BUSINESS NOTE

Nathan Barry on hybrid offers replacing courses

Nathan Barry argues that traditional courses and memberships are converting less reliably than they once did, and that creators should look at the hybrid offer model Jasmine Star teaches instead. He says the conversation covers building offers around specific customer results and finding out what people will pay for before anything is built.

A seller of printables or print-on-demand goods can apply the same idea by pairing a low-cost product with a result the buyer can point to. A printable habit tracker, for example, could come with a short email check-in series that helps the buyer actually finish the month, which turns a one-time download into a repeated purchase.

Source: Nathan Barry, Forget Courses, Sell This in 2026 To Make 7 Figures | 147
https://nathanbarry.com/forget-courses-sell-this-in-2026-to-make-7-figures/