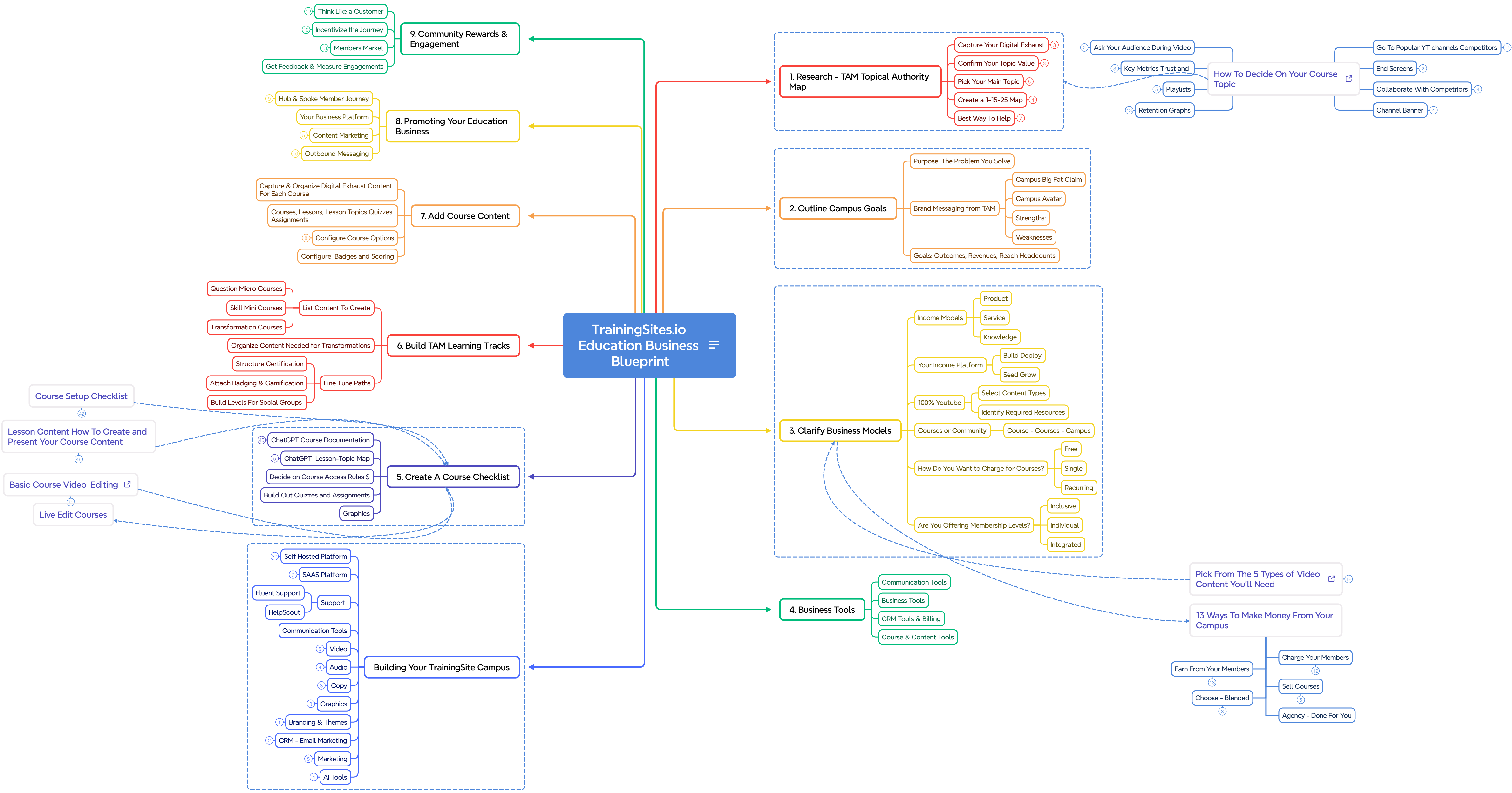


TrainingSites.io Education Business Blueprint



1. Research - TAM Topical Authority Map

- 1. Capture Your Digital Exhaust
- 2. Confirm Your Topic Value
- 3. Pick Your Main Topic
- 4. Create a 1-15-25 Map
- 5. Best Way To Help

2. Outline Campus Goals

- Purpose: The Problem You Solve
 - Campus Big Fat Claim
 - Campus Avatar
 - Strengths:
 - Weaknesses
- Brand Messaging from TAM
- Goals: Outcomes, Revenues, Reach Headcounts

3. Clarify Business Models

- Income Models
 - Product
 - Service
 - Knowledge
- Your Income Platform
 - Build Deploy
 - Seed Grow
- 100% Youtube
 - Select Content Types
 - Identify Required Resources
- Courses or Community
 - Course - Courses - Campus
- How Do You Want to Charge for Courses?
 - Free
 - Single
 - Recurring
- Are You Offering Membership Levels?
 - Inclusive
 - Individual
 - Integrated

4. Business Tools

- Communication Tools
- Business Tools
- CRM Tools & Billing
- Course & Content Tools

5. Create A Course Checklist

- 1. ChatGPT Course Documentation
- 2. ChatGPT Lesson-Topic Map
- 3. Decide on Course Access Rules
- 4. Build Out Quizzes and Assignments
- 5. Graphics

Building Your TrainingSite Campus

- 1. Self Hosted Platform
- 2. SAAS Platform
- Support
 - Fluent Support
 - HelpScout
- Communication Tools
- 3. Video
- 4. Audio
- 5. Copy
- 6. Graphics
- 7. Branding & Themes
- 8. CRM - Email Marketing
- 9. Marketing
- 10. AI Tools

13 Ways To Make Money From Your Campus

- 1. Earn From Your Members
- 2. Choose - Blended
- 3. Agency - Done For You
- 4. Charge Your Members
- 5. Sell Courses

Course Setup Checklist

- 1. Lesson Content How To Create and Present Your Course Content
- 2. Basic Course Video Editing
- 3. Live Edit Courses

6. Build TAM Learning Tracks

- List Content To Create
 - Question Micro Courses
 - Skill Mini Courses
 - Transformation Courses
- Organize Content Needed for Transformations
- Structure Certification
- Attach Badging & Gamification
- Build Levels For Social Groups

7. Add Course Content

- 1. Capture & Organize Digital Exhaust Content For Each Course
- 2. Courses, Lessons, Lesson Topics Quizzes Assignments
- 3. Configure Course Options
- 4. Configure Badges and Scoring

8. Promoting Your Education Business

- 1. Hub & Spoke Member Journey
- 2. Your Business Platform
- 3. Content Marketing
- 4. Outbound Messaging

9. Community Rewards & Engagement

- 1. Think Like a Customer
- 2. Incentivize the Journey
- 3. Members Market
- 4. Get Feedback & Measure Engagements