

YOUR COMPLETE ONLINE COURSE LAUNCH CHECKLIST

FOLLOW EVERY STEP TO LAUNCH AND SELL A PROFITABLE ONLINE COURSE

You've put your heart and soul into creating an online course that you know will help people. Now it's time to get it out in the world and start earning from your new course. But there are so many moving parts, it can be overwhelming. With our launch checklist, you won't miss a single critical step, so your course gets the visibility and sales you deserve!

Pre-Launch Checklist:

Complete and Test Your Course

- Check your curriculum landing page
- Upload and organize content
- Create branding and images
- Set up student onboarding email sequence
- Test all links and content

Decide on Pricing and Offers

- Set a price based on market data and ideal student profile
- Plan any offers you'll make
- Decide on any cross-sells or upsells

Set Your Launch Schedule

- Decide length of pre-launch period
- Decide on shopping cart duration
- Early bird specials/ pre-sales

Create Your Course Sales Pages

- Main Sales Page
- Upsell Page (optional)
- Checkout Page
- Thank You Page

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Build an Audience & Generate Buzz

Step 1: Build an Email List:

- Create a lead magnet
- Set up your opt-in page
- Write an automated follow-up email series
- Share your opt-in page everywhere (use buzz-building tactics too)

Step 2: Build buzz for your launch

- Social Media Posts
- Social Media Groups
- Blog Posts
- Videos
- Live Streams and Webinars
- Guest Appearances
- Challenges
- Offer Early Access for Current Customers
- Content for Affiliates

Step 3: Presell your course

- Set up a waiting list for early buyers
- Decide on an early bird discount for your first students
- Share the offer with your existing customers
- Keep in touch with your presell students
- Update your sales page with testimonials from presell students

Create Content for the Launch Period

- Write Your Launch Announcement:
- Write and Schedule Your Launch Email Sequence

Schedule and Monitor All Content

- Schedule all automated content
- Test automated content
- Test all links and buttons
- Monitor publishing
- Keep an eye on your metrics

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Notes

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Live Launch Checklist

- Check your sales page is visible
- Announce the launch on each channel
- Remind your partners and affiliates
- Monitor all launch content publishing
- Publish any non-automated content
- Turn on any ads you'll run during the launch period
- Keep an eye on your first sales. Watch out for errors!
- Watch for questions and respond quickly
- Add questions to the FAQs on your sales page
- Reach out to the first students for feedback and testimonials
- Add new testimonials to the sales page

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Post-Launch Checklist

- Thank everyone involved and ask for feedback
- Review launch metrics
- Pay commissions to affiliates
- Watch post-launch emails to leads
- Monitor onboarding emails to students
- Contact leads who didn't enroll and offer them other options
- Deliver your course content and engage with students
- Ask for feedback from students
- Note changes to make and create a plan for making improvements
- Choose a new course topic and start getting ready for your next launch!

Notes

Join Our Exclusive WhatsApp Group for Course Creators! 🚀

Want real-time tips, advice, and support for your course launch journey? Join our FREE WhatsApp Group exclusively for coaches, trainers, and course creators like you! 💡

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