LAUNCH
YOUR ONLINE
COURSE

RESOURCE CHEAT SHEET

The Basics of an Online Course

- "What Is An Online Course?" *Online Course How*
- "Do Online Classes Work: 10 Frequently Asked Questions" *U.S. News*
- "What Is A Typical Online Course Like?" *KU Medical Center*
- "5 Reasons You Need To Create An Online Course" *She Takes On The World*
- "Should You Create An Online Course Or Is It A Waste Of Time& Money?" *Your Tango Experts*
- "7 Reasons Why You Shouldn't Create An Online Course – From A Reformed Course Creator" *La Fabrica Della Realta*
- "What Makes A Good Online Course?" *Thought Co.*
- "6 Characteristics Of Effective Online Courses" *Online Education Blog of Touro College*
- "Benefits Of Online Education" *Community College of Aurora*

Creating the Perfect Topic, Learning Outcomes, and Course Goals

- "How To Choose An Online Course Topic That Sells" *Online Course How*
- "How To Find A Profitable Course Topic" *Learn Worlds*
- "How To Choose a Fail-Proof Online Course Topic" *Thinkific*
- "Creating Learning Outcomes For Your Online Course" *UNT Teaching Commons*
- "Writing Good Learning Outcomes" *IU Teaching Online*
- "Course Objectives And Learning Outcomes" *DePaul University Teaching Commons*
- "How To Use SMART Goals: Achieve More In Less Time" *Udemy*
- "How To Set And Achieve Your Goals" *Online Learning Success*
- "The Entrepreneur's Guide To Creating, Selling, and Profiting From An Online Course" *Neil Patel*

Engaging Intended Audience and Preselling

- "[How To Find An Audience For Your Online Course](#)" *Teachable*
- "[14 Tips To Build An Audience For Your Online Course](#)" *Persuasion Nation*
- "[A Simple Formula For Attracting The Right Audience To Your Online Course](#)" *Client Engagement Academy*
- "[How To Sell Online Courses Before You Create Them (Guide To Pre-Selling)](#)" *Thinkific*
- "[6 Steps To A Successful Presale](#)" *Teachable*
- "[How To Pre-Sell Your Online Course And Make Money Before You Launch It](#)" *Medium*
- "[12 Killer Ideas For How To Market Your Online Course](#)" *Optin Monster*
- "[Email Marketing Strategy And Tips For Successful Campaigns](#)" *MailChimp*
- "[What Is Social Media Marketing](#)?" *Buffer*

Building Revenue from the Beginning

- "[Steps Towards Financial Freedom For Online Course Creators](#)" *Thinkific*
- "[How Much Can You Make Selling Online Courses](#)?" *Online Courses How*
- "[How Much Time And Money Does It Cost To Create An Online Course](#)?" *Fly Plugins*
- "[How To Create Sales Pages That Convert [Tips And Examples]](#)" *The Daily Egg*
- "[Sales Pages That Convert: An 11-Step Formula To Skyrocket Your Sales](#)" *Hack The Entrepreneur*
- "[The 10 Essential Ingredients Of Successful Sales Pages](#)" *CopyBlogger*
- "[10 Pricing Models For Courses And Memberships](#)" Lifer *LMS*
- "[How To Price Your Online Course (Complete Guide To Course Pricing)](#)" *Thinkific*

Finding the Right Platform

- o "[15 Best Online Course Platforms](#)" *Adam Enfroy Ventures LLC*
- o "[What Platform Should You Use To Host Your Online Course](#)" *Susanne Rieker*
- o "[How To Create An Online Course With WordPress (The RIGHT WAY)](#)" *WPbeginner*
- o [Thinkific](#)
- o [Teachable](#)
- o [Kajabi](#)
- o [WordPress](#)

Planning Course Content

- o "[5 Multimedia Principles For Your online Course](#)" *eLearning Industry*
- o "[Integrating Multimedia In Your Course](#)" *Northern Illinois University*
- o "[Types of Media For The Online Classroom](#)" *Learning Centered Technology*
- o "[How To Plan Your Course Content](#)" *Teachable*
- o "[How To Create An Online Course In 2020](#)" *Learn Worlds*
- o "[Outlining Your Course](#)" *Illinois Center For Innovation In Teaching & Learning*
- o "[8 Low-Cost Tools To Create Your Online Course](#)" *Thinkific*
- o "[5 Best Course Creation Tools for Beginners](#)" *iag.me*

Creating Lesson Plans and Course Content

- o "[How To Plan An Online Teaching Lesson (With Examples)](#)" *Goats on the Road*
- o "[Creating Effective Lesson Plans](#)" *Coursera*

How to Launch

- ○ "[The Ultimate Guide To Email Marketing](#)" *HubSpot*
- ○ "[How To Build Your Social Media Marketing Strategy For 2020](#)" *SproutSocial*
- ○ "[55 Ways To Market Your Online Course & Increase Sales In 2020](#)" *Thinkific*
- ○ "[6-Step Soft Launch Process For Selling Your Online Class](#)" *Teach What You Do*
- ○ "[The PR Secrets To A Successful Soft Launch](#)" *Entrepreneur*
- ○ "[The Ultimate Online Course Launch Checklist](#)" *Gravy*
- ○ "[26 Online Course Creators Share Their Course Launch Tips, Stories, And Mistakes](#)" *Course Method*