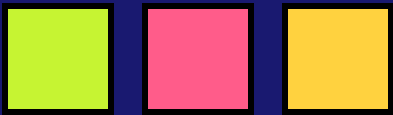


LOQUY BONUS

# Get Paid To Create Your Course

Price it right, land your first 10 students before you record a single lesson — and let the course fund itself.



## THE BIG FLIP

# Sell it first. Build it second.

Most creators spend months building a course nobody asked for. The pre-sell model reverses the order — so every hour of building is already paid for.

### The old way

- ✗ Build for 3 months in secret
- ✗ Guess what people want
- ✗ Launch to silence
- ✗ Discount out of panic
- ✗ Burn out, shelve it

### The pre-sell way

- ✓ Pitch the outcome in one page
- ✓ Enroll 10 founding students
- ✓ Collect payment up front
- ✓ Build with their feedback
- ✓ Launch v1 to proven demand

# The Founding-Student Pilot

A pilot is a smaller, live, discounted first run of your course. Students join early and cheap; in exchange, they shape the course and supply your first testimonials.

1

## **Promise one outcome**

"By the end of 4 weeks, you'll be able to \_\_\_\_." One sentence. If it takes two, narrow it.

2

## **Cap it at 10 seats**

Ten is enough for proof and feedback, small enough to over-deliver personally.

3

## **Charge real money**

Free pilots attract people who never show up. Payment is the only honest vote.

4

## **Set a start date 2–3 weeks out**

A date creates urgency for buyers — and a deadline for you to start delivering.



# If ten people won't pre-order your course, a hundred won't buy it later.

Pre-selling isn't just funding. It's the cheapest market research that exists.

# Price the transformation, not the hours

Nobody pays for “6 hours of video.” They pay for the distance between where they are and where your course takes them. Answer these three questions before you pick a number:

**1**

**What does the problem cost them?**

Time wasted, tools bought, opportunities missed, stress carried. Add it up in their words, not yours.

**2**

**What would they pay someone to do it for them?**

Your course competes with done-for-you services and coaching — and it’s a fraction of either. Anchor against those, not against other courses.

**3**

**How fast and how certain is the result?**

Speed and certainty justify premium pricing. A tight 4-week path with checkpoints beats a sprawling 40-hour library.

# The \$27 / \$97 / \$297 logic

Course prices cluster at psychological tiers. Each tier is a different promise — pick the one that matches what you deliver, then earn the next tier over time.

## \$27

### THE SHORTCUT

Solves one narrow problem in one sitting. A template, a mini-course, a single skill. Impulse-buy zone — no sales call, minimal support.

## \$97

### THE SYSTEM

A complete start-to-finish method for one meaningful outcome. Worksheets, examples, a clear path. The sweet spot for a first full course.

## \$297

### THE TRANSFORMATION

System + access: live calls, feedback on their work, a community, accountability. You're in it with them. Requires proof — pilot first.

**Rule of thumb: if you're torn between two tiers, pick the higher one and add one access element (a monthly Q&A call is enough).**

# Founding-student pricing rules

Your pilot price is a discount with a story. Follow these rules so early buyers feel smart — and later buyers still trust your full price.

- ✓ **Set the full price first, then discount 40–50% for founders.** "\$97 course, founding seats at \$47" — the anchor makes the deal real.
- ✓ **Name the reason for the discount.** "You're getting it early, live, and you'll shape v1." A discount without a reason reads as desperation.
- ✓ **Never go below roughly half price.** Deep-discount buyers behave like free students — low commitment, no-shows, no testimonials.
- ✓ **Put a deadline AND a seat cap on it.** "10 seats, doors close Friday." Two scarcities, both true.
- ✓ **Tell founders the price is going up — then raise it.** Keeping that promise is what makes your next launch's urgency believable.

## PART TWO

# First 10 students. Zero audience needed.

You don't need followers. You need 50 conversations. Here's the exact sequence.

# Build your Warm 50 list

Your first students are already in your phone. List 50 real people who fit at least one of these — most people find 50 in under an hour:

- ✓ **Asked you a question about your topic** — in person, by DM, in a group chat. Ever.
- ✓ **Struggles with the problem your course solves** — colleagues, former colleagues, clients, classmates.
- ✓ **Knows people who struggle with it** — connectors count. One referral can fill two seats.
- ✓ **Engaged with anything you've posted** — a like or comment is a raised hand.

**The math:** 50 messages → expect roughly 15 replies → 8 real conversations → 3–5 founding students. Everyone else goes on the waitlist for launch #2. No response is a “not yet,” not a “no.”

# The no-pitch outreach script

Message 1 asks for advice, not money. The pitch only goes to people who raise their hand.

## COPY THIS — MESSAGE 1

"Hey [name] — I'm putting together a small live course on [outcome, in plain words]. Before I finalize it, I'm asking a few people who know this problem: what's the #1 thing that's kept you stuck with [topic]? Your answer genuinely shapes what I build."

## COPY THIS — MESSAGE 2 (only if they reply)

"That's exactly what week 2 covers. I'm running the first live round with 10 founding students starting [date] — it's [founding price] instead of [full price] because you'll help me shape it, and there's a full money-back guarantee. Want me to send the details?"

**Rules: personalize the first line, one message per person per week, never send a link before they say yes.**

# The “teach one thing free” ladder

For strangers in communities (Facebook groups, subreddits, Discords, forums), you can’t pitch — you climb. Each rung earns the next:

1

## **Answer questions for 2 weeks**

Find 3 communities where your students hang out. Give complete, generous answers. No links, no hints, no bio-dropping.

2

## **Post one free mini-lesson**

Your best single tip as a standalone post: “How to [small win] in 15 minutes.” Teach the whole thing — hold nothing back.

3

## **Offer a free live workshop**

“I’m running a free 45-minute session on [outcome] — comment ‘in’ and I’ll send the link.” Commenters are now YOUR list, not the group’s.

4

## **Pitch the pilot at the end of the workshop**

Teach for 40 minutes, then: “If you want to go all the way, I’m taking 10 founding students...” Warm room, earned pitch.

# Pre-order mechanics that close seats

You don't need a sales page yet. You need five things, and you can set them all up in one afternoon:

- ✓ **A one-page pitch** — outcome, who it's for, start date, what's included, founding price, guarantee. A Google Doc works fine for a pilot.
- ✓ **A direct payment link** — Stripe payment link, ThriveCart, or PayPal. Send it in the DM the moment someone says yes. Every extra step loses buyers.
- ✓ **A refund promise in writing** — "Full refund any time before session 2, no questions." It removes the risk that stops fence-sitters, and pilots rarely see refunds.
- ✓ **A visible countdown** — update prospects as seats fill: "7 left... 4 left... doors close Friday." True scarcity, honestly reported.
- ✓ **A waitlist for the overflow** — everyone who says "next time" goes on a simple list. That list is launch #2, pre-sold before it opens.

# Deliver while you build

You only ever need to be one week ahead of your students. The pilot IS the production process:

## The weekly loop

**Mon–Wed:** outline + build this week's lesson only

**Thu:** teach it live on Zoom (record it)

**Fri:** note every question students asked

**Weekend:** fold answers back into the material

## Why this wins

Their questions write your curriculum.

The recordings become your evergreen v1.

Their wins become your testimonials.

You never build a lesson nobody needed.

**After the pilot:** polish the recordings, add the improvements, and relaunch as a self-paced course at full price — with real student results on the sales page.

## YOUR ACTION PLAN

# The 14-day pre-sell sprint

### DAY 1-2

Write the one-sentence outcome promise. Pick your tier and founding price.

### DAY 3

Write the one-page pitch. Create the payment link. Set the start date.

### DAY 4-5

Build the Warm 50 list. Send 15 Message-1s per day.

### DAY 6-10

Hold the conversations. Send the pitch to hand-raisers. Start the community ladder in parallel.

### DAY 11-13

Run the free workshop. Pitch the pilot. Post the seat countdown.

### DAY 14

Close the doors. Email your founders a welcome. Start building week 1.

**Got 5+ students? Green light — build it. Fewer than 3? Change the promise or the audience, not the price — then rerun the sprint.**

# You're ready.

You bring the conversations. Loquy's course builder does the heavy lifting on the course itself — structure, lessons, and materials, generated from what you already know.

**Sell the pilot this week. Build it next week. That's the whole playbook.**