

LAUNCH YOUR ONLINE COURSE

A top-down view of a workspace. On the right, a silver laptop is partially visible, showing its keyboard and trackpad. In the lower-left, an open notebook with blank white pages lies flat. A yellow pencil with a silver eraser and a sharpened lead tip is positioned diagonally between the notebook and the laptop. To the right of the pencil, a pair of black-rimmed glasses with clear lenses is placed. The entire scene is set against a plain white background.

CHECKLIST

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- Know online course basics
 - Define online course
 - Education tool
 - Online
 - Can be done at your own pace
 - Created by educators and hobbyists
 - Benefits of online courses
 - Increase knowledge
 - Free information
 - Cheap information
 - Make money
 - Attributes of a successful online course
 - Quality content
 - Multimedia use
 - Good pacing
 - User-friendly setup
 - Self-directed
 - Decide if an online course is right for you
 - Ask yourself
 - Am I passionate?
 - Am I knowledgeable?
 - Do I want to educate?
 - Do I want extra cash?
- Create perfect topic
 - Be passionate about topic
 - Be knowledgeable about topic
 - Topic must have high market value
- Create engaging learning outcomes
 - Be specific
 - Be measurable
 - Answer
 - What
 - How
 - Why

- Set course goals
 - Course goals are goals for yourself and the course
 - Set financial goals
 - Be specific
 - Know the worth of your time
- Determine intended audience
 - Tailor audience to topic
- Engage intended audience
 - Email marketing
 - Social media
 - Use multiple online platforms
 - Keep consistent branding
 - Inform potential customers of learning outcomes
- Presell course
 - Sell course before it is made
 - Sell based on learning outcomes
 - Offer discounts
 - Why you should presell your course
 - Gauge customer interest
 - Prevents you from wasting time on a product that doesn't sell
 - Set a course goal for presell
 - Do not continue with course topic if goal is not met
 - Create high converting sales page
- Decide on payment plan
 - Stick to payment plan
 - Charge upfront
 - Charge for certification
 - Charge for additional features
 - Charge for one-on-one meetings
 - Charge for personalized review
 - Presell course

- Choose the best course platform for your site
 - Build your own website
 - WordPress
 - CMS
 - Choose an all-in-one platform
 - Teachable
 - Thinkific
 - Kajabi
- Plan course content
 - Choose multimedia types
 - Worksheets
 - PDFs
 - Word documents
 - Guides
 - Cheatsheets
 - Homework
 - Study guides
 - Audios
 - On the go work
 - Podcasts
 - Videos
 - Video of you talking about or demonstrating skill
 - Screen recorder with voice over
 - Animation
 - Visuals
 - Pictures
 - PowerPoints
 - Cartoons
 - Tests
 - Quizzes
 - Plan content
 - Research
 - Use accurate, up-to-date information
 - Learn about related topics
 - Explore
 - Use online and book research
 - Watch other online courses on similar topics

- Outline
 - Try to group topics together
 - Does not need to be exact
 - Start trying to form units in your head
 - Organize research and thoughts
 - Make and edit content with content creation tools
 - Video recording tools
 - APowerSoft Free Online Screen Recorder
 - Smart Phone
 - Microphone
 - Lighting
 - Document making tools
 - Canva
 - FormSwift PDF Maker
 - Word
 - Adobe Acrobat DC
 - Editing tools
 - Grammarly
 - Nero Video
- Create lesson plans
 - Decide on media type for each lesson
 - Video
 - Audio
 - Documents
 - Visuals
 - Create a general outline for every lesson
 - Parts of the outline
 - Introduction
 - Key point overview
 - Lesson overview
 - Point 1
 - Point 2
 - Point 3
 - Review point of lesson
 - Review 3 points
 - End with a question, cliff hanger, or look at next lesson
 - Stick to learning outcomes

- Script out every lesson
 - Be exact
 - Write exactly what you will do, say, or write
 - Why you should script your lessons
 - Prevents you from making mistakes
 - Makes content appear more professional
- Record and make content
 - Use multiple media types
 - Record using outline
 - Edit videos and documents
- Launch
 - Marketing tactics
 - Email marketing
 - Use course email
 - Lead magnet
 - List learning outcomes
 - Email list
 - Social media marketing
 - Use many platforms
 - Have a consistent branding voice
 - List learning outcomes
 - Contact influencers
 - Use visual aids
 - Soft launch
 - Allow launch for a select group of people
 - Get feedback from people to improve course before hard launch
 - Offer discounted price for soft launch participants
 - Contact intended audience members
 - Contact other course creators
 - Do not get offended by critical feedback
 - Final clean up
 - Edit course based on feedback from soft launch
 - Clean grammatical and technical errors
 - Test the course yourself
 - Continue marketing
 - Continue marketing through soft and hard launch