GROWTH**

You've got marketing systems and courses in place and your business is profitable BUT you're working all the time.

YOUR FOCUS:

1. OPERATIONS (SOPs) + OUTSOURCE: Refine and document your process for course creation and marketing.

Make sure YOU are focusing on high-impact work and team is working on lower-level tasks.

3. CREATE OPTIMIZED COURSES & OFFERS: Funnels and launches are optimized and have all the bells and whistles. New products build on your portfolio and provide a clear path for new and repeat purchases.



2

**SET GOALS THEN
PLAN PROJECTS
TO MEET THEM**


Plan in 3-month (or 90 day chunks). How far out? Depends on business stage and business model.


★ EOY 01 2018 Goals


[Show Project Description](#)

[View: All Tasks](#) 

QUARTER 1 GOALS 

January 

February 

March 

QUARTER 2 GOALS 











STAGE OF BUSINESS:

SEED

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POTENTIAL PROJECTS FOR SEED STAGE

VALIDATE:

- Identify and spend time in communities listening and asking questions and tracking comments.
- Do a survey.
- Offer free content and follow how it's accepted.
- Develop a beta group of students and work through a first product with them (requiring feedback).

MAKE "NIMBLE" OFFERS:

- Offer a short class live, creating week by week.
- Offer a class that's a sliver of what you eventually plan to teach.
- Offer one-on-one or small group teaching/coaching.

ESTABLISH AUDIENCE BUILDING PROCESSES:

- Get email service set up to offer and deliver first lead magnet(s).
- Establish ongoing, regular free content for those on your list.

With SEED stay nimble. Plan for each 90 day period. Iteration and revision are important.

My Tasks

Inbox

Dashboard



Search

Help

★ EOY 02a Goals: SEED

Board

Conversations

Calendar

Progress

Files

Show Project Description

QUARTER 1 GOALS

January

February

March

+

+

+

+

VALIDATE: Engage in social listening to understand what I could teach. Develop "minimum viable product" course idea.

VALIDATE: Begin creating regular free content to build audience and test interests.

BUILD AUDIENCE. Set up email systems to start collecting emails. Set up Facebook pixel to start building social audiences.

Offer first "minium viable product."

See on Asana

STAGE OF BUSINESS: **START UP**

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POTENTIAL PROJECTS FOR **START UP** STAGE

MARKET:

- Develop a process and plan for always creating regular free content (podcast, blog, video, livestream) that is related to your paid offers.
- Create an email sales funnel
- Create a specialized or launch funnel for sales (free mini class, challenge, video series, webinar)
- Create an evergreen funnel for sales (free mini class, automated webinar, video series)

MAKE OFFERS:

- Offer existing product.
- Offer new product.
- Offer new product combo.
- Offer modification of existing product
-

CREATE COURSES

- Make new course.
- Revise beta course.
- Make premium version of existing course
-

With **STARTUP** focus on offers & marketing. Plan major launches farther out.

My Tasks Inbox Dashboard +

Search

Help Upgrade GIS & TWYD

★ **EOY 03a Goals: STARTUP**

Board Conversations Calendar Progress Files

Show Project Description View: All Tasks

QUARTER 1 & 2 GOALS

- OFFERS.** 2 eCourse Blueprint Launches. Every month 2 offers (mix of new, old, affiliate). Revenue goal: \$100K
- COURSE CREATION.** Make and offer 4 new mini courses.
- MARKETING SYSTEMS.** Make new "free mini course" funnel.
- LIST BUILDING.** add 2k to mailing list during each ecB launch. By March, be adding 200 per month to list organically.

January February March April

OFFER: eCourse Blueprint Launch. Jan 24 - Feb 1

May

+

LAUNCH: eCourse Blueprint

See on Asana



MAKING MORE OFFERS WITH LIMITED PORTFOLIO

1. Plan your signature course launches first. (They're like the rocks in a jar - then fill around them with pebbles and sand).
2. Offer existing courses. Keep some smaller courses out of the storefront so that you can pull them out for special promotions.
3. Offer an existing course (or membership) with a new bonus or special discount.
4. Do a "live" run of a course that's usually self-paced.
5. Add a live aspect to an existing course.
6. Create a "pop-up" course that pulls on knowledge/content you've mastered and deliver in live workshops.
7. Create a 5-day event/class with short lessons and daily live events (perhaps bring in guests).
8. Make one or two new mini-courses each year and "unveil" with special offer.
9. Affiliate offers.

STAGE OF BUSINESS: GROWTH

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PLANNING NOT ONLY FOR GOALS BUT FOR OPERATIONAL EFFICIENCY. PLUS NEED TO COLLABORATE

The screenshot shows an Asana project board for "EOY 04a Planning Growth Operations Key". The board is organized into columns for the months of January, February, March, and April. On the left, there is a "WORK & PROCESSES" column with tasks like "Special Offer", "Live Webinar Members", "Group 1 Schedule & Due Dates", and "Live Webinar Non-Members". Each month's column contains tasks such as "SPECIAL EVENT", "GROUP 1", and various "OFFER" tasks with specific dates and details. A task in the January column is labeled "STYLE IS LEVERAGE". The interface includes a search bar, navigation tabs for "Board", "Conversations", "Calendar", "Progress", and "Files", and user avatars in the top right corner.

See on
Asana



3

**EXTEND PLAN TO
EXECUTE ON
PROJECTS,
EDITORIAL
CONTENT, EMAIL,
& SOCIAL POSTS**

YOUR PLAN . . . Is your guide to the work you'll do.

My Tasks Inbox Dashboard + Search Help

★ EX03b Plan Offers and Teaching (How You Earn) ▾

Board Conversations Calendar Progress Files

Show Project Description

ACTIVITIES ▾

November ▾	December ▾	January ▾
<p>OFFER SHORT or OFFER LAUNCH. SHORT=spec offers, email-centered, mini-course, affiliate. LAUNCH=live selling events and prospects in selli...</p>	<p>OFFER SHORT SPECIAL: 2 Minicourses Asasa + Selling with MiniCourses (2 day workshops) Nov 21, 2017</p>	<p>OFFER SHORT SPECIAL: Your Teaching Website (New Self-Paced MiniCourse) Monday</p>
<p>PRE-LAUNCH: ramped up free content sharing including livestreams prior to major launch</p>	<p>OFFER SHORT SPECIAL: Black Friday Jumpstart Your eCourse (self-paced) Nov 27, 2017</p>	<p>PRE-LAUNCH eCourse Blueprint</p>
<p>TEACH LIVE or TEACH SUPPORT. Live=live run of course. Support=office hours, guests...</p>	<p>CREATE PAID: 2 Minicourses Asana + Selling with MiniCourses</p>	<p>TEACH LIVE: Office Hours</p>
<p>CREATE PAID or CREATE PROMO.</p>	<p>TEACH LIVE: Manage & Develop with Asana (Nov 29 & 30)</p>	<p>CREATE PAID: Funnel Fundamentals</p>
	<p>CREATE PROMO: tweak blueprint funnel & create weekly FB live content and/or minicourse? challenge? popup?</p>	

PROJECTS



FREE CONTENT



SOCIAL MEDIA



EMAIL



See on Asana

Get It Scrapped Community

Closed Group

About

Discussion

Members



Debbie Hodge

Admin · December 11 at 10:11am · MeetEdgar

Do you have holiday traditions that you carry on from previous generations or are you more of a trailblazer when it comes to your family's holiday traditions? Share the story behind one of your favorite holiday traditions with us below or better yet, if you've scrapbooked it, show us how!

Like Comment



Amy Kingsford shared a link.

Admin · December 12 at 11:47am

[NEW ON THE BLOG]: Take just a moment to think of your favorite holiday traditions. It might be Ugly Sweater Day at school or the White Elephant at work or watching "White Christmas" on TV every year as a family.

Over on the blog the creative team has ideas to inspire you to scrapbook those traditions - by going all out with it in your design and product choices so that the spirit of that tradition really comes through!



Scrapbooking Ideas for Recording Your Favorite Holiday Traditions

Before you see what we've got for you in this article, take just a moment to think of your holiday traditions. It might be Ugly Sweater Day at school or the White...

DEBBIEHODGE.COM

Like Comment



Jen Davis

Yesterday at 1:05pm

Sharing a little sneak of my page for the December Story + Design class that's available now on the membership site! getitscrapped.com/join



Social posts driven by plan (and offers of paid content)



Amy Kingsford

Admin · December 6 at 8:16am

Live session today Weds, Dec 6 at 1pm ET for Get It Scrapped members! Will you be there?

Marcia Fortunato and myself will be talking GRIDS and BLOCKS with our host Debbie Hodge. If you're a member check your inbox for the link to join. You should have received an email yesterday and you'll get another email notice one hour before the event. See ya there!



Love Comment

You, Janaina Oliveira, Karen Poirier-Brode and 4 others



Amy Kingsford

Admin · December 8 at 10:08am

Also joining us this month to share her story of intention and her ideas about using contrast on the scrapbook page is Iris Fox.

Iris is a scrapbooker, quilter, and all around crafty dabbler who lives in Northern California with her husband two teenagers and a guinea pig named Bean. Iris loves espresso, organizing, autumn, and editing photos!

Iris started scrapbooking in 2005. Her first page was about her oldest daughter's 2nd birthday. She's since come a long way from the plain cardstock, photos cut in shapes, sticker sneeze days! Iris' style isn't clean and simple nor artsy messy but rather somewhere in between. You can see more of Iris' work over on her blog: <https://whimsyfox.blogspot.com/>



Like Comment

Janaina Oliveira, Jill Sprott and 7 others

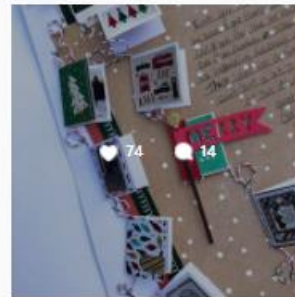


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590 posts 1,100 followers 320 following

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scrapbook ideas for recording holiday traditions



get it SCRAPPED STORY+DESIGN

story: INTENTION design: CONTRAST



scrapbook ideas for using contrast to create flow



Social posts driven by plan (and offers of paid content)



**KNOW YOUR STAGE
OF BUSINESS**

**Seed
Start up
Growth**

1

**SET GOALS, PLAN
PROJECTS TO MEET
THOSE GOALS**

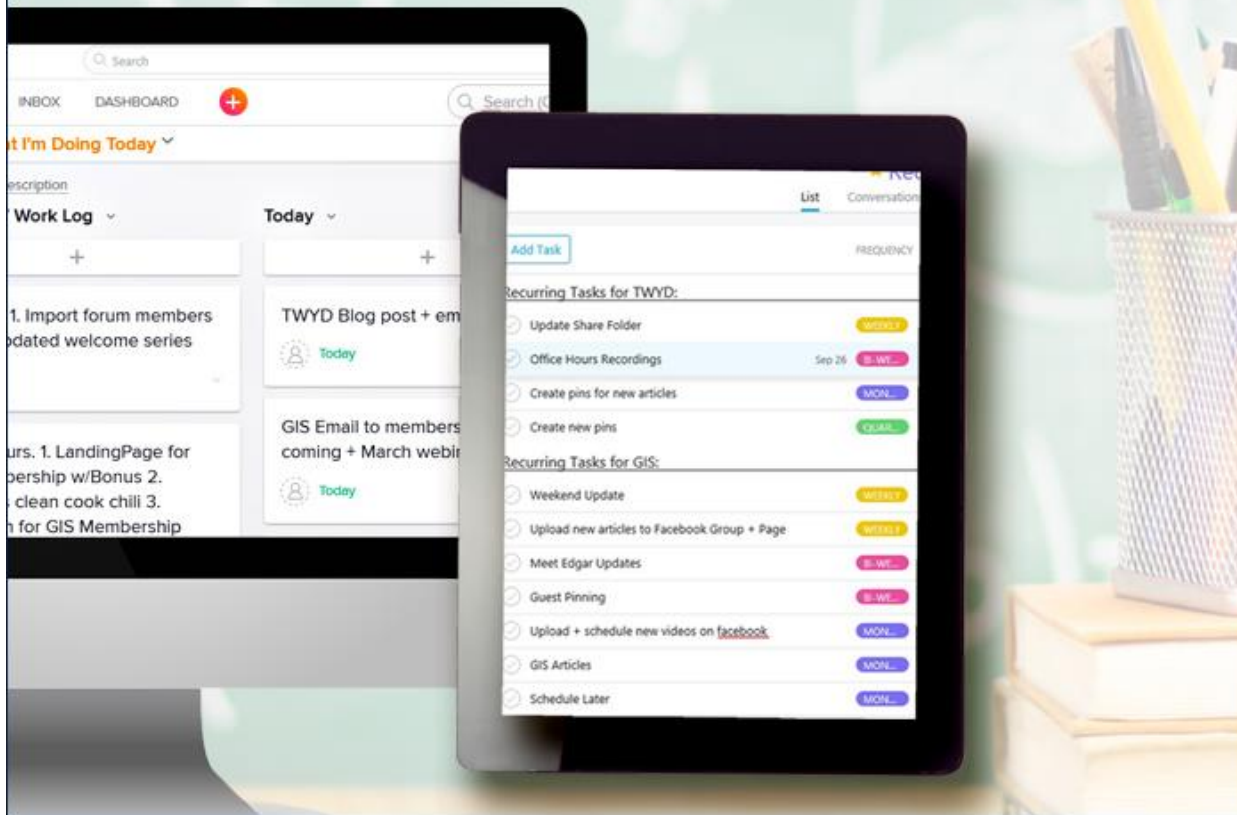
2

**EXTEND YOUR PLAN TO
EXECUTE ON:**

**Projects
Free Content
Email
Social Posts**

3

MANAGE *and develop* YOUR ONLINE TEACHING BUSINESS *with Asana*



**Plan and execute to grow
your online teaching
business.**

teachwhatyoudo.com/asana

Use coupon code
“manage2018”
at checkout to save \$25.

1. Management Planning & System Overview
2. Asana Basics
3. Your Business Hub (including template)
4. Schedule Recurring Tasks (and link to SOPs)
5. Annual Plan of Offers and Teaching
6. Editorial Calendar Planner
7. Projects
8. Scheduling Your Daily Work
9. Kanban Board
10. Extra on Idea Boards

KNOW YOUR STAGE OF BUSINESS

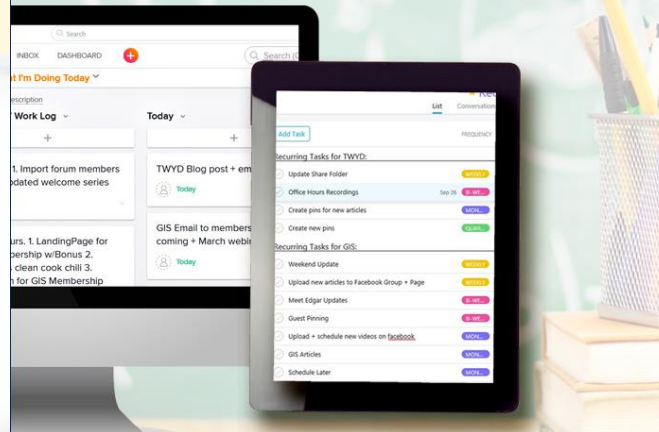
Seed, Start up,
Growth

SET GOALS, PLAN PROJECTS TO MEET THOSE GOALS

EXTEND YOUR PLAN TO EXECUTE ON:

Projects, Free Content,
Email, Social Posts

MANAGE *and develop*
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**Plan and execute to grow
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