

Rachel Holmes

FBA

Fitness Business Academy



Creating PASSIVE Digital Courses & Programmes

Presented by Rachel Holmes

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**Research
your course
idea**

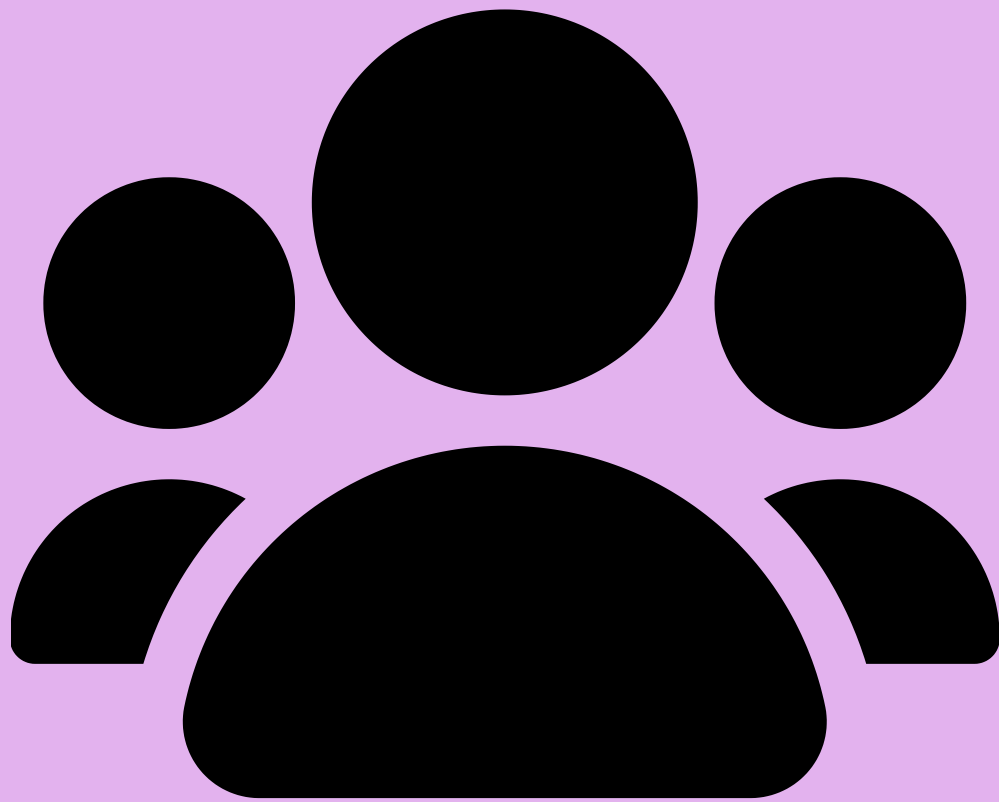
Google Chat GPT



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- **Live v Pre Recorded**
- **Website v Facebook group**
- **Community of Non**
- **Community**
- **How many sessions or steps**

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Short cut to success



- **Software you need**
- **How to launch**
- **How to Price**

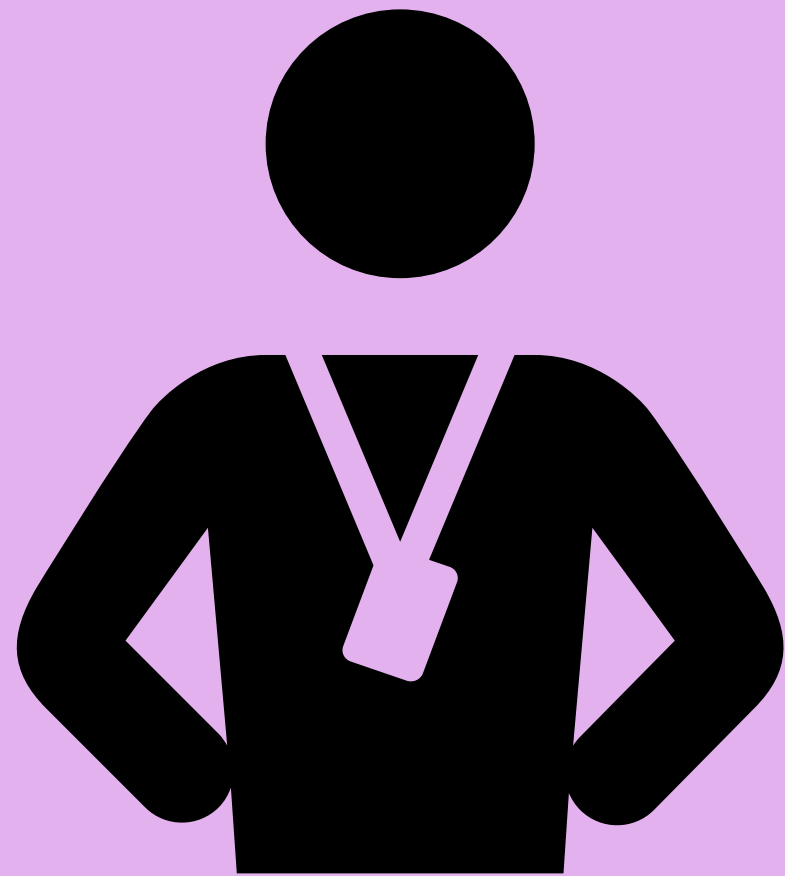
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Course

- **Group Membership**
- **One to One Coaching**



CREATE PRODUCTS THAT YOU CAN SELL

**WHAT IS PASSIVE &
SEMI PASSIVE INCOME?**

WHAT DOES IT LOOK LIKE AS A FITNESS ENTREPRENEUR?



DIGITISE YOUR KNOWLEDGE

WHAT DO YOU KNOW?

**CREATE WRITTEN PROGRAMMES - HISTORY
PT PACKAGES**

CREATE EBOOKS/GUIDES

- 1: Research Your Topic
- 2: Create The Waitlist, The Group, What's App
- 3: Get Audience feedback & Check Number
- 4: Price Point
- 5: Create The Course & Do It Live As You Go



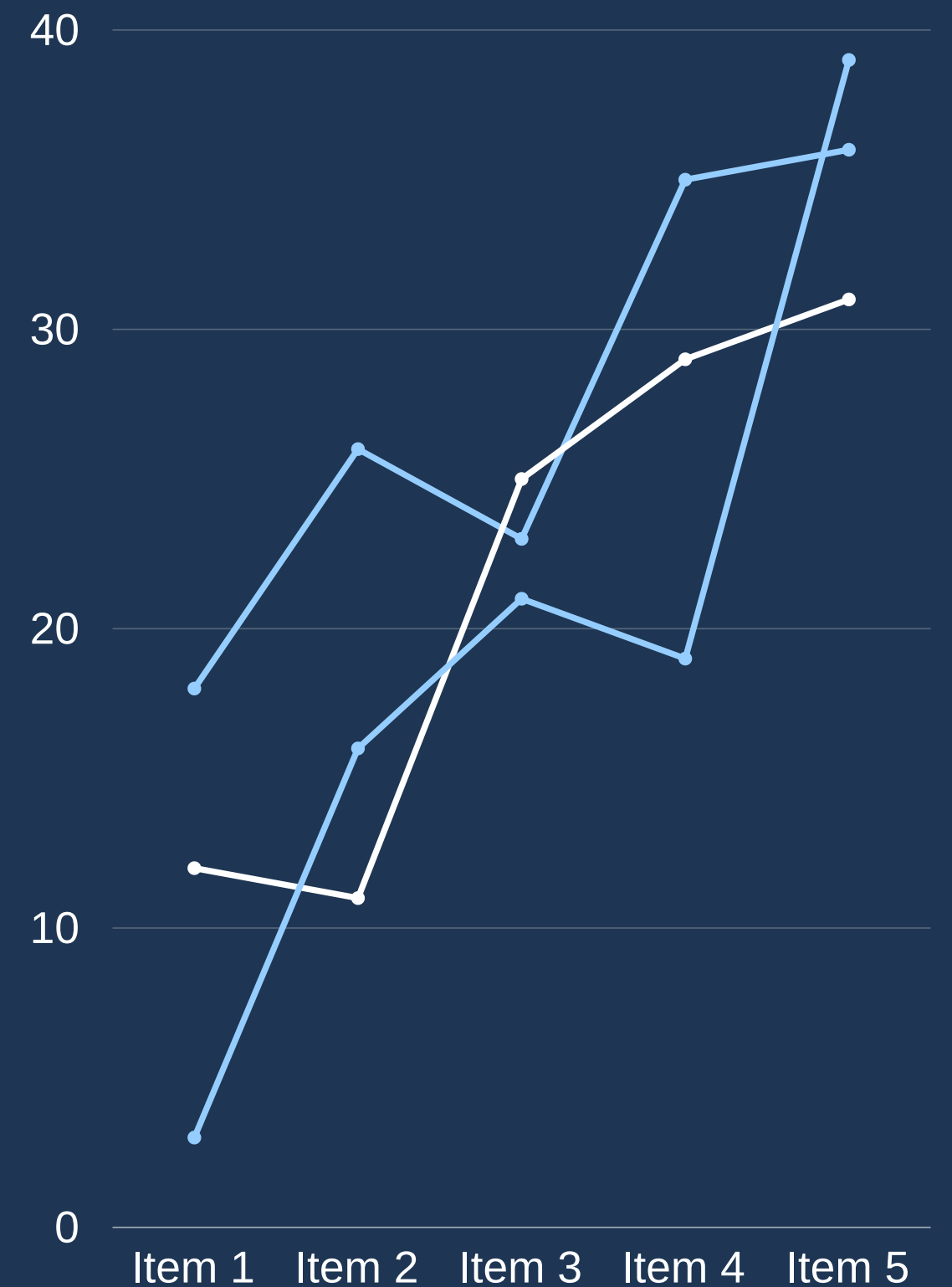
CASE STUDY

- 8 WEEK WOMEN'S WELLBEING COURSE
- SET UP THE WAITLIST / GROUP
- PITCH THE IDEA INTO EXISTENCE
- GET FEEDBACK
- DECIDE ON DELIVERY METHOD
- ACTIVE TO PASSIVE
- LAUNCH



BUILD YOUR AUDIENCE TO SELL ANYTHING

- Social media - Are you building day by day?
- Your email list - Are you building?
- Free Lead magnets - As many as you can
- Social media strategy.



- **CLASSES**
- **SERIES**
- **COURSES**
- **WORKSHOPS**
- **STAND ALONES**
- **ONE OFFS**
- **PT**
- **COACHING**

**What Else
Can you
Sell?**



LAUNCH

- Challenge
- Webinar
- Wait list
- To Your List first
- What can you create and teach online?

