

the course creator's dictionary



The glossary of terms every course creator needs to know

GEMMA BONHAM-CARTER
FOUNDER, COURSE CREATOR SCHOOL



Oh hey!

Launching your online course is major enough... and then you've got all of these new terms to get used to?

Seriously, the slang in the digital marketing space is like a whole new language.

I remember feeling so DUMB when people all around me would be using terms like conversion rate, landing pages, tripwires, and I was like "ummm... what are you EVEN TALKING ABOUT?".

And that's where this Course Creator's Dictionary comes in.

This is your cheat sheet, so you can start talking like the pro's. In the next few pages, I'm breaking down each term with a easy-to-understand definition.

Let's dive in!

XO,

gemma

Glossary of Terms

Heads up: These aren't in alphabetical order! They were written in the order we received them from our audience.

Webinar

A webinar is a pre-recorded or a live event where you deliver a free masterclass to your audience. They usually have 3 main blocks: An intro to you and establishing yourself as an expert, teaching something tangible, and pitching your paid offer. They are my favourite tool for selling online courses and programs!

Workshop

A workshop is typically a paid event (it could also be free) where your audience would purchase tickets to attend and learn from you as the expert. While this is similar to a webinar, you would go deeper on the teaching and leave them with really actionable strategies, tools, tips and maybe even downloadables.

Leads

Leads are your audience members who sign up to your email list (whether that's through a lead magnet, a webinar, a challenge, etc). For example, when someone clicks the link in your Instagram bio to download your freebie, they then become a lead, which you can then nurture via email and eventually pitch your offer.

Conversion Rate

A conversion rate is the percentage of people that come into your sales funnel who end up buying. For example, let's say you get 100 people into your sales funnel and two of those people actually purchase your offer. This would mean that you have a 2% conversion rate ($2/100 \times 100 = 2\%$).

Open/Close Cart

Open cart means that you are now opening the doors to your offer and allowing your audience to purchase your paid product. Close cart means that your offer is no longer available and your audience does not have the ability to go and purchase it. If they were to click on the purchase button when your cart is closed, it would reroute them to a "Whoops, you've missed your chance. Get on the waitlist," page.

Tripwire

A tripwire offer is a low ticket item that would come before your signature product. These can often come form of templates, swipe files, mini-courses, etc. They also typically range in price from approximately \$17-\$47. The purpose of tripwire offers is to get your audience into the habit of actually spending money so when you go to pitch your higher ticket offer down the line they are more likely to buy from you.

Mini Offer or Tiny Offer

Mini offers, similar to tripwire offers, are low in price. If you are someone who is not interested in creating a long form course can simply create what is called a "mini offer" or a "tiny offer". These offers do not necessarily need to come before a larger offer they are simply available as low ticket for your audience to purchase whenever they want.

Open Rate

Your open rate is the amount of people who actually open the emails that you sent to them. For example, if you have 1,000 people on your email list and 100 of them open your email, it means you have a 10% open rate.

Click Through Rate (CTR)

The CTR is the number of people who opened your email and then clicked on the link inside of it. If you had 100 people open your email and 15 of them click the link, your CTR would be 15%.

Organic Traffic

Organic traffic is the traffic you get that doesn't cost any money. It's free traffic! This might come from you posting social media cont, YouTube videos, a podcast, blog articles, or any other free traffic that you get.

Paid Traffic

Paid traffic is when you buy leads. You invest in advertising - whether that's on Facebook, Instagram, YouTube, Pinterest, or Google - to generate leads for your business. Any audience member that comes from paid advertising is considered paid traffic.

Evergreen

The term "evergreen" refers to any kind of content that has no expiry. It is everlasting content that still makes sense months after it's been published. It is long-lasting. The term "evergreen" is also referenced when we talk about sales funnels, as an evergreen sales funnel is one that again doesn't expire. It doesn't run in real time, it runs all the time.

Sales Funnel

The term sales funnel is referring to the mechanism that takes people from discovering you all the way to a point where they want to purchase your offer. Sales funnels typically begin where you have a piece of free content, then turn that audience member into a nurture sequence, and then pitches your paid offer. The "top of funnel" can look different depending on your business - it could be a free lead magnet, a webinar, a paid "mini offer", a quiz, etc. If the funnel is running all the time, it's called an evergreen funnel.

Automation

The term automation refers to taking tasks that were done manually and creating a system for them to be automated or run without you. For example, a form of automation can happen when someone purchases your offer and are then immediately sent an email sequence that welcomes them into your online course. This occurred without you having to actually send the email to them this is considered email automation. Automation can occur in your business in many different forms.

Systems

The term systems refers to the different processes you create in your business to have it run smoothly. You may use s programs to help you implement systems that run in the background of your business. This could be a system that gathers testimonials for you, posts in your Facebook group, or emails students after three months of being in your course.

Sales Page

Your sales page is the place where you talk about your course or paid offer and sell it! It should agitate your customer's pain points, demonstrate what's in your course, have an author bio, give social proof and testimonials, and any other information your audience needs in order to make a purchase decision.

Checkout page

This is the page where your customers would input their payment information and complete the purchase of your offer. Usually a sales page has "buy" buttons that lead to the checkout page.

Lead Magnet

A lead magnet is a free resource that you provide to your audience in exchange for their email address. It's your free gift that you give them as an incentive for them to subscribe to your list (because no one wants yet another newsletter!). A lead magnet could be a roadmap, spreadsheet, checklist, webinar, templates, printables, quiz, etc. The goal is to give them something highly desirable, that gets your ideal target audience on your list, and that offers a quick win!

Landing Page

Landing pages are the various pages you build in your business to get people on your email list and registered for different events. You could have a landing page for your lead magnet, your webinar, a free challenge, etc. They are simply the online pages for your various offers and freebies, usually built on your website platform (Wordpress, Squarespace, Wix, Leadpages, etc) or with your email marketing software (Convertkit, Flodesk, etc).

Offer

The term offer is referring to the item you are selling to your audience. This could be your online course, membership, group coaching program, a mini offer, etc.

Earnings Per Lead (EPL)

This number refers to the average dollar value each of your leads earns you. If you had 200 people join your email list during a launch and then you sold \$3000 worth of your offer, you would have made \$15 per lead ($\$3000/200=15$)

Cost Per Lead (CPL)

This number describes how much it costs you to generate each lead inside of your business. If you are relying on organic traffic alone, your cost per lead is zero. If you are using paid advertising, then you will have a cost per lead you paid to get them to sign up. For example, you may have a \$5 cost per lead with Facebook ads. It costs you \$5 for every lead that signs up to your free webinar you are advertising.

Digital Marketing

Digital Marketing is the the term used within the marketing space that refers to using the internet and various pieces of online technology to promote and sell our offers. Using things like social media, video, content marketing, and email marketing are all examples within the sphere of digital marketing.

Guarantee

A guarantee refers to the kind of return policy you have on your products. Will you offer refunds? If so, what are the conditions? Will you offer a 30 day no questions asked money back guarantee? Or a 7 day refund? Having a guarantee with your offer provides clarity for your buyer and minimizes the fear of you being a "scam".

Group Coaching Program

A group coaching program is slightly different from a traditional online course in that it is usually delivered live, over a set period of time, with more emphasis on coaching. It is basically where you take a curriculum and teach it live with a group of students and offer coaching along the way.

Mastermind

A mastermind is similar to a group coaching program in that it takes place live over a set period of time (often 6 months or a year), but it usually involves less formal teaching and more emphasis around community. The idea is to get a small group of similar level people together who can help each other, form relationships, and learn from each other.

SLO Funnel ("Self Liquidating Offer")

There are a few other terms for this - "tiny offer", "mini offer", or "tripwire" (my least fave - why would you want someone to trip?). The idea is that they are a low ticket first purchase for new customers to your business. You typically use them with paid ads. You want this funnel to at least break even with your ad spend (\$1 in ads = \$1 out in sales), so that you build your list for free and upsell the customer on more offers from you in order to create significant profit.

Value Ladder

A value ladder in your business is where you have multiple paid offers for your audience that work their way up from low cost to high cost. You want to give people multiple ways to work with you and CONTINUE working with you. This could look like: low cost templates > online course > 1:1 coaching.