

WHAT TO DO BEFORE YOU LAUNCH

- verify that your course name is not already a registered trademark, business name, or product name in your niche
- create a course-specific hashtag so you and others will be able to find references to it on Instagram and Twitter
- pick a date that sales open as well as the date the course starts (this can be the same date if you wish)
- spread out your promotional efforts (in this checklist and beyond) over a timeframe you select from before the course is available all the way through the day it starts
- create your course branding
- create worksheet and/or content designs then mock them up to use on your sales page and social media images
- print out a sample worksheet or piece of content to take pictures for Instagram and/or Facebook
- reserve a simple URL for your course
- create a landing page or information page with images, text, mockups of your course materials, and video content (optional)
- create a free webinar/workshop that shares useful, actionable tips on your topic and leads people toward your course
- create a free opt-in gift and email sequence that are truly informative and that will lead people to your course
- outline Periscope broadcasts you can use to relay actionable information and promote your free opt-in gift and/or email sequence
- outline Periscope broadcasts you can use to relay actionable information and promote your course, then spread them out over the few weeks before you launch
- outline blog posts or podcast episodes that will share useful tips and promote your free opt-in gift and/or email sequence
- outline blog posts or podcast episodes that will help people and lead them to your course
- create a clear link to the course from your site (menu, top notification bar, etc.)
- put the course in your sidebar or header
- include a mention of your course in your general welcome email
- include a mention of your course in the signature of all your emails
- draft and send a major email announcement to your list
- give away the first lesson for free with a second announcement to your email list
- upload all the content to your course site
- create a sales page on your course site (if different from your landing page)
- set up your payment systems
- create an email sequence that happens after people purchase your course
- create an automation that sends students' email addresses to a specific/tag list after they purchase
- create the course's community platform (Facebook, Slack, etc.)
- invite a few trusted friends to join the course or community if you want it to be more full
- consider releasing the course materials to a few people ahead of time so they can test it and provide testimonials you can add to your sales page or social media posts
- create a schedule and guidelines for the course community
- create all social media images and thumbnail/promo images necessary for your course
- design an email header for the course
- design a lesson header for the course
- design any icons, section headers, or other visual elements for your course
- plug in mentions of your course organically to old posts that are a good fit
- launch
- schedule and queue social media posts to promote your free opt-in gift to keep up interest and sales after the official launch date
- schedule and queue social media posts to promote your course even after the launch date