

LOQUY BONUS

12 Free Sales Sources For Your Course

Twelve places to put your course in front of buyers **without paying for a single click** – and the exact way to show up in each one.

Don't do all twelve. Pick three.

1

Choose the three sources where your students already hang out

A B2B course wants LinkedIn, podcasts and communities. A hobby course wants Reddit, YouTube and Facebook Groups. Skim the index on the next slide and circle three.

2

One source per week, checklist first

Each slide ends with a three-item "do this today" list. Finish all three items before adding the next source. Momentum beats coverage.

3

Every source reuses assets Loquy already generated

Chapter videos, lesson text, your course outline – the same material powers every play in this deck. You are distributing, not producing.

4

The one rule that applies everywhere: help first, link second

Free channels run on trust. Lead with a genuinely useful answer or lesson, and let the course link ride along behind it.

THE TWELVE SOURCES

Circle your three, then jump to those slides.

1

Reddit niche subreddits

2

Facebook Groups

3

YouTube chapter teasers

4

Free-chapter lead magnet

5

Podcast guesting

6

Quora & Stack Exchange

7

LinkedIn posts (B2B)

8

Free live workshop

9

Cross-promo swaps

10

Email signature & contacts

11

Marketplace free previews

12

Discord & Slack communities

1

FREE SALES SOURCE

Reddit Niche Subreddits

THE PLAY

Find the three to five subreddits where your future students already ask questions your course answers. Reddit is **value-first and allergic to promotion** – so spend two weeks answering questions thoroughly with zero links. Once you're a familiar name, mention the course only when someone asks "where can I learn more?" – and keep the link in your profile at all times.

DO THIS TODAY

- ✓ Search Reddit for your course topic, list the top 3 subreddits – and read each one's self-promotion rules before posting anything.
- ✓ Answer two open questions with full, generous answers pulled from your course lessons. No links, no pitch.
- ✓ Put your course link and a one-line description in your Reddit profile bio, so curious readers find it on their own.

2

FREE SALES SOURCE

Facebook Groups

THE PLAY

Groups are where hobbyists and practitioners actually talk. Join a mix of one big group (reach) and two smaller ones (relationships), then become **the person who always has the helpful answer**. Most groups ban links in posts but allow them in comments when asked, or in a weekly promo thread – learn each group's rhythm and use it.

DO THIS TODAY



Join 3–5 groups in your niche and post a short, rule-abiding introduction that names the problem you help with.



Answer one member question with a mini-lesson adapted straight from a chapter of your course.



Note each group's promo rules (promo days, link policy) in one doc so you never get banned for guessing.

3

FREE SALES SOURCE

YouTube Chapter Teasers

THE PLAY

Loquy already generated video for your chapters – so this source costs you uploads, not production. Publish individual chapter videos as **standalone teasers**, each titled as the question it answers ("How do I...?"), because YouTube is the second-biggest search engine. Every description links to the full course; every video ends by naming the next chapter viewers don't have yet.

DO THIS TODAY

- ☒ Pick the 3 chapters people search for most and export their Loquy-generated videos.
- ☒ Upload them with question-style titles and a first-line course link in each description.
- ☒ Add timestamps and an end-screen pointing to the full course, so each teaser sells the rest.

4

FREE SALES SOURCE

Free-Chapter Lead Magnet

THE PLAY

Give away your single best chapter – the one with the fastest "aha" – in exchange for an email address. A great free chapter does the selling for you: the reader finishes it wanting the other nine. Deliver it instantly, then follow up with **three short emails** that each teach one more idea and point back to the full course.

DO THIS TODAY



Choose the chapter a beginner would call "worth the whole course" and export it as a clean PDF or video.



Set up a one-field email form on a simple landing page – headline, three bullets, button.



Write the delivery email now: give the chapter, tease chapter two, link the course.

5

FREE SALES SOURCE

Podcast Guesting

THE PLAY

Every niche has shows that need guests more than you need airtime. Pitch a **specific episode idea lifted from your course outline** – hosts say yes to "here's a ready-made episode," not "I'd love to come on." On air, teach generously, then offer listeners your free chapter at an easy-to-say URL as the call to action.

DO THIS TODAY



List 10 podcasts your students actually listen to – small and mid-size shows reply fastest.



Write a three-sentence pitch: who you are, the exact episode title you're offering, why their audience cares.



Send it to the first three shows and set a reminder to follow up in one week.

6

FREE SALES SOURCE

Quora & Stack Exchange

THE PLAY

Q&A answers are **evergreen** – a strong answer keeps surfacing in Google for years, sending you a steady trickle of exactly-right readers. Find high-traffic questions that map one-to-one onto your course modules and answer them properly: long-form, structured, no fluff. Follow each site's link rules; when links aren't welcome in the answer, your bio carries them.

DO THIS TODAY



Search Quora for five questions that match your module titles almost word for word.



Write one complete answer today, adapted from the matching lesson – aim to be the best answer on the page.



Fill out your profile bio with your credential and course link before the answer goes live.

7

FREE SALES SOURCE

LinkedIn Posts (B2B Topics)

THE PLAY

If your course serves professionals, LinkedIn gives you organic reach no other feed still offers. Turn each module into a **short text post that teaches one complete takeaway** – no link in the post itself (links get throttled), course link in the first comment and in your Featured section. Reply to every comment; the algorithm rewards conversation.

DO THIS TODAY



Rewrite one lesson as a 150-word post: hook line, three tight points, a question at the end.



Publish it, then drop the course link as the first comment.



Add your course to your profile's Featured section so every post doubles as a storefront.

8

FREE SALES SOURCE

Free Live Workshop

THE PLAY

A free 45-minute live session is the strongest converter on this list, because attendees experience your teaching before they buy. Teach your **strongest module in full** – hold nothing back – then close with a simple, honest pitch: "the course is this, ten times over." Your Loquy-generated slides and lesson text are the workshop material; you just show up and teach.

DO THIS TODAY



Pick the module attendees would thank you for, and pull its lesson content into a simple run sheet.



Schedule the session two weeks out on Zoom or YouTube Live and create the registration page.



Announce it through every other source you've activated from this deck.

9

FREE SALES SOURCE

Cross-Promo Swaps

THE PLAY

Find creators who serve **your audience with a different, non-competing topic** – the yoga teacher and the nutrition coach share students, not sales. Propose a straight swap: you mention their course to your list, they mention yours to theirs. One warm mention from a trusted creator outperforms weeks of cold posting, and it costs exactly one email.

DO THIS TODAY



List five adjacent creators with an audience about your size – peers say yes, celebrities don't.



Send one short swap proposal: what you'll say about them, where, and when.



Deliver your half first, before asking when they'll run theirs. Generosity closes swaps.

10

FREE SALES SOURCE

Email Signature & Existing Contacts

THE PLAY

The most overlooked source is mail you already send. Every message becomes a quiet impression when your signature carries **one line and one link**. Then go direct: the people who already know you are the warmest audience you will ever have. A short personal note – not a broadcast – telling them the course exists and asking who they know who needs it.

DO THIS TODAY



Add one line to your email signature: "New course: [name] – [link]". Nothing louder.



Write a personal two-paragraph note and send it individually to 20 contacts who'd genuinely care.



End each note with one ask: "Who's one person you'd forward this to?"

11

FREE SALES SOURCE

Marketplace Free Previews

THE PLAY

Course marketplaces bring their own traffic – borrow it. Publish a **free mini-course of two or three lessons** on platforms that allow free listings, or mark your opening lessons as free previews. The final lesson's job is a hand-off: "the complete course continues here." You're not selling on the marketplace; you're letting its search bar introduce you.

DO THIS TODAY



Pick 2–3 lessons that stand alone and end on a natural cliffhanger into the next module.



List them as a free mini-course on one marketplace, keyword-rich title and description.



Close the last lesson with a clear next step to the full course, within the platform's linking rules.

Discord & Slack Communities

THE PLAY

Niche communities are smaller than social platforms but far denser with true believers – everyone in a woodworking Discord actually woodworks. Join three, live in the help channels, and become **the member people tag when a question comes up**. Most servers have a #resources or #self-promo channel; that's where your free chapter goes, once you've earned the room.

DO THIS TODAY



Find three active communities via Discord discovery, Slack directories, or "your niche + Discord" searches.



Introduce yourself and answer one open question in a help channel – fully, with no link.



Locate each server's resources/self-promo channel and note its rules for later.

YOUR MOVE

Every source on this list points at one thing – **a course worth pointing to.**

Loquy already generated the chapters, the videos and the lesson text these plays run on. Pick your three sources, open Loquy, and start putting your course where your students already are.

STEP 1

Circle three sources from the index slide.

STEP 2

Open Loquy and export the chapters and videos each play needs.

STEP 3

Run one "do this today" checklist per week. Help first, link second.