



Tips to Fill Your Course

*You've worked hard creating a great course. Now let's fill it with students so they can reap the benefits!
Here are some **easy** tips for your own promotional work – thank you to Meg Calvin for her original work here!*

Figure out the problem your course solves.

Does it end the confusion about sacraments? Does it improve the safety of a church with a policy? Does it create dynamic kids' worship services on a budget? Whatever the topic, by the time a student completes your course, you will have solved a problem for them. And taking the time to define this will give you good content for *all* of your promotional work. Clearly stating the problem your course solves any time you talk about your course will also attract the ideal students.

Include all of your networks.

You are a part of many professional and personal networks. After you figure out the problem your course solves, think through the people in your circles and networks. Think about your gym class, kid's friend's parents, book club, church, denominational conference, alma mater, professional association, fellow board members and colleagues. Who in these groups has the problem that your course will solve? Be sure to tell them about your course. Ask those who send out newsletters for your groups if they would include something about your course in an upcoming newsletter.

Let us add to your pitch.

Once you know who these persons are, there's no need to reinvent the wheel as you share more info about the course. You already have a great course description on your course's page at BeADisciple.com. After stating the problem your course solves, simply search for your course at BeADisciple.com, copy and paste the helpful bits from the course description below the problem your course solves, and send away through email or social media!

Let others know about it through a blog post.

If you have a blog or know someone who does, you can write a post (or ask to write a guest-post) based on the tips shared above.

Converse about it on social media.

Below is a template that you can follow when sharing your course on social media that will surely enhance your influence. Remember that short little word-chunks are super-reader friendly on social media as well. So use that 'enter' button, my friend. Also, know that on Facebook, there's no such thing as copy-writing that is too long if it is good copy-writing. :) And this flow can help with that.

State the problem this course solves.

"What is the typical age of youth ministry volunteers in your church? I doubt it's 62. I really wish we had more Boomers volunteering in Youth Ministry, have you ever wondered why we don't?"

State that you are leading a course that solves this problem.

"I know I have and out of my curiosity, I am leading an online course with BeADisciple.com and I can't wait to learn alongside others."

State the nuts & bolts of the course.

"This online course starts on January 21 and will be a 10-day course. It's around an hour a day of work and is worth legitimate CEUs. Because I am so passionate about helping other churches maintain healthy intergenerational relationships, I am only charging \$xx."

State what steps they need to take to become part of your course.

"If this sounds like an equipping time to you, follow the link in the comments and register today. I look forward to learning with you!"

(On Facebook, they will share your post to more people if the links are in the comments and not in the status itself. This is because they don't want to direct folks away from their page. Make the link the first comment under your status.)

Own It! You are now a brand. (And we couldn't be more excited!)

While this can feel awkward at first, once you became a certified BeADisciple instructor you became a 'brand' that produces great courses. Some folks will take your courses because they feel connected to *you*--your personality, your teaching methods, and your expertise. Because of this, it's okay to put your face and name out there!

We would love to provide you with an online flier like the one below. You can use it for text messages, social media, web marketing or emails. Email Sara for a flyer (at sara.weinert@sckans.edu).



MEET YOUR INSTRUCTOR,

BETH PERRY

IN 'CREATING SAFE SPACES FOR CHILDREN AND YOUTH MINISTRIES'.

Whether your congregation calls it a Safe Sanctuary, Church or Gathering policy – or a Policy for Protection, or Prevention of Abuse, or any of a dozen other names – this document is your best preparation for reducing the risk in those situations and more! In ministerial consultant, Beth's online course, you'll learn why you should have and follow an up-to-date policy, what the policy includes generally and specifically, where to go for help when needed – and what your next steps should be, including writing (or editing) a policy, if needed. Enroll now with link below.

2 weeks | \$50 | 1 CEU | Oct. 7

 **BeADisciple.com**

Use your/your company's website's tabs.

If you have your own website, create a tab or an easy-to-see link at the top which reads 'Online Course'. Set the link to redirect people to your course page at BeADisciple.com. Your company or church might also welcome this type of thing on their website, as well.

Remember printed materials for in-person gatherings, as well.

Contact Beth or Lisa (IFDcoaching@sckans.edu or beadisciple@sckans.edu) if you would like templates for fliers or handouts to help you in your promotional work.

Share about it on the BeADisciple Facebook Group.

As part of the BeADisciple team and the face of the brand for your course, we are thrilled to see you duplicate your own social media posts on our [Facebook Group](#). This page is another microphone for you to proclaim the goodness that is your course. It's also a hub for other instructors and students to share the steps they are taking in their faith walk. 'Like' our BeADisciple.com Facebook page today.

Enjoy sharing your course with others.

If terms like ‘marketing’ and ‘self-promotion’ have uncomfortable connotations for you, increase your comfort by reframing it. **You have a life-enhancing message to share.** This is a message that *only* you can share through your divinely inspired course. And if you don’t share it, many will miss out on its benefits. You’re doing people a favor by telling them about your course! Don’t worry about appearing to brag -- humility will come through naturally as you keep the spotlight on what *you are offering* to your students and not on *yourself*.

View marketing as a way to cultivate conversations over a topic for which you have great passion. Now how fun does that sound?! The world needs your passion, and your BeADisciple course is a way you can share that. Now, let’s fill it with students!