

LAUNCH YOUR ONLINE COURSE

A top-down view of a workspace. On the right, a portion of a silver laptop is visible, showing the keyboard and trackpad. To the left of the laptop is an open notebook with blank white pages. A yellow pencil lies diagonally across the notebook. Below the pencil is a pair of black-rimmed glasses with light-colored temples. The entire scene is set against a plain white background.

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

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

Planning Course Content

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

Creating Lesson Plans and Course Content

- [“How To Plan An Online Teaching Lesson \(With Examples\)”](#) *Goats on the Road*
- [“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*