

# **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 with keys like 'caps lock', 'shift', 'control', 'option', and 'command'. To the left of the laptop is an open notebook with blank white pages. A yellow pencil lies diagonally across the notebook. In the bottom right corner, a pair of black-rimmed glasses with clear lenses is placed.

## **CHECKLIST**

# CHECKLIST

- 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