

# Creating Your *Online Course*



Turn your knowledge into something that people will pay you to learn.



The Simple  
**5 STEP**  
FRAMEWORK  
*WITH AI*

# Lisa Zufall

AI MARKETING STRATEGIST + TECH

- Over 20 years in the tech and marketing
- From tech startups to Corporate America
- Owner of Birch Solutions
- Creator of Rock UR Website
- Marketing Strategist, Systems & Automation
- AI Integrator & Prompt Queen





# What We're Covering





**WHY NOW**

**STARTING STRONG**

**ENGAGING LESSONS**

**TECH TIPS**

**GET THE WORD OUT**

***The Global eLearning  
Market Will Reach  
\$645 Billion  
By 2030***

**GLOBE NEWSWIRE**



# 1.

*The Who*  
*The What*  
*The Why*





# 3.

## ***The Tech***

7 Best AI-Powered Course Builders



# ***Platforms***

***Clickfunnels 2.0\****

***SKOOL***

***Kajabi***

***Squarespace***

***WordPress***

***Email***

***Facebook***



\*Affiliate link, I use them for my business and love it.

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# 4.

## ***THE PRICE***

- Founders
- Members
- Students

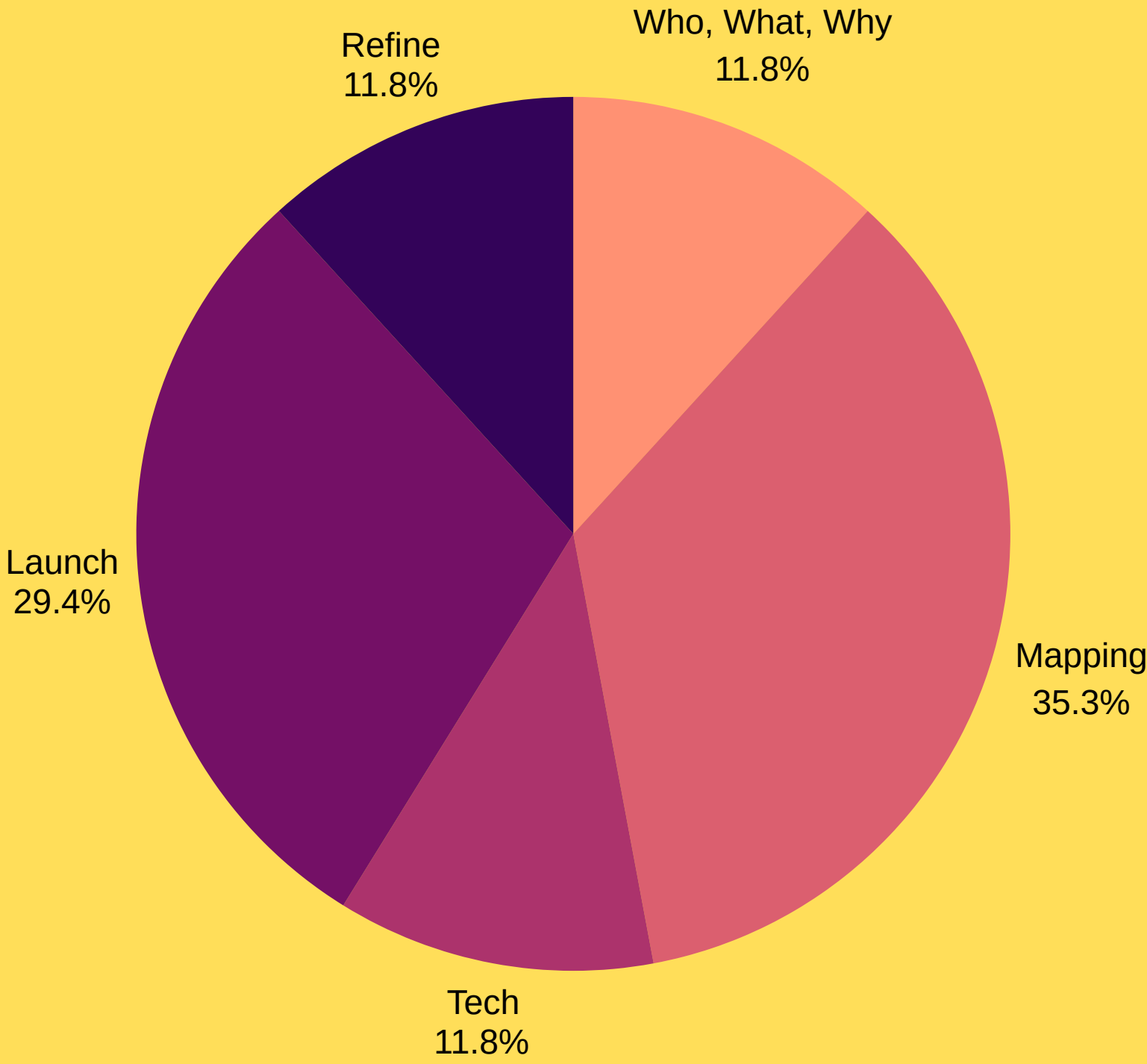


# 5.

## *The Launch*



**SOMETHING TO CONSIDER**  
***Time Investment***





# READY-SET-GO!

YOU'RE READY

**Schedule a FREE call with me today!**

<https://rockurwebsite.as.me/coffeechat>

# *Final Thoughts + Questions*

'Til Next Time,

*Lisa*



***New Economy***  
***New Thinking***  
***New Solutions***