

Turn your knowledge into a course people actually buy.

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

course co.

Most experts don't fail because of bad content. *They fail because of bad structure.*

 No validated offer

 No clear positioning

 Overbuilt curriculum

 Weak funnel

 Broken tech

 No launch strategy

The result...

Course sits unfinished. Or launches quietly with no sales.

Building the wrong course costs:

- ✓ 3–12 months of *your time*
- ✓ Lost audience trust
- ✓ Missed revenue window
- ✓ \$10K–\$100K+ *money “invested”*
- ✓ Burnout
- ✓ Tech overwhelm

You don't need more information. You need execution and structure.

Our clients don't guess. They launch.



\$65,544 pre-sales

Dr. Uma Naidoo



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

Mike Michalowicz



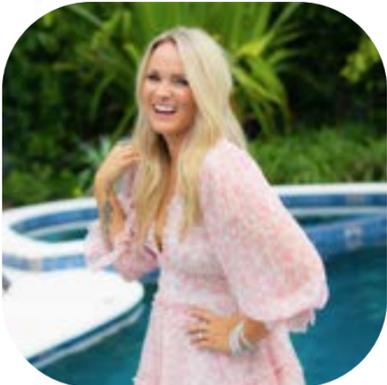
\$153,332 course launch

War Dogs Academy



\$25M+ lifetime sales

Teri Ijeoma



\$53,700 course launch

Echo Summer Hill



\$10K pre-sale & validation

Jason Roberts

There are only 3 ways to build a course:

- ✓ DIY and hope
- ✓ Hire freelancers and manage chaos
- ✓ Install a proven course system

We are option 3.

We don't "build courses." *We design:*

- ✓ The offer
- ✓ The curriculum
- ✓ The positioning
- ✓ The launch plan

- ✓ The funnel
- ✓ The messaging
- ✓ The tech

Then we execute.

The Course Co. **Launch Framework**

- ✓ **Validate the offer**
- ✓ **Engineer the curriculum**
- ✓ **Build the funnel**
- ✓ **Produce the content**
- ✓ **Launch with leverage**

Who is this for?

Creators, coaches, founders, and teams who:

- ✔ Want a premium course
- ✔ Want real revenue (not hobby income)
- ✔ Want done-for-you execution
- ✔ Value structure over hacks



DR. WILL BULSIEWICZ
COACH



DESTINEE BERMAN
ENTREPRENEUR



DANIELLE LESLIE
CREATOR



ALAN SIEGEL
FOUNDER

Not everyone needs the same level of support.

Some need:

- ✓ A focused sprint on one critical area
- ✓ A structured build for fast validation + sales
- ✓ Full-scale launch architecture

That's why we don't sell one package on this call.

We diagnose first.

There Are 3 Ways To Work With Course Co.

You will discover the right one during your strategy session.

Pilot

Start

Pro

Each program is designed for a different stage of course growth.

On Your Strategy Call We Will:

- ✓ Assess your current stage
- ✓ Identify revenue gaps
- ✓ Diagnose bottlenecks
- ✓ Clarify your best launch pathway
- ✓ Recommend the right level of support

If we're a fit, we'll outline next steps.

If not, we'll tell you honestly.

Expected Outcomes:

- ✓ A validated offer
- ✓ A clean, structured curriculum
- ✓ A working funnel
- ✓ A properly set up LMS
- ✓ Professionally produced content
- ✓ A real launch plan



We work with serious course builders.

Minimum investment to work with
Course Co. begins at **\$4,000**

course co.

Why Clients Love Course Co.

\$5M+ Lifetime Sales – "Seamlessly came into my team and helped with messaging and thinking through the story and pain points that my audience have."



\$4M+ Sales, 260,000+ Views – "Shout out to your team. They are amazing! And help me look great and grow my business."



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



\$270,000+ Launch – "This content is f@\$% PERFECT! Love how it is tight and clear call to action. Helped me skyrocket my book launch."



There are 66 people registered for Transform!! 🎉
That's \$9,834 in sales!



Won 2 Awards, 152,383+ Leads, 1M+ Views – "Their work truly represented the passion Teachable and I have for the creators that are saying yes to their passions, big ideas and sharing it with the world."



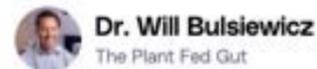
"Sales are good! We should hit **\$200K** by the end of month, so as soon as we launch this evergreen webinar and start ads I think this thing is really gonna take off!"



\$283,500 Sales, 2500+ Leads – "We had 1.2k people opt into the sticky note challenge video series. There were 1.3k people who ended up registered for our webinars (we 3x'd our usual opt-ins). This resulted in 63 sales for Accelerator that has a \$4500 pay-in-full price."



\$314,150 Sales – We consulted with NYT Best-Selling Author, Dr. Will B. and his team to launch his new digital program to further position his health brand and message as the industry leader.



\$251,742 Sales – Dame Nicola partnered with Course Co. to build marketing and launch strategies to transform her suite of online products.



"The results were incredible! 3200 sales on \$37 product with our ads. So \$118,400 in sales. Shout out to Dallin and Content Supply. They are amazing! And help me look great and grow my business."



What Can Be Included

Course creation services proven to deliver results.

Offer Creation & Validation

Curriculum Design & Development

Tech Stack Setup & Email Campaigns

Copywriting & Funnel Build/Design

Video Production, Editing, & VSL

Lead Generation or Sales Funnels

Organic Social Media & Paid Advertising

Branding & Design



Strategic Guidance

Hands-on support through 1:1 consulting calls to clarify and implement on your messaging, audience, positioning, and launch plan.



Offer Creation & Validation

Offer creation and validation for one or more products, including market research, positioning, pricing and offer stack strategy, and a clear validation plan to test demand.

OSHA 1926

- Fire Detection Systems
- Extinguishers



RESPIRATORS

OSHA requires that respirators be provided when exposure exceeds the PEL and when engineering and administrative controls aren't sufficient to reduce silica levels.



HOT WORK ACTIVITIES



Curriculum Design & Development

A structured and comprehensive course curriculum, outline, and camera-ready scripts. Guided by professional research, human-proof, and clear sequencing.



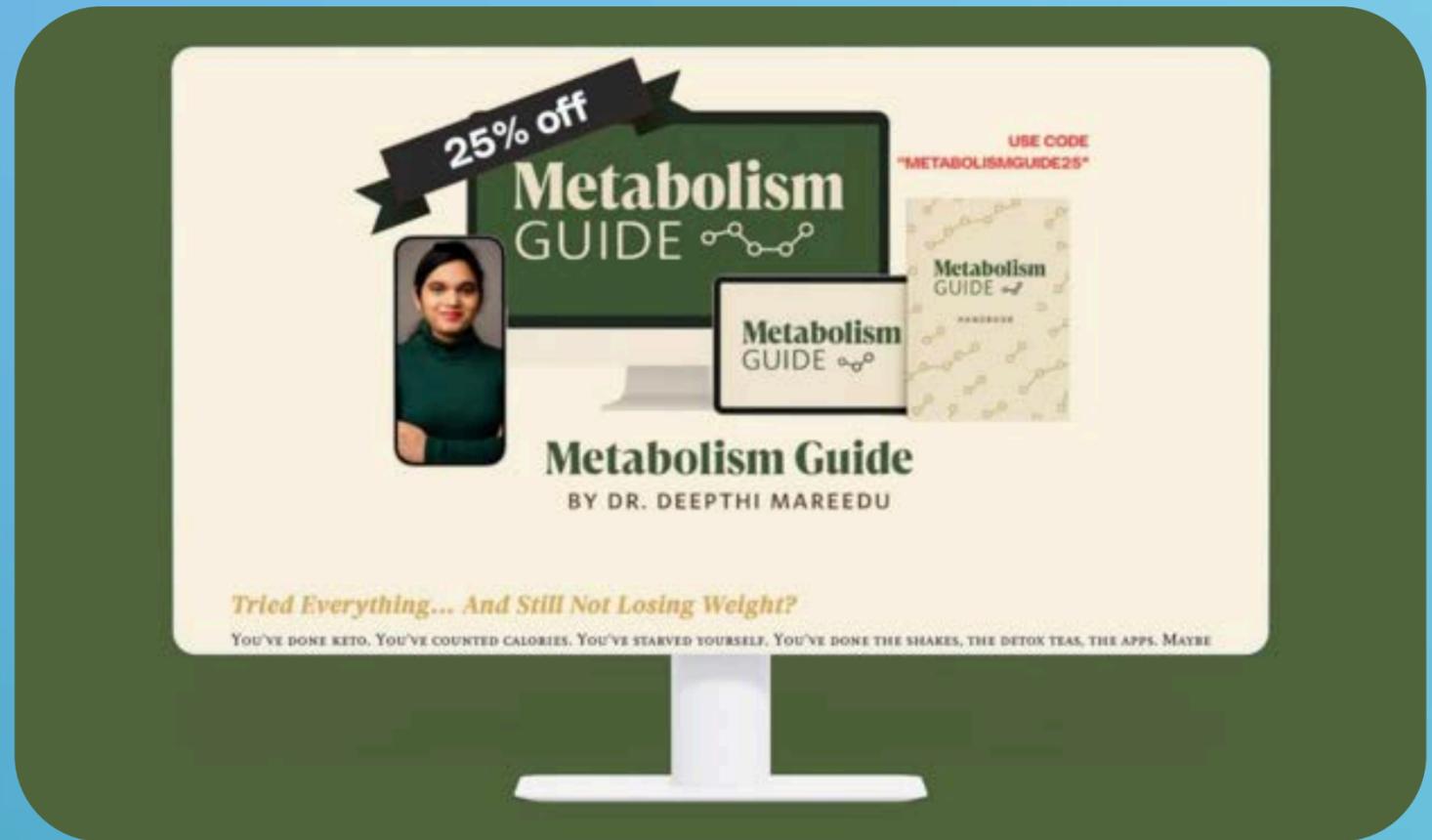
Course Workbooks & Resources

Creation of supporting materials such as workbooks, PDFs, or guided exercises designed to reinforce learning, and help students apply info in a clear, structured way.



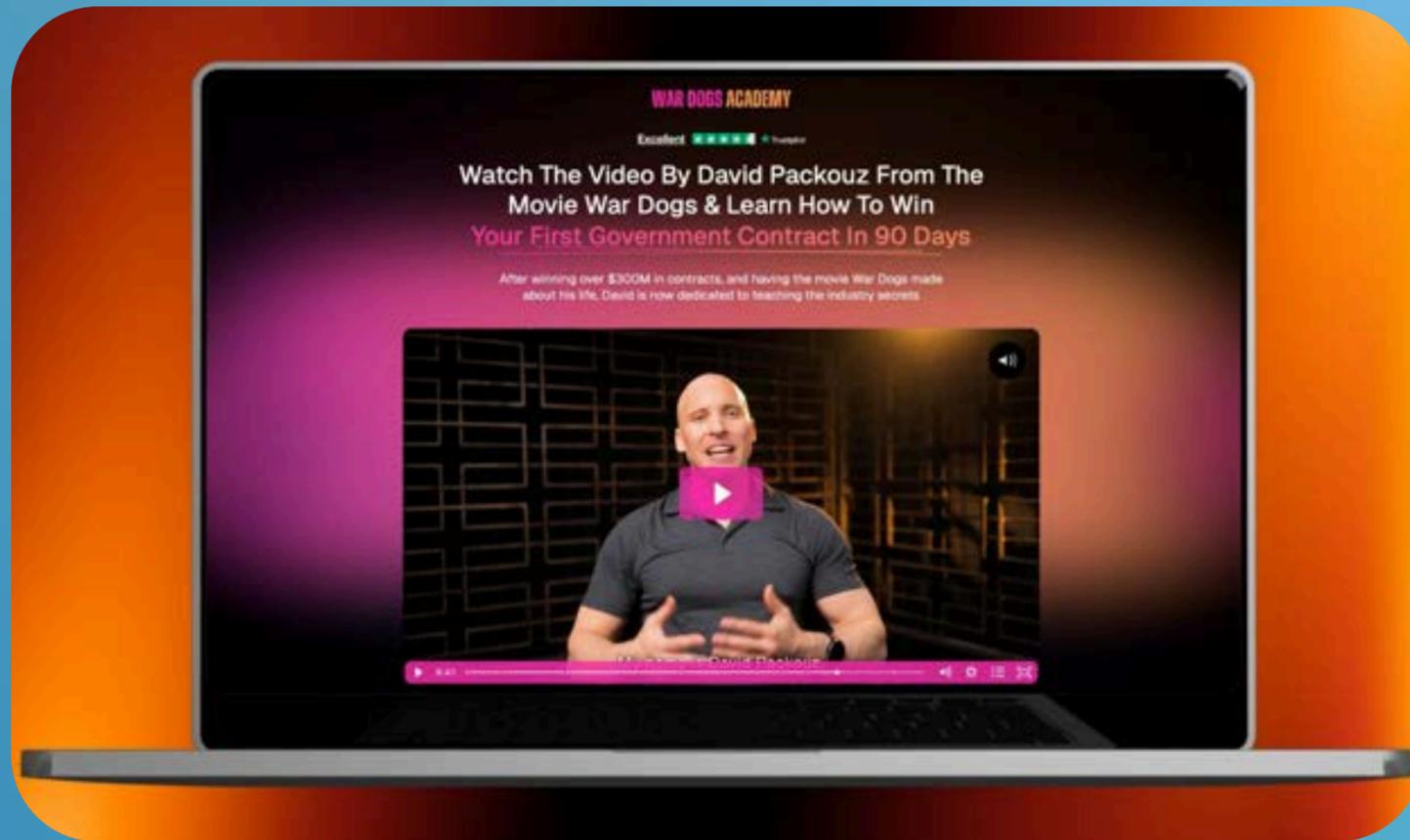
Branding & Graphic Design

Develop a cohesive course brand with a custom logo, color palette, fonts, and professionally designed templates for slides, workbooks, and marketing assets.



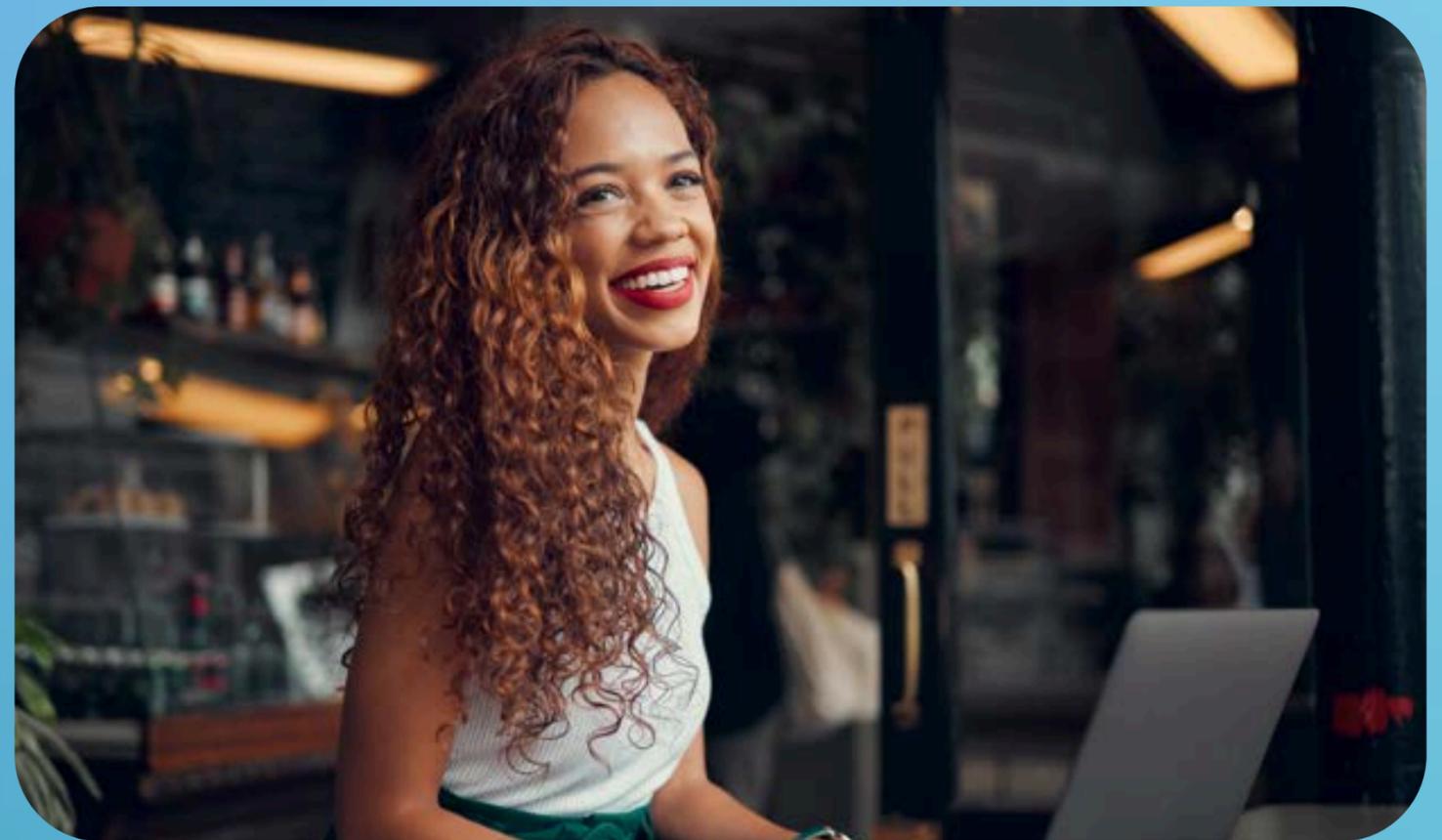
Funnel Copy & Strategy

Conversion-focused copy for your lead magnet, sales page, checkout, and confirmation flow to match your offer level, from low to high-ticket course launches.



Funnel Design & Build

Design and build a multi-step launch funnel optimized for conversions, with all required integrations, email sequences, and testing.



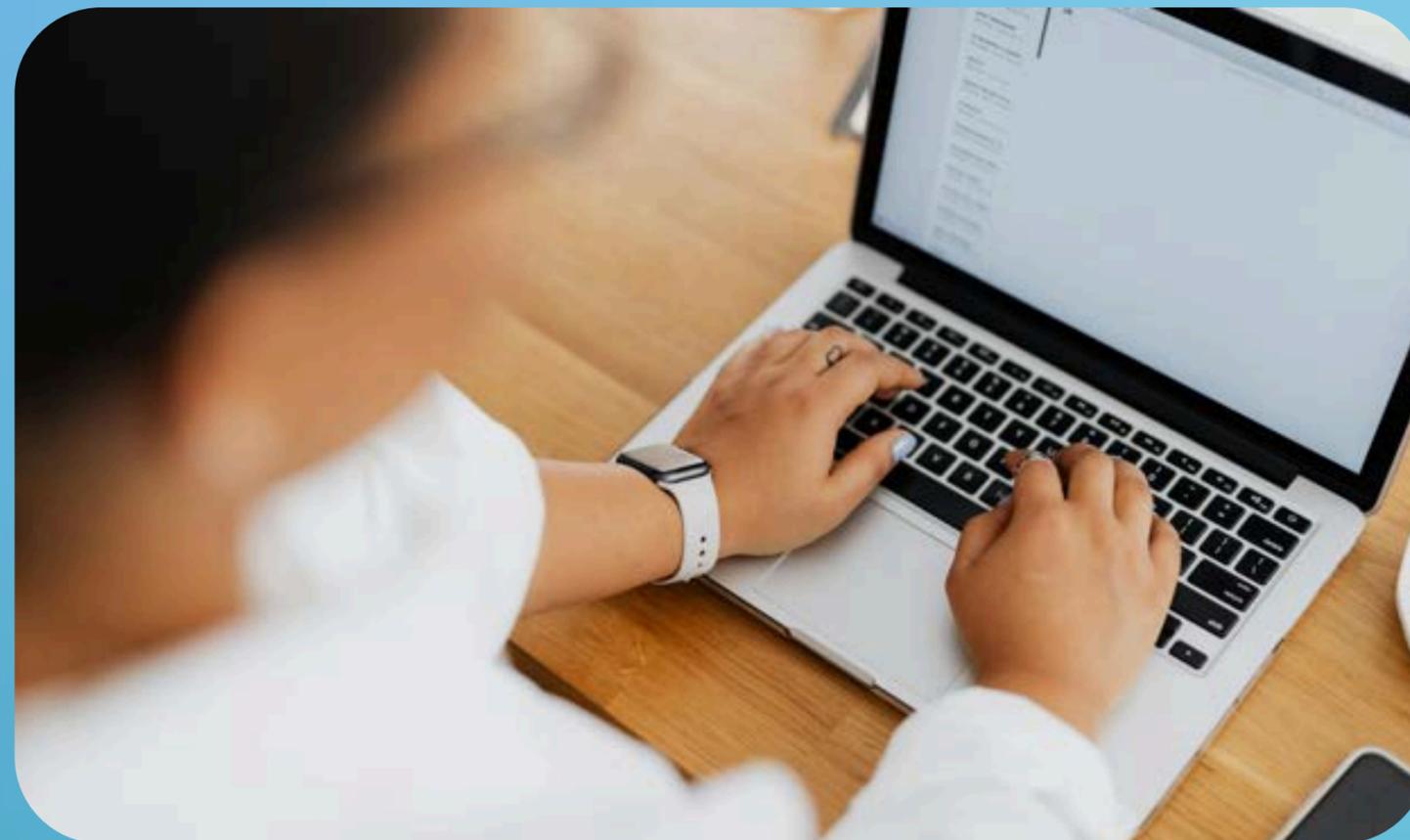
Tech Stack Setup & LMS Build

Full course setup on your chosen platform, including course structure creation, content and resource uploads, and written lesson titles and descriptions.



Video Sales Letter

Scripting, production, editing and design for a high-converting video sales letter that clearly communicates your offer, builds trust, and guides action.



Email Marketing & Automations

A strategic email marketing system with automated sequences that nurture leads, build trust, and drive consistent conversions.



Video Production

Professional video production for your course and marketing content, with flexible virtual or on-site filming options to ensure high-quality footage is captured.



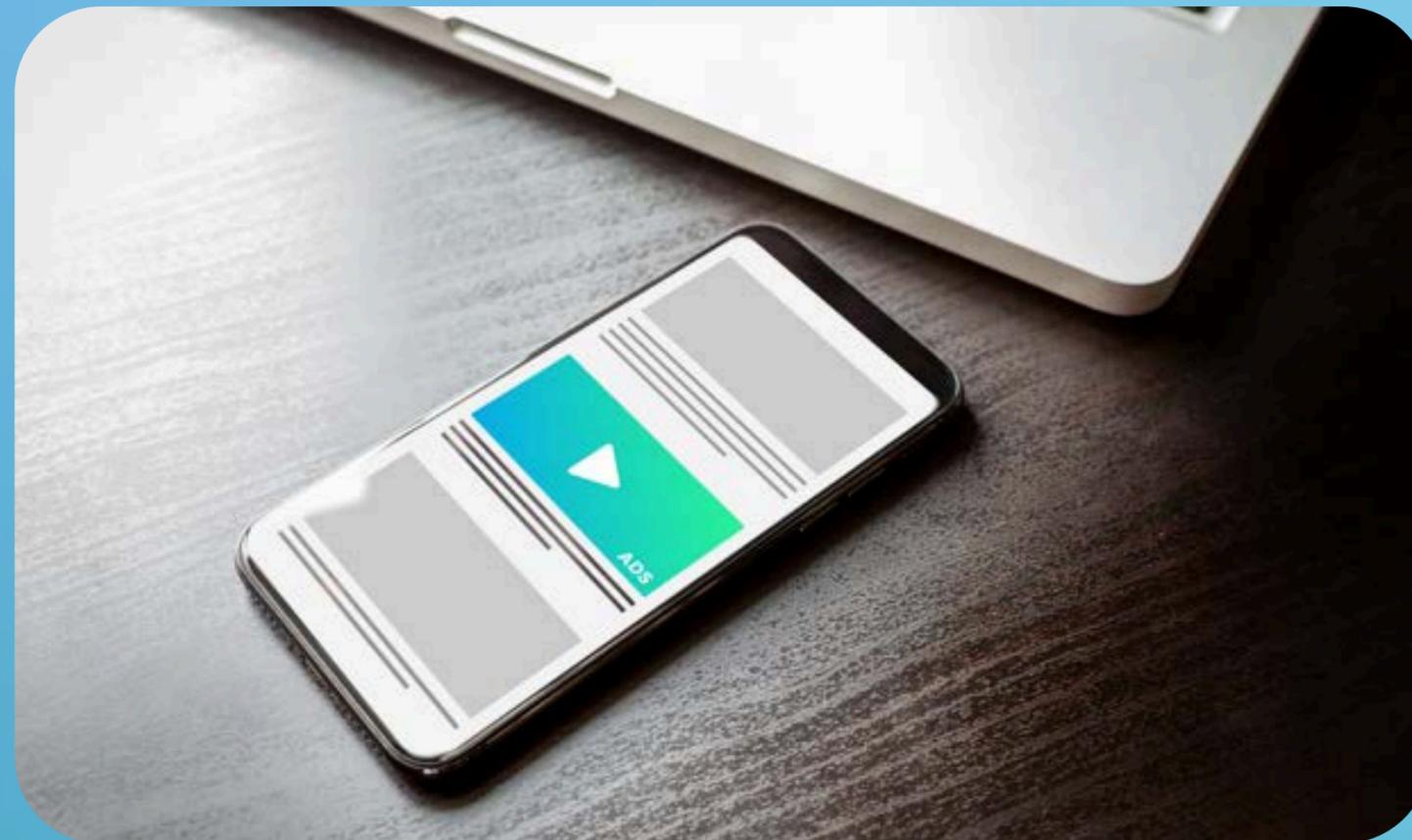
Video Editing

Polished, edited course and promo content with a defined scope, ranging from light lesson edits to advanced packages with motion graphics and chapter navigation.



Social Media Marketing

A focused organic social strategy for your offer, including trust-building posts, pre-sales validation prompts, and analytics guidance to track engagement and conversions.



Paid Media Management

A performance-driven paid ads strategy with targeted audiences, conversion-focused creative, and ongoing optimization to drive qualified leads and ROI.

Ready to Build This the Right Way?

Step 1

Schedule Your Strategy Session

Step 2

Identify Your Best-Fit Plan

Step 3

Launch Your Course!

We only take a limited number of new course builds each month.

Contact Us :

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