



# Creating On-Ramp Products

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# Selling online courses isn't like selling a couch.

Expensive physical products **require a lot of research** and some **touch & feel** (experience).

Additionally, most people only need one (or maybe two) and don't make these decisions more than **once every few years**.

*(This is different if your course costs \$1500+)*



**Digital & physical  
products aren't the same.  
Yet most of the things  
we've ever learned about  
marketing comes from  
physical products.**



Psychology tricks like **scarcity** don't work on digital products the same way and make you look **a little icky.**



**You're also selling to strangers without being physically present. You have no show room. And you still need a way to build trust.**



# Couch

- A decision rarely made
- A costly decision
- Therefore, a slow decision
- One that requires research
- Trust is built during the sale

# Course

- A decision made often
- An inexpensive decision
- An easy and fast decision
- No hurdles to purchase
- Trust doesn't exist



Authors know that **word of mouth** beats every other kind of strategy for promotion.

It's the **trust factor**.





Have you ever  
read a book from  
an author and  
then decided to  
buy all the rest of  
their books?

It's the trust factor.

# On-ramp products build trust.

On-ramp products are like free trials, but not free.

They're like the Costco free samples, but not free.



**Authors often offer the first chapter of their new book to audiences.**

**It gets them excited & talking with friends.**



**An On-Ramp Product is  
a “less for less” offering.**

**It creates an entry point  
for strangers.**



# Course

- An easy & fast decision
- Costs \$49 - \$499
- Showcases expertise
- Is full and complete
- **Requires trust**

# On-Ramp

- A no-brainer decision
- Costs less than \$30
- Delivers a specific value
- Is complete but not full
- Builds trust & appetite



**You're building trust  
while also checking for  
a major muscle in their  
bodies.**

**The muscle that reaches  
for their wallet.**



# You Get

- Customer Email
- Proof they can pay
- Opportunity to sell more
- Potential affiliates

# They Get

- Immediate Value
- Introduced to You
- Opportunity to buy more
- Recommend you to others



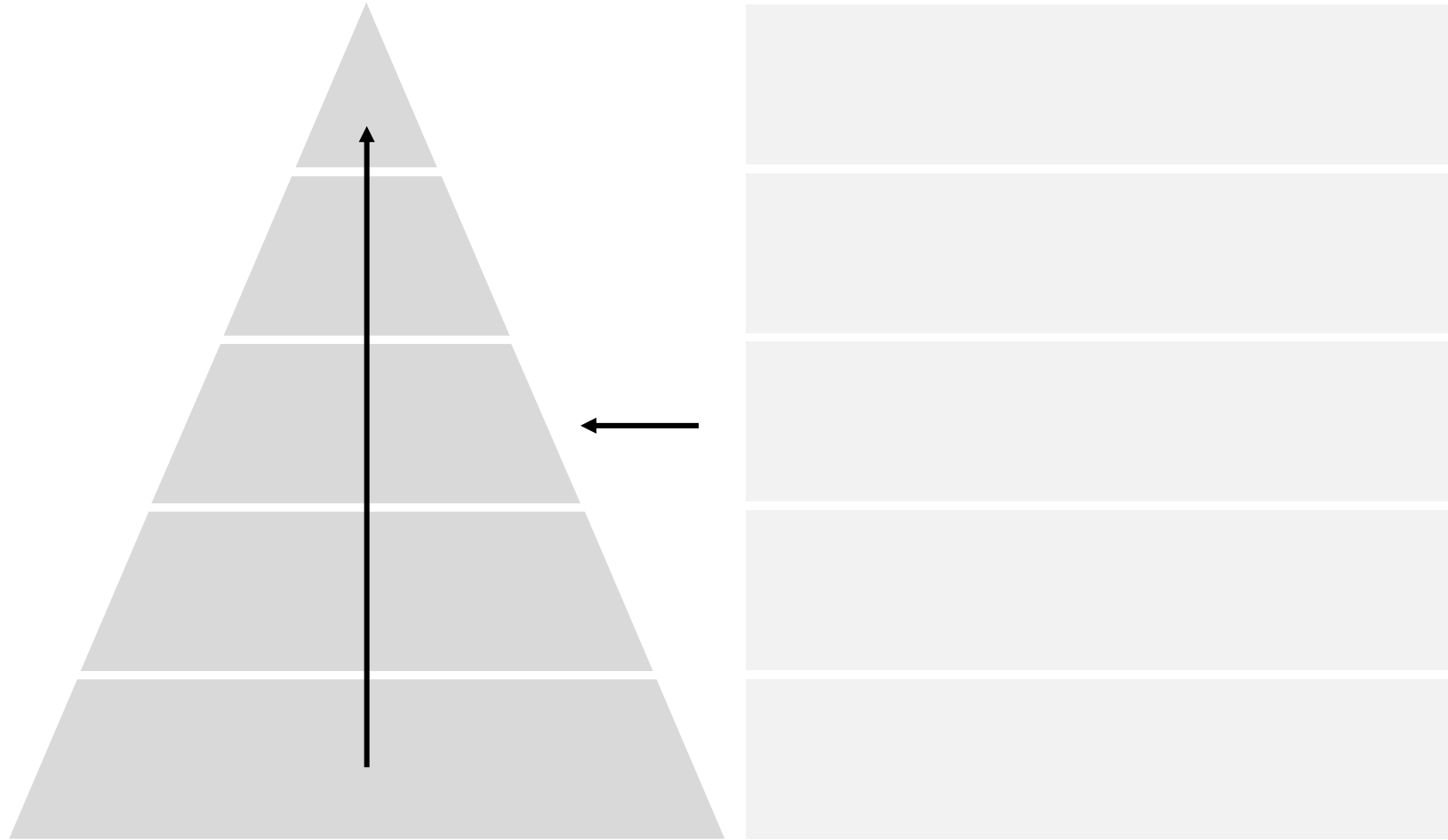
**It's a powerful way to  
build the right kind of  
audience and mobilize  
them.**





# YOUR HOMEWORK

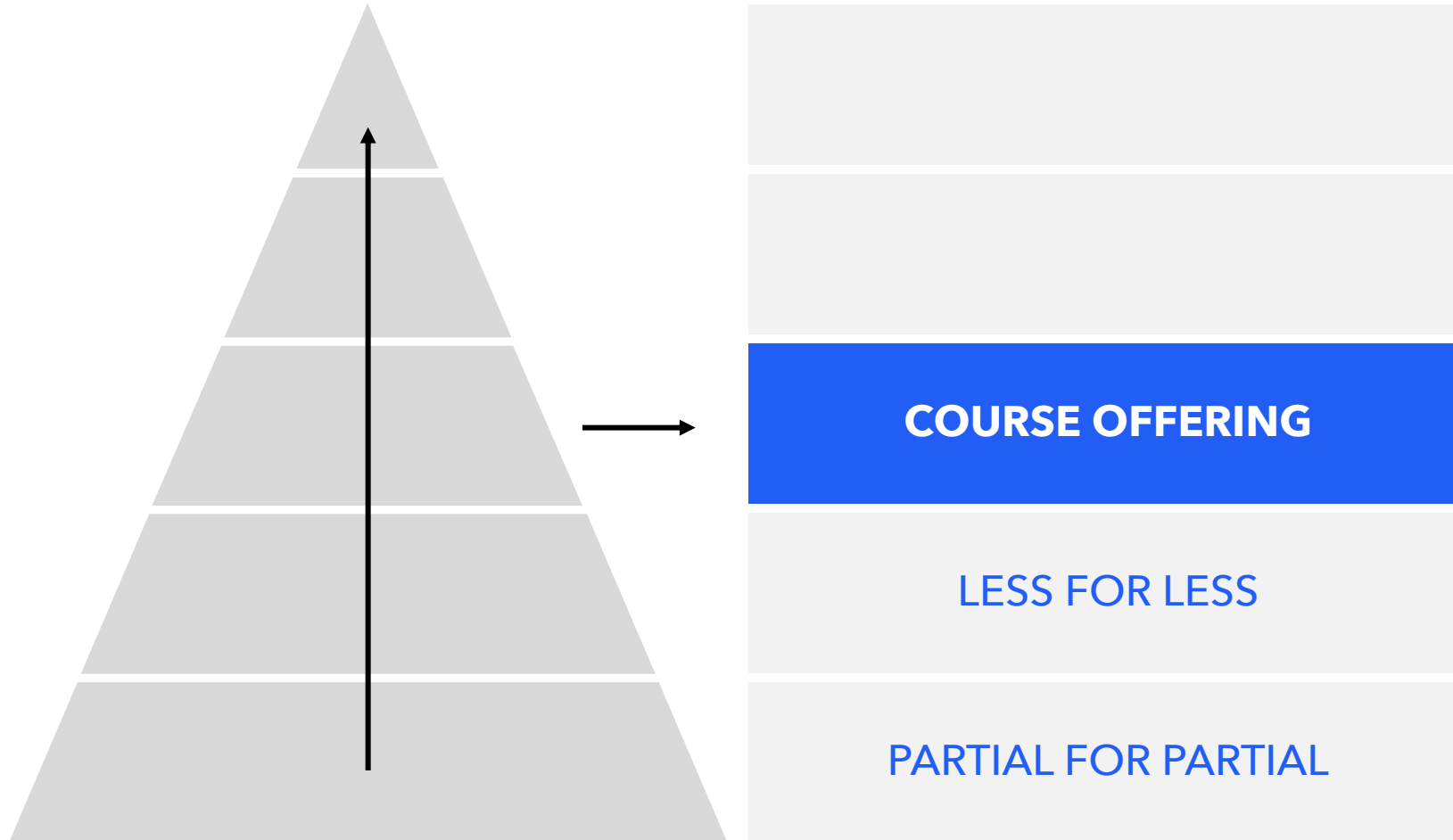




**Hierarchy of Goals**

**Pain Identification**





**Hierarchy of Goals**

**Product Offerings (The Ladder)**





# Q&A

