



## Lesson #15

The theme for this week is creating an ecourse just like this one  
**Managing and broadcasting your eCourse**

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### Dear Coach...

Okay, so now that you have your ecourse written, how do you deliver it to your readers? Below, I'll explain some of the options you have.

#### ▶ **OPTION #1. Broadcast for free at [yahoogroups.com](#).**

YahooGroups is a free way to broadcast your ezine. It works well, but it inserts an ad at the end of each issue. And it doesn't work well for sequential broadcasts (see option 3 below).

#### ▶ **OPTION #2. Broadcast for a fee at [webvalence.com](#).**

We broadcast most of our ezines using Marty's sophisticated system. Most important is that you can queue up your lessons/issues in advance which allows you to take a break! The one limit with Marty's system is that you cannot broadcast sequentially, which, for an ecourse that should be received in a set order (Lesson #1, Lesson #2, etc.). Most ezine broadcasting systems are limited to sending out the same lesson/issue to everyone on the same day. But with ecourses, folks will be 'subscribing' every day and they don't want the common lesson of the day. They want their lessons to go in an order, depending on the day they subscribed.

If you're just doing an ezine, that doesn't matter and you can use yahoogroups.com or webvalence.com. But with ecourses, you'll need to use a sequential broadcaster, as described below.

#### ▶ **OPTION #3. [InfoBee.com](#)**

With InfoBee.com, you can 'load' up your lessons in text or html and whenever someone subscribes, they'll get their lessons in the right/sequential order, starting with lesson 1. Great system. Cost runs about \$20/month.

with

thomas leonard



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▶ **OPTION #4. GetResponse.com**

Similar to the features at InfoBee, GetResponse has a free version available (their Pro version with tons of extra features is \$17.95 a month). FAQs at <http://www.getresponse.com/faq.html?10000>

**Finally...**

▶ If you're going to do an ecourse, I'd go with InfoBee or GetResponse given the sequential delivering system that your readers will want.

**Oh, wondering how to get charge for your ecourse?**

▶ We cover merchant accounts in another lesson, but here's a quick description of the simplest way to charge and get paid online automatically for an ecourse...

You can set up a 'sub merchant' account at [ibill.com](http://ibill.com). Then, create a web page that describes/sells your ecourse, give folks a link to click that takes them to your account at [ibill.com](http://ibill.com). Ibill runs their credit card and presents them with a webpage that tells them how to subscribe to your ecourse. (You have complete control over the contents on this page/instructions.) Ibill will cost you about 15% of revenue but it's a quick/easy way to start.

I hope that this has been helpful.

Thomas

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