

course co.

Course Creation Services **to Help You Launch and Scale** **Your Online Course with Ease**

Course Co.'s professional done-for-you course creation agency makes it easy to plan, create and launch your first or next online course, digital product and knowledge business.



Creating an online course is overwhelming.

- ✗ Your first or next course launch falls flat, wasting time, energy & money.
- ✗ Months—or even years—could pass as you struggle with the complexity of getting started.
- ✗ You might regret not acting now to tap into the multi-billion-dollar knowledge economy.
- ✗ Your business won't grow.

It doesn't have to be this way...

There are many reasons to **launch a course you're proud of...**

- ✓ Unlock a scalable revenue stream that generates income while you sleep.
- ✓ Position yourself as an industry leader, attracting new clients and opportunities.
- ✓ Impact more lives by sharing your expertise with a broader audience.
- ✓ Gain the freedom to work from anywhere, on your own terms.
- ✓ Join a multi-billion dollar, in-demand industry

Who benefits most?

- High-revenue coaches, consultants, and entrepreneurs who want **done-for-you course creation** but lack the time or expertise.
- Businesses looking to scale their expertise through digital products.

If this sounds like you, let's launch and scale your knowledge business together!

Many brands trust Course Co.

teach:able

HBNEXT

Match Group

CARNIVAL
CORPORATION & PLC

zendesk

intuit
quickbooks.

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**Course Co. makes it
easy to plan, create
and launch your first
or next online course,
program or university.**

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Get results like our clients...



\$65,544 pre-sales for brain health course.

Dr. Uma Naidoo



\$270K+ launch, 15K books sold. WSJ bestseller.

Mike Michalowicz



\$5M+ lifetime sales for Trade and Travel course.

Teri Ijeoma



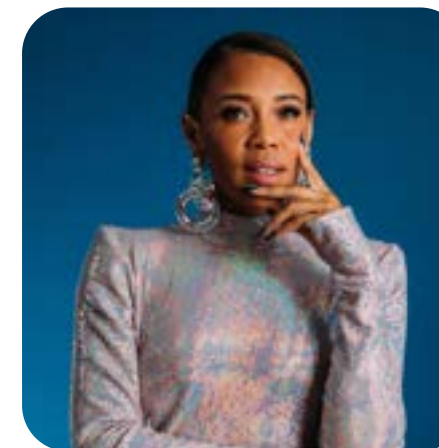
\$1,283,965 lifetime sales generated.

Dr. William Li



\$53,700 course sales

Echo Summer Hill

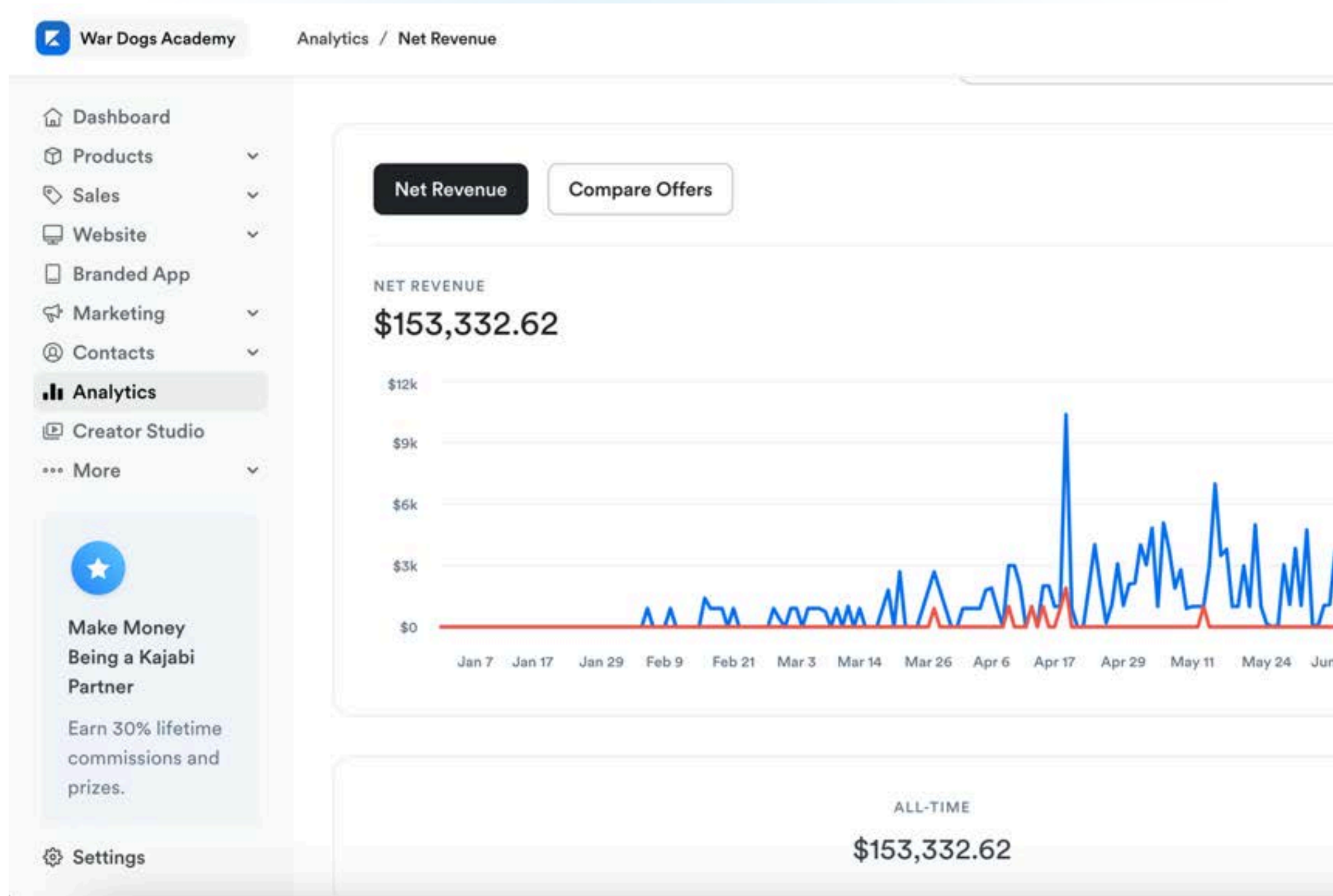


**\$4M+ sales. 14,000+ leads
240,000+ ad views**

Danielle Leslie

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We Focus On Results



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Clients Love Course Co.

teach:able



"We had a HUGE launch and saw an exciting amount of traffic come to the summit landing page [and video]. **Conversion rates were above 60%**, and an impressive amount of users signed up for Teachable on the spot!"



Teachable
Software and Tech



"Seamlessly came into my team and helped with messaging and thinking through the story and pain points that my audience have."



Teri Ijeoma
Personal Brand

IPPEN DIGITAL



"Really awesome work you did on the Runebreakers videos! We **grew our TikTok and Instagram accounts from 0 to over 22,000 fans fast** with your strategic video content. It was nice growth and exactly the brand awareness we needed for our ad campaigns."



Ippen Digital
Marketing Agencies



So far we've only posted one video on TikTok, just to test it out. From a brand new account, the first video got **over 1600 views, 28 likes, and 13 new followers so I'd say it was a success!**



Majority Strategies
Marketing Agencies

WAR DOGS ACADEMY



"**Sales are good! We should hit 200K** by the end of month, so as soon as we launch this evergreen webinar and start ads I think this thing is really gonna take off!"



War Dogs Academy
Personal Brand

ABF
CREATIVE



The We Don't Always Agree podcast has been **nominated for two NAACP Image Awards for Outstanding Podcast: Lifestyle & Self Help and Society & Culture.**



ABF Creative
Arts and Entertainment



This video is everything we envisioned from the get go! It is absolutely perfect thank you all for making our idea come to life. Thanks a TON!!!!



Media Resources
Software and Tech



\$314,150+ Sales — "I've made so much money since I launched my first online course with your team. I can't thank you enough. This side hustle has now become my *main path for influence* now that I left my practice to reach more people worldwide."



Dr. Will Bulsiewicz
Health and Fitness

UMA NAIDOO, MD



"Believe it or not, we have had several purchases in the past 24 hours as you said. THANKS Dallin for ALL your work leading up to today in generating over **\$66K** on this launch!"



Dr. Uma Naidoo

WEBSTREAM
COMMUNICATIONS



"A shoutout to Brenden, Kate and the entire London and U.S. teams for pulling this off spectacularly with bringing in such fabulous teams for our requirement and fulfilling our expectations to the T. It was a great show overall."



Webstream
Broadcasters

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Follow a proven path for success.

Most clients launch successfully within 8-16 weeks (based on their service plan).

Plan

Day 1-30

Validate & pre-sell
before creating.

Create

Day 30-60

Build the course efficiently
& set up automation.

Launch

Day 60-120

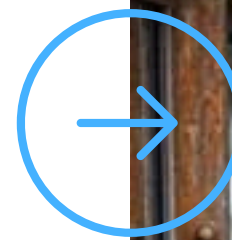
Scale sales with an optimized
funnel, organic/paid
marketing & more.

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PHASE #1

PLAN

- **Course Strategy & 1:1 Consulting**
- **Offer Creation & Validation**
- **Branding & Design**
- **Sales Funnel Copy & Design**

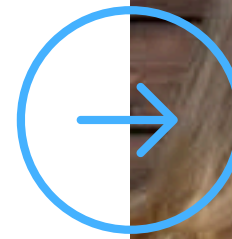


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PHASE #2

CREATE

- Curriculum Design & Scripting
- VSL & Ad Creation
- Virtual and On-Site Video Production
- Video Editing
- Tech Setup & LMS Build

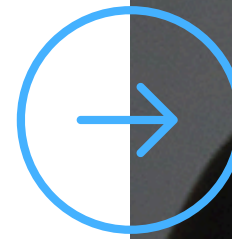


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PHASE #3

LAUNCH

- **Email Marketing & Automations**
- **Organic Launch Campaign Kit**
- **Organic Social Media Marketing**
- **Paid Media Management**



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3 plans to help you launch, or *go a la carte*.

BASIC

A streamlined, done-for-you course creation package focused entirely on **developing and producing your course content**—no paid ads, no complicated tech. Just a high-quality course, built and branded for success.

GROWTH

A comprehensive done-for-you course creation and launch package that includes **everything you need to build, brand, and sell your course**—minus paid ads and daily social media management. Ideal for creators ready to scale.

PRO

Our most advanced, **all-in-one course creation and launch service**—combining content development, design, tech, and full marketing execution. From strategy and production to social and paid campaigns, this package is built to maximize visibility, enrollment, and revenue.

**All Service
Deliverables**

Get access to every service you need to launch your course.

Go full-service or a la carte.

- ✓ Course Strategy & 1:1 Consulting
- ✓ Offer Creation & Validation
- ✓ Branding & Graphic Design
- ✓ Sales Funnel Copy & Design
- ✓ Curriculum Design & Scripting
- ✓ Organic Social Media Marketing
- ✓ VSL & Ad Creation
- ✓ Virtual Video Production & Editing
- ✓ Video Editing
- ✓ Tech Setup & LMS Build
- ✓ Email Marketing
- ✓ Paid Media Management

SERVICE DELIVERABLE #1

Expert Strategy

Work directly with our expert course creation team to plan, build, and launch your course with clarity and confidence.

- Weekly 1:1 consulting calls with a dedicated strategist
- Custom roadmap to develop, launch & scale your course
- Market analysis & competitor research to refine your unique positioning
- Product validation & pre-sales strategies

Value: \$3,000



SERVICE DELIVERABLE #2

Offer & Validation

Define, structure, and validate a high-converting course offer that attracts the right audience and maximizes revenue.

- Pricing strategy & tiered course packages (if applicable)
- Bonuses, upsells & exclusive content to increase perceived value
- Course naming, messaging & branding alignment
- Step-by-step plan to test and validate your offer using organic content and/or paid traffic.

Value: \$2,000



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SERVICE DELIVERABLE #3

Branding & Design

Give your course a polished, professional look with custom-designed branding and visual assets.

- Brand strategy, visual identity & design elements package
- Branded course materials, including slides, worksheets & PDFs
- Launch-ready promotional graphics
- Custom sales & landing page design

Value: \$900



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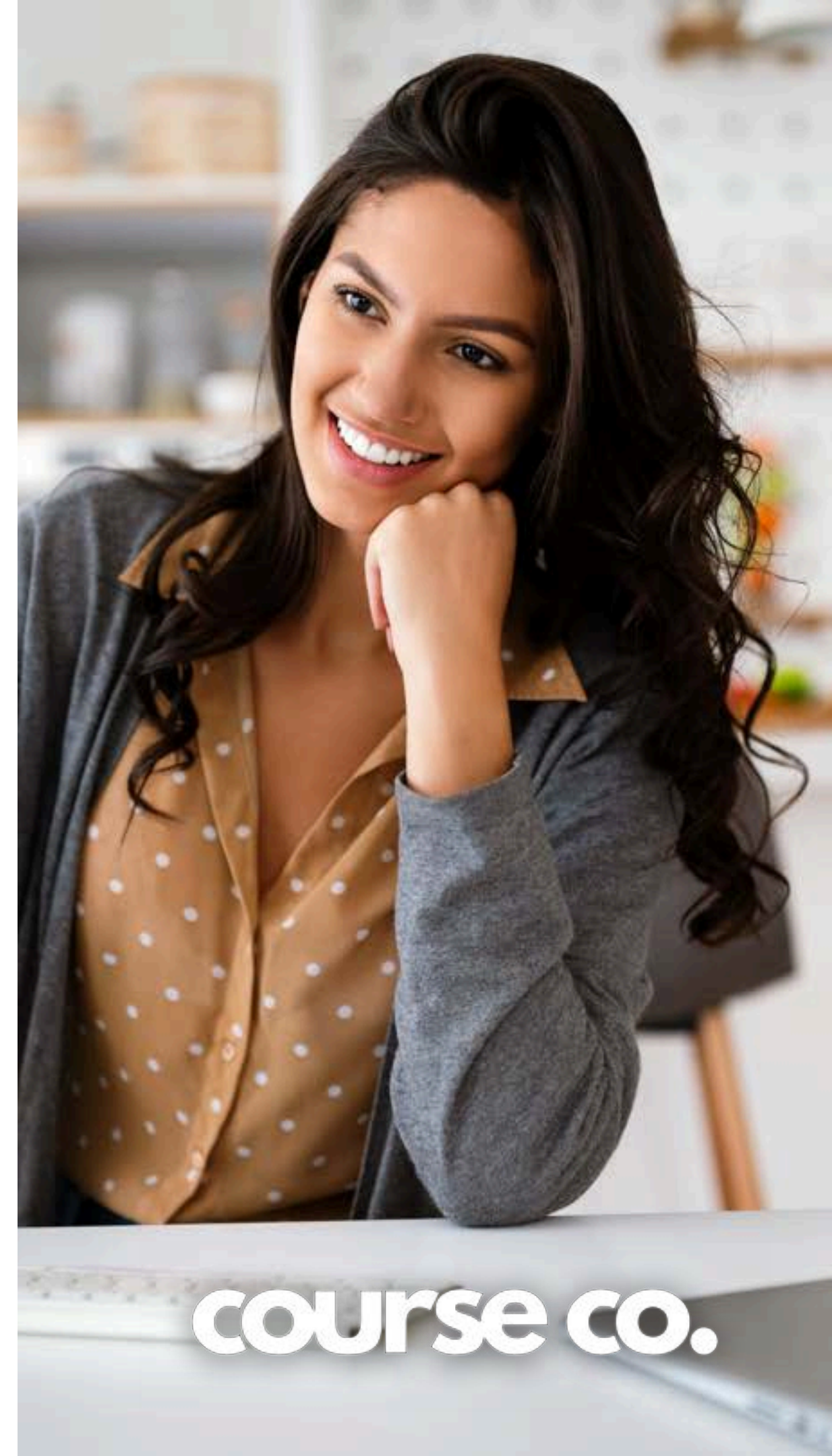
SERVICE DELIVERABLE #4

Curriculum Design

We plan, organize, and script your course content to ensure a smooth, engaging learning experience for your students.

- A detailed course curriculum outline with lesson scripts focused on structured learning objectives
- Lesson planning, including scripts, workbooks & quizzes
- Engagement strategies to improve completion rates & student success

Value: \$2,000



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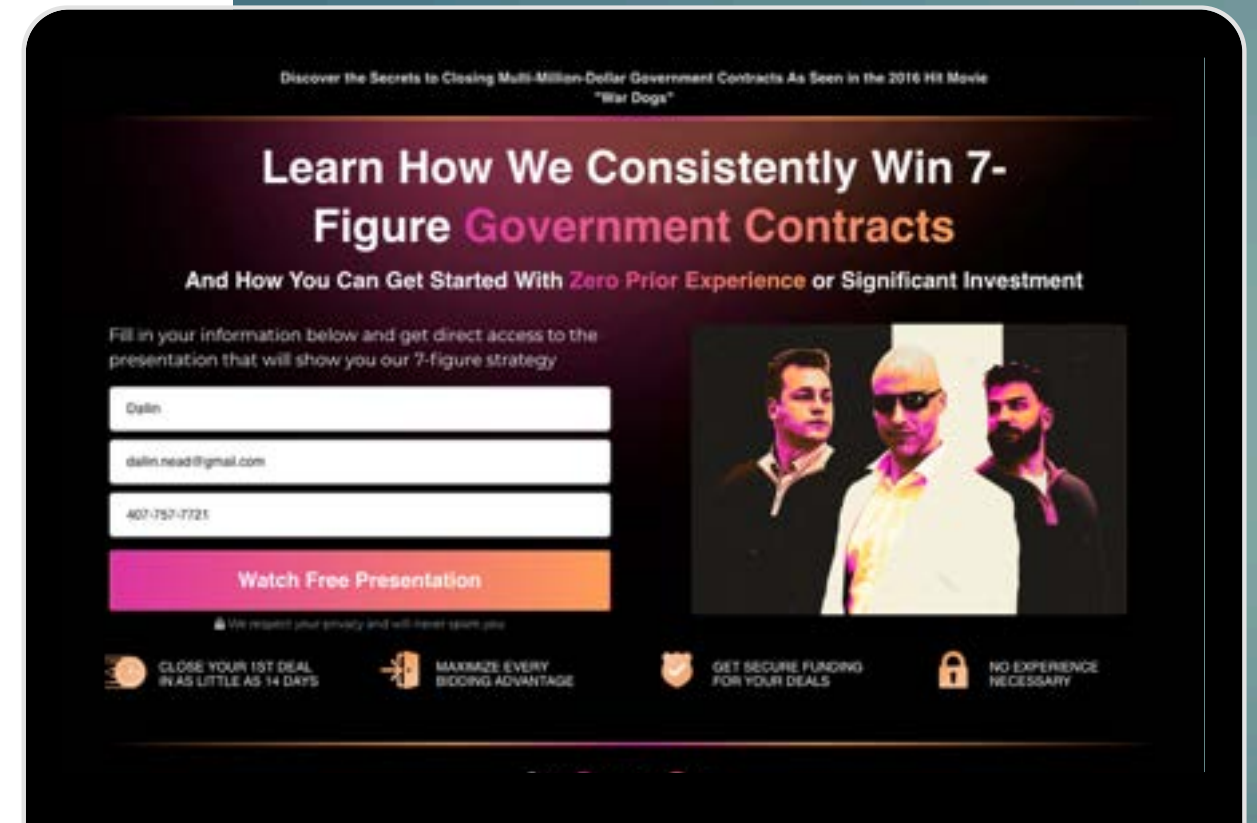
SERVICE DELIVERABLE #5

Funnel Copy, Build & Design

A high-converting sales funnel to drive leads & enrollments.

- Strategic funnel mapping with step-by-step user flow
- Custom-designed funnel landing pages optimized for compelling offers, persuasive hooks, clear messaging & maximum conversions
- Integration with checkout pages, payment processors & CRM tools
- Automated follow-up sequences to nurture leads & grow conversions

Value: \$4,000



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SERVICE DELIVERABLE #6

VSL & Ad Creation

Drive conversions with a persuasive, high-impact video sales letter or webinar designed to educate, build trust, and sell your course.

- Professionally scripted & edited VSL to increase sales
- Multiple ad creatives designed for social media, YouTube & paid campaigns
- Hook-driven messaging & A/B testing variations

Value: \$3,500+



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SERVICE DELIVERABLE #7

Video Production & Editing

Create high-quality, engaging course videos with expert production.

- On-site video production in any city, includes all production expenses for crew, studio rental, equipment, per diem and more
- Professional video editing with motion graphics, captions & branding.
- Content repurposing for trailers, teasers & social media promos.

Value: \$5,500+



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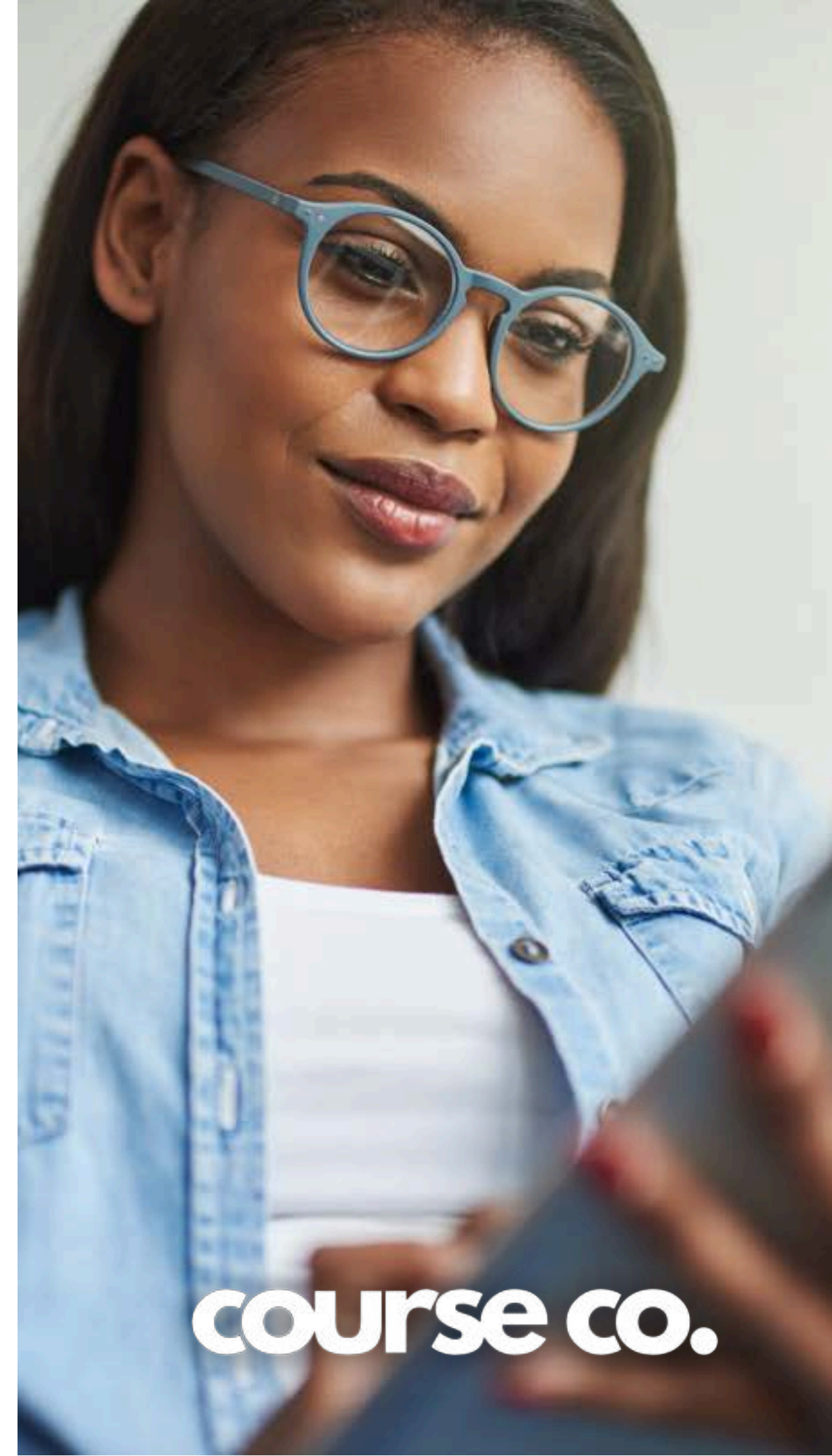
SERVICE DELIVERABLE #8

Email Marketing

Automated email sequences to nurture leads & drive sales.

- Pre-launch, launch & post-launch email sequences.
- Welcome sequences & onboarding emails for new students.
- Email templates & automation setup inside your preferred email platform.

Value: \$2,000



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SERVICE DELIVERABLE #9

Tech Setup & LMS Build

Full setup of your LMS platform to host & deliver your course.

- Course setup on GoHighLevel, Teachable, Kajabi, Thinkific, or your preferred LMS.
- Module & lesson uploads, formatting & user experience optimization.
- Integration with payment systems, email marketing & course analytics.

Value: \$2,000



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SERVICE DELIVERABLE #10

Sales Copywriting

Convert curious visitors into paying students with persuasive, high-converting sales copy tailored to your course.

- Full Sales Page Copy
- Lead magnet (VSL) opt-in page, confirmation/thank you page, CTAs, and additional page copy if applicable

Value: \$2,000



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SERVICE DELIVERABLE #11

Organic Social Media Marketing

Promote your course, grow your audience, and build brand trust—without spending a dollar on ads.

- Strategy + Content Calendar
- Multi-Platform Content Creation
- 15 Organic Video Ads
- 15 Organic Social Posts
- Lead Generation + SEO Support

PRO PLAN ONLY

Value: \$8,000



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SERVICE DELIVERABLE #12

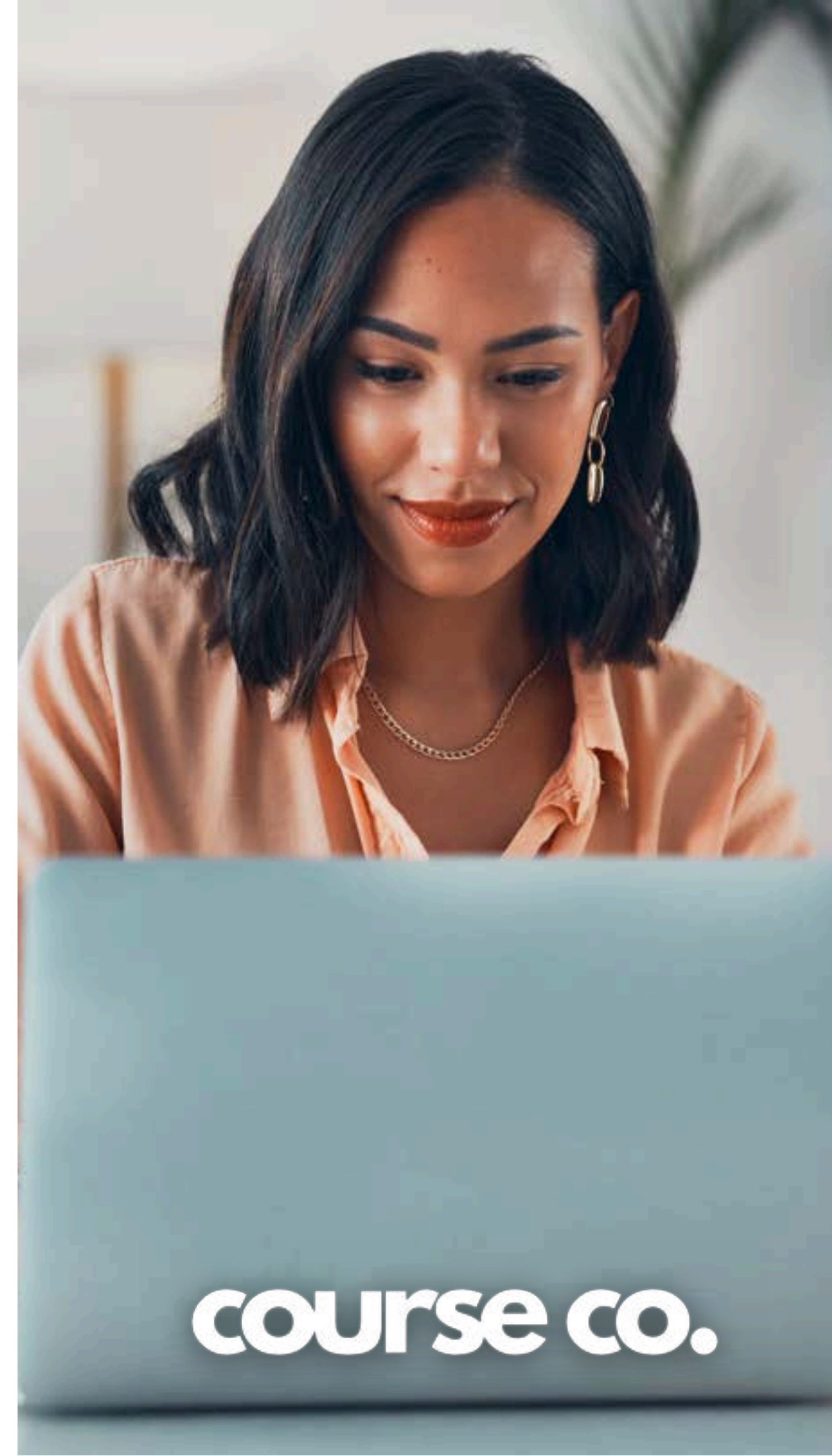
Paid Ad Campaign Management

Launch, manage, and scale profitable ad campaigns with expert strategy, creative execution, and ongoing optimization.

- Creative Development & Targeting Strategy
- Campaign Management & Optimization
- Communication & Reporting

PRO PLAN ONLY

Value: \$3,500



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Service Pricing Plans

3 services plans to help you successfully launch an online course in 80-120 days, completely *done-for-you!*

- ✓ **Course Strategy & 1:1 Weekly Consulting** (Value: \$3,000)
- ✓ **Offer Creation & Validation** (Value: \$2,000)
- ✓ **Branding & Design** (Value: \$900)
- ✓ **Curriculum Design** (Value: \$2,000)
- ✓ **Funnel Copy, Build & Design** (Value: \$4,000)
- ✓ **VSL & Ad Creation** (Value: \$3,500)
- ✓ **Video Production** (Value: \$1,500-5,000)
- ✓ **Video Editing** (Value: \$4,000)
- ✓ **Email Marketing** (Value: \$2,000)
- ✓ **Tech Setup & LMS Build** (Value: \$2,000)
- ✓ **Sales Copywriting** (Value: \$2,000)
- ✓ **Organic Social Media Marketing** (Value: \$8,000)
- ✓ **Paid Media Management** (Value: \$3,500 onboarding + \$3,500/mo)

Total Value: \$45,400

BASIC

For creators who want a premium course built-for-you—without the marketing.

- 8-week service
- 8 Consulting Calls
- Curriculum Design + Scripting
- Branding & Graphic Design
- Virtual or On-Site Production
- Video Editing (15–30 lessons)
- LMS Tech Setup

Investment: \$12,000+

Paid in 2 monthly payments

GROWTH

For creators ready to launch and scale—with full funnel & launch support.

- 12-week service
- Everything in Course Basic
- On-Site Video Production
- VSL or Webinar
- Email Marketing (12 emails)
- Sales Funnel Build + Copywriting
- Offer Creation + Validation
- Organic Launch Kit

Investment: \$28,000

Paid in 3 monthly payments of \$9,333

PRO

For experts and brands who want a fully managed course creation & marketing system.

- 16-week service
- Everything in Basic + Growth
- Organic Social Media
- Paid Media Management
- Full Marketing Execution

Investment: \$40,000

Payment plans available



Next Steps

- ✓ **Schedule your FREE strategy call**
- ✓ **Select your course creation plan**
- ✓ **Launch your course!**

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Get Started

Sign Up Now

[Course.co/Pricing](https://course.co/pricing)

Schedule A Growth Audit

[Course.co/Contact](https://course.co/contact)

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