

7 PROVEN WAYS TO CREATE YOUR ONLINE PROGRAM

WITHOUT THE CHAOS AND TECH
OVERWHELM



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Introduction

Whether you're a natural-born teacher who loves the spotlight or a thoughtful writer who prefers behind-the-scenes work, there's a perfect pathway to launch your online program.

We're certain that you are aware that there is not one single way to do one thing. There is no one glove fits all and so this is why we put this guide together. To show some of the strategies that both we and our clients have used over the past 10 years of working together.

The secret is matching the method to YOUR strengths, not following someone else's all-or-nothing formula.

Here are 7 proven pathways, from simple validators to sophisticated programs

Method #1: Low-Ticket Offer with AI Assistance

Perfect for: Quiet creators, writers, those who want to start small

Investment: \$97-\$297 **Timeline:** 2-4 weeks **Tech Level:** Beginner

The Approach

Create a simple digital product (workbook, template, or guide) using AI to help with content creation and structure. This validates your idea without major time investment.

What You'll Create:

- 20-30 page digital workbook
- Simple sales page
- Basic email follow-up sequence
- Payment processing

Why It Works:

- Low-risk way to test market demand
- Builds your email list
- Creates social proof
- Can be created mostly behind-the-scenes

AI Tools to Help:

- ChatGPT or Claude for content outline and writing assistance
- Canva for design templates
- Zoom for simple tutorial videos

Next Step: Use success from this to create higher-ticket programs

Method #2: Interactive Webinar Series

Perfect for: Natural presenters, those comfortable on camera

Investment: Free to audience, builds to \$497-\$1,997 program

Timeline: 4-6 weeks **Tech Level:** Intermediate

The Approach

Run a 3-part live webinar series that delivers massive value while building toward your main program offer.

The Structure:

- **Webinar 1:** Identify the problem and quick wins
- **Webinar 2:** Deep dive into your methodology
- **Webinar 3:** Case studies and program invitation

Why It Works:

- Builds personal connection through live interaction
- Allows real-time objection handling
- Creates urgency through limited-time offers
- Demonstrates your teaching ability

What You Need:

- Webinar platform (Zoom)
- Registration pages
- Email reminders and follow-up
- Replay strategy

Personality Fit: Great for extroverts who think on their feet

Method #3: 3-Part Mini Video Class with Email Follow-up

Perfect for: Those who prefer structured teaching, introverts who like preparation

Investment: Free lead magnet leading to \$997-\$2,997 program

Timeline: 3-4 weeks to create, ongoing automation **Tech Level:** Intermediate

The Approach

Create 3 pre-recorded video lessons (10-15 minutes each) delivered via email over a week, with strategic follow-up sequence.

The Framework:

- **Video 1:** The #1 mistake people make (problem awareness)
- **Video 2:** Our 3-step solution framework (methodology)
- **Video 3:** Case study and next steps (social proof + CTA)

Why It Works:

- Evergreen content that works 24/7
- Shows your teaching style
- Builds trust over time
- Perfect for introverts who like to prepare

Technical Setup:

- Simple video recording setup
- Email automation platform
- Member area or video hosting
- Tracking and analytics

Personality Fit: Ideal for thoughtful teachers who like to craft their message

Method #4: Simple Lead Magnet to Gauge Interest

Perfect for: Complete beginners, those testing multiple niches **Investment:** Free **Timeline:** 1-2 weeks **Tech Level:** Beginner

The Approach

Create a valuable checklist, template, or mini-guide to test interest before investing in full program creation.

What You'll Test:

- Market demand for your topic
- Email list building effectiveness
- Your messaging and positioning
- Audience engagement levels

Simple Lead Magnets That Work:

- "10-Point Checklist for [Your Topic]"
- "Template Library for [Your Audience]"
- "Quick Start Guide to [Your Solution]"
- "Resource List: Best Tools for [Your Niche]"

Why Start Here:

- Minimal time investment
- Fast market validation
- Builds email list for future offers
- Low-pressure way to begin

Perfect For: Those who want to test the waters first

Method #5: Invitation to Join a Pilot Program

Perfect for: Those who want co-creation with students, prefer smaller groups

Investment: \$497-\$997 (reduced price for feedback)

Timeline: 6-8 weeks (live delivery) **Tech Level:** Beginner-Intermediate

The Approach

Recruit 10-20 beta students to go through your program live while you create it, offering significant discount in exchange for feedback and testimonials.

The Process:

1. Create basic outline and promise
2. Recruit pilot group at 50-70% discount
3. Deliver content live (weekly calls)
4. Iterate based on student feedback
5. Create recordings for future students

Why It's Brilliant:

- Creates content WITH your ideal students
- Generates testimonials and case studies
- Provides immediate revenue
- Reduces creation overwhelm
- Builds community from day one

What You Need:

- Basic program outline
- Video conferencing platform
- Simple payment system
- Feedback collection method

Personality Fit: Great for collaborative creators who thrive on student interaction

Method #6: Virtual Summit with Other Speakers

Perfect for: Networkers, those comfortable with partnerships

Investment: \$0-\$2,000 (depending on platform and promotion)

Timeline: 8-12 weeks planning, 3-5 day event

Tech Level: Intermediate-Advanced

The Approach

Host a virtual summit in your niche, featuring 15-25 expert speakers, positioning yourself as the authority while building a massive email list.

The Strategy:

- Choose a compelling summit theme
- Recruit speakers who bring their audiences
- Create valuable bonus packages
- Convert attendees to your programs post-summit

Why It Works:

- Builds massive email list quickly (1,000-10,000+ subscribers)
- Positions you as industry leader
- Creates multiple revenue streams
- Leverages other people's audiences
- Generates months of content

What You'll Need:

- Summit platform or website
- Speaker recruitment strategy
- Email marketing automation
- Virtual event hosting
- Backend program to sell

Personality Fit: Best for natural connectors and relationship builders

Method #7: Guest Presentation Packaging

Perfect for: Those who prefer one-on-one networking, established experts **Investment:** Time investment only **Timeline:** 2-3 weeks per presentation, ongoing strategy **Tech Level:** Beginner

The Approach

Create a signature presentation that you deliver to other people's audiences, then package the content into a short program or workshop.

The Process:

1. Develop signature 45-60 minute presentation
2. Identify podcasts, summits, and groups to speak for
3. Deliver massive value with soft CTA
4. Follow up with attendees
5. Package presentation into paid program

Content Ideas:

- "The 5 Mistakes [Your Audience] Makes with [Your Topic]"
- "My 3-Step Framework for [Desired Outcome]"
- "From [Current State] to [Dream State] in 90 Days"

Why It's Effective:

- Leverages other people's trust and audiences
- Creates multiple revenue streams from one piece of content
- Builds authority and social proof
- Low-tech, high-relationship approach

What You Need:

- Polished presentation
- Simple follow-up system
- Lead magnet for attendees
- Backend program or consultation offer

Personality Fit: Perfect for relationship-builders who prefer smaller, targeted audiences

How to Choose Your Best Path

For Natural Teachers & Speakers:

- **Method #2:** Interactive Webinar Series
- **Method #6:** Virtual Summit
- **Method #5:** Pilot Program

For Writers & Behind-the-Scenes Creators:

- **Method #1:** Low-Ticket AI-Assisted Offer
- **Method #3:** Pre-Recorded Video Series
- **Method #4:** Simple Lead Magnet

For Relationship Builders:

- **Method #7:** Guest Presentation Packaging
- **Method #5:** Pilot Program
- **Method #6:** Virtual Summit

For Complete Beginners:

- **Method #4:** Simple Lead Magnet (test first)
- **Method #1:** Low-Ticket Offer (validate quickly)
- **Method #5:** Pilot Program (learn while earning)

Your Next Steps

1. **Choose Your Method:** Select 1-2 approaches that match your personality and current situation
2. **Start Simple:** Don't try to do everything at once
3. **Test and Validate:** Use early methods to validate before investing in complex systems
4. **Scale Gradually:** Build from simple offers to sophisticated programs
5. **Get Support:** Consider working with experts who can handle the tech while you focus on content
- 6.

Ready to Get Started?

The biggest mistake we see is people trying to create the "perfect" program before testing their market.

Start with validation, then scale to sophistication.

If you'd like help choosing your best path and getting the tech setup handled for you, **book a free 30-minute strategy call** where we'll:

- Help you choose the right method for your personality and goals
- Show you exactly how we can handle the tech overwhelm
- Learn some tools to help work in with your strategy
- If you would like to work with us, we can talk about this on a second call

Book your free strategy call here

Marie Mason & Mark Hunter help educators, coaches, and service providers launch profitable online programs without the tech overwhelm. Learn more about Marie at BusinessSolutionsAcademy.com and Mark at markofapproval.com