

Tutorial on Editing the Introduction Details of Monetized Knowledge Products



I. Preface:

An attractive course introduction can attract users to stay, thereby achieving good conversion rates and increasing course sales. However, for beginners, writing an attractive course introduction can be quite challenging.

II. Writing Suggestions:

When writing the detailed product introduction, you can divide it into the following parts based on the course situation (the order below is not sequential):

1. Course Highlights: Summarize the course highlights in a few sentences.
2. Target Audience: Describe the characteristics of the people who are suitable for this course.
3. Instructor Information: If the course has excellent instructors, you can list relevant information about the instructors, such as their titles and experience.
4. Course Outline: Briefly describe the main content of the course to help users get a general understanding of it.
5. Course Outcomes: Describe what users can gain after completing this course.
6. Purchase Instructions: Inform users of the rights they can enjoy after purchase and relevant points to note.
7. User Reviews: Select a few excellent user reviews and display them to form a good user - word - of - mouth spread.

III. Practical Examples:

Example Course: 51 Minimalist Financial Management Courses Even Beginners Can Easily Master
(Source Store: My Wealth Plan)

Course Link: <http://t.cn/EzOv3qT>

Course Details:

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