

5 Fatal Mistakes to Avoid with Your First Online Course

Reading Time: 10 minutes

Launching your first course? I'm going to help you avoid some costly mistakes at this stage. Have you heard [the story of Krista's very first course launch back in 2016?](#)

In a nutshell, she spent six weeks creating the course material and pouring every spare second she had into it. But when she finally opened up her course for enrollment...crickets!

She ended up making 6 or 7 sales over the next couple of months, totaling around \$1500 in revenue. When you deduct business expenses (she hired a copywriter and a designer to help her with my course) and income taxes, my profit was basically zero.

What went wrong, you ask?

Well, in her words, she said she simply didn't have a clue what she was doing.

She created a good course, but she didn't know how to sell it.

So today, I want to share some tips for you as you create your online course, so that you can avoid these mistakes.

And make your course launch a huge success!

But first you might be wondering, why courses?

3 reasons that online courses are my favorite way to make money online

Reason #1. Courses can generate passive income

A course is a resource that you create once and can then sell over and over again.

Unlike a 1:1 service, you don't need to spend time every day working on your courses in order to continue generating revenue from them. Once the course is done, it's done.

With the right [launch strategy](#) or [sales funnel](#) in place, your courses can bring in money every single day on autopilot without you lifting a finger.

Reason #2. With courses, you remove the cap on your income

When you work with clients 1:1, there are only so many people you can work at a time. Because hello, there are only 24 hours in a day!

But as a course creator, those time and income ceilings disappear. There's no limit to the number of people you can serve with your course. And that's a beautiful thing.

Reason #3. Courses are usually sold at a higher price point than smaller digital products

In other words, you need to sell less courses vs. other smaller products like ebooks or

