

# 3 PROVEN METHODS TO CREATE A PROFITABLE ONLINE COURSE



**PROFITABILITY WORKSHEET**

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

# HYPOTHETICAL EXAMPLE COMPARING COMPLETION RATES AND SALES RESULTS

		Industry Average	Digital Marketer Certification	GAIN (#'s)	Gain (%)
1st Course	Initial Clients	10,000	10,000		
1st Course	Completion Rate	5%	33%	27	627%
1st Course	Number of Clients	520	3,260	2,740	627%
	Client 2nd Course Rate (%)	33%	33%		
2nd Course	Number of Clients	172	1,076		
2nd Course	Price of 2nd Course	\$2,000	\$2,000		
	2nd Course Sales	\$343,200	\$2,151,600	\$1,808,400	627%

**To open the spreadsheet click [here](#)**

## 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."

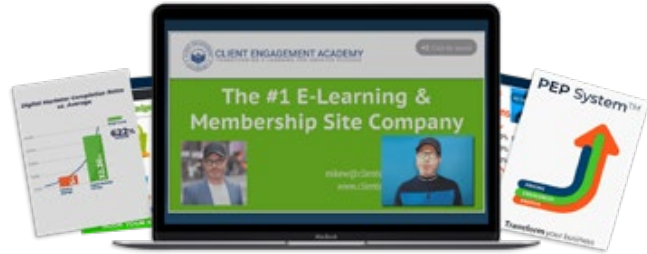
In the years that followed, Mike Weiss has become recognized as one of the, "Top Guns" in Digital Education and Technology with a specialization in client engagement, e-learning, online marketing and sales, digital badging and gamification.

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

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## 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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