



Tips to Fill Your Course

You've worked hard creating a great course. Now let's fill it with students so they can reap the benefits!

*Here are some **easy** tips for your own promotional work. Psst--they spell 'Fill Course.' Such fun!*

Want more tips? Email our Director Of Engagement, [Meg Calvin](#).

Figure out the problem your course solves.

Does it end the confusion about sacraments? Does it improve the safety of a church with a policy? Does it create dynamic kids' worship services on a budget? Whatever the topic, by the time a student completes your course, you will have solved a problem for them. And taking the time to define this will give you good content for *all* of your promotional work. Clearly stating the problem your course solves any time you talk about your course will also attract the ideal students.

Include all of your networks.

You are a part of many professional and personal networks. After you figure out the problem your course solves, think through the people in your circles and networks. Think about your: gym class, kid's friend's parents, book club, church, denominational conference, alma mater, professional association, fellow board members and colleagues. Who in these groups has the problem that your course will solve? Be sure to tell them about your course. Ask those who send out newsletters for your groups if they would include something about your course in an upcoming newsletter.

Let us add to your pitch.

Once you know who these persons are, there's no need to reinvent the wheel as you share more info about the course. You already have a great course description on your course's page at BeADisciple.com. After stating the problem your course solves, simply search for your course at BeADisciple.com, copy and paste the helpful bits from the course description below the problem your course solves, and send away through email or social media!

Let others know about it through a blog post.

If you have a blog or know someone who does, you can write a post (or ask to write a guest-post) based on the tips shared above. One instructor who found this very helpful was Kathie Phillips with her [KidMinspiration blog](#). The BeADisciple flier you see on her blog? Yes--we provide those. More to come below!

Converse about it on social media.

You can use the tips above to create posts about your course for social media, but you can also tell people about your course in a more casual, conversational way. Regardless of your preferred social media platform, there are four main types of posts that will engage potential students, as shared by business coach and former BeADisciple communicator, Shannon Sigler. For each of these types, the more images or videos you can share, the better.

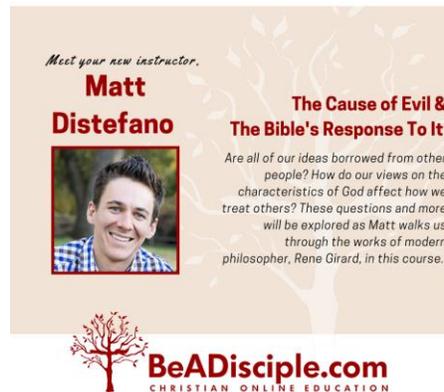
- **Education:** What can he/she learn from me?
(Post an excerpt from your book, a short thought or meditation on your topic, YouTube clips on topics involved in your course, or pictures of the books for your course)
- **Inspiration:** What can I brighten his/her day with today?
- **Behind the Scenes:** What interests him/her about my life?
(Share pictures of your favorite nook to teach from, or share a personal story of how you relate to the topic of your upcoming course)
- **Community:** What do I make him feel a part of?
(Shoot out a question from your upcoming course's discussion boards to get folks interested in your content. They will not only be sharing with you, but also with others. Participants will naturally bond over the shared experience of being in your class together, and this can kick-start that connection.)

Lastly, if you are posting on Instagram, search for hashtags that relate to your post and have been used less than 500k times, and include **10-15 of those hashtags** in your post. This simple step will boost your reach like crazy!

Own It! You are now a brand. (And we couldn't be more excited!)

While this can feel awkward at first, once you became a certified BeADisciple instructor you became a 'brand' that produces great courses. Some folks will take your courses because they feel connected to *you*--your personality, your teaching methods, and your expertise. Because of this, it's okay to put your face and name out there! We would love to provide you with an online flier like the one below. You can use it for text messages, social media, web marketing or emails. Email [Meg](#) if you want one.

4 Weeks | \$150 | 2 CEUs



Meet your new instructor.

Matt Distefano



The Cause of Evil & The Bible's Response To It

Are all of our ideas borrowed from other people? How do our views on the characteristics of God affect how we treat others? These questions and more will be explored as Matt walks us through the works of modern philosopher, Rene Girard, in this course.



BeADisciple.com
CHRISTIAN ONLINE EDUCATION

Use your/your company's website's tabs.

If you have your own website, create a tab or an easy-to-see link at the top which reads 'Online Course'. Set the link to redirect people to your course page at BeADisciple.com. Your company or church might also welcome this type of thing on their website, as well.

Remember printed materials for in-person gatherings, as well.

Contact [Meg](#) if you would like templates for fliers or handouts to help you in your promotional work.

Share about it on the BeADisciple Facebook Group.

As part of the BeADisciple team and the face of the brand for your course, we are thrilled to see you duplicate your own social media posts on our [Facebook Group](#). This page is another microphone for you to proclaim the goodness that is your course. It's also a hub for other instructors and students to share the steps they are taking in their faith walk. 'Like' our BeADisciple.com Facebook page today and be watching for a Facebook group soon.

Enjoy sharing your course with others.

If terms like 'marketing' and 'self-promotion' have uncomfortable connotations for you, increase your comfort by reframing it. **You have a life-enhancing message to share.** This is a message that *only* you can share through your divinely-inspired course. And if you don't share it, many will miss out on its benefits. You're doing people a favor by telling them about your course! Don't worry about appearing to brag -- humility will come through naturally as you keep the spotlight on what *you are offering* to your students and not on *yourself*. View marketing as a way to cultivate conversations over a topic for which you have great passion. Now how fun does that sound?! The world needs your passion, and your BeADisciple course is a way you can share that. Now, let's fill it with students!