

3 PROVEN METHODS TO CREATE A PROFITABLE ONLINE COURSE



PROFITABILITY WORKSHEET

[CLIENTENGAGEMENTACADEMY.COM](https://clientengagementacademy.com)

CONTENT CHUNKING QUESTIONS

1) Of all the expert content you want to share with your target audience, which content is essential, and which is "nice to know" but not critical for achieving your course or module objectives?

ESSENTIAL:

NICE TO KNOW:

CONTENT CHUNKING QUESTIONS

2) What is the minimal amount of information your target audience needs in order to achieve all the objectives?

3) Could any of your content be used for a more in-depth course at a later time? Could some of it be used for a webinar or lead magnet?

TYPES OF CHUNKING

BY TOPIC

STRUCTURALLY

(If There Is An Inherent Structure Or Timeline)

SEQUENTIALLY

(If It's A Step-by-step Process, By Order Of Importance: Most Important, First, Or Start With The Least Important And Build To The Most Important)

COMPLEXITY

(Start With The Simple And Move To The More Complex)

CAUSE & EFFECT

(Where There Are Problems And Solutions)

HIERARCHICAL

Moving From Lower Order Skills

MASTERY TO HIGHER LEVEL

WHOLE PARTS

(General to Specific)

ABOUT THE AUTHOR

MIKE WEISS,

FOUNDER/CEO CLIENT ENGAGEMENT ACADEMY



Mike Weiss spent more than 30 years in Financial Services having raised more than \$100,000,000 and served as a Financial Consultant to thousands of Clients. Additionally, Mike Co-founded (and later sold) GreenTrack, a leading financial and tax reporting company that was responsible for tracking more than \$26 Billion in assets.

From Finances to Digital, Mike transitioned to a career in Digital Marketing and in less than 16 months, the company went from \$100,000 per year to more than \$2,000,000 acquiring over 7,000 customers in 80 countries before the company was sold.

In 2012, Mike was chosen top four (out of four-hundred) for Infusionsoft's, "Marketer of the Year." Mike recognized early on in the financial industry that customer education and results were the keys to success. Then, after his move to Digital Marketing, this became his, "Mantra."

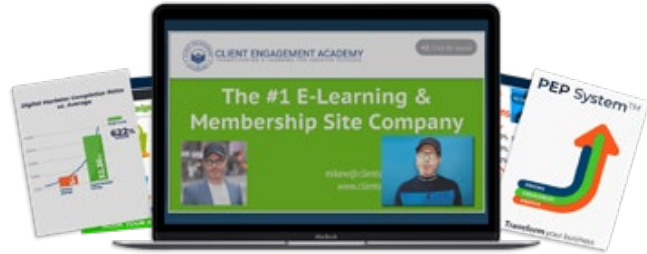
In the years that followed, Mike Weiss has become recognized as one of the, "Top Guns" in Digital Education and Technology with a specialization in client engagement, e-learning, online marketing and sales, digital badging and gamification.

Mike formed Client Engagement Academy which has designed, built and manages more than 30 "Cutting Edge" EdTech Platforms for many of the Digital Marketing Leaders in the industry.

When he's not, "Breaking New Digital Ground," Mike spends time with his soulmate, Carolyne, and their family. They have a powerful spiritual practice and work toward helping others to treat all relationships with humanity and dignity.



ADDITIONAL RESOURCES



FREE EBOOK

Learn the 5 Steps to Accelerate Your Online Course Profits

[DOWNLOAD NOW](#)

DIGITAL MARKETER CASE STUDY

Discover how we helped Digital Marketer's Certification Program grow from \$0 to \$2,000,000 in less than two years.

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