



Create Your Course!

WEEK ONE

COURSE CONCEPT

- DETERMINE PURPOSE FOR COURSE
- DETERMINE COURSE SUBJECT - NICHE
- DETERMINE TARGET AUDIENCE

WEEK TWO

COURSE CONCEPT

- DETERMINE BENEFITS AND VALUE
- DETERMINE COURSE TITLE
- DETERMINE UNIQUE FRAMEWORK

WEEK THREE

COURSE CONCEPT

- DETERMINE COURSE OUTLINE
- DETERMINE SUPPLEMENTAL MATERIALS
- DETERMINE HOSTING PLATFORM



Create Your Course!

WEEK FOUR

COURSE DESIGN

- CREATE COURSE MODULES
- CREATE MODULE LAYOUTS
- CREATE COURSE SCRIPTS

WEEK FIVE

COURSE DESIGN

- CREATE COURSE SLIDES
- CREATE COURSE LECTURES
- CREATE AND EDIT COURSE VIDEOS

WEEK SIX

COURSE DESIGN

- CREATE SUPPLEMENTAL MATERIALS
- CREATE PROMO VIDEO
- UPLOAD ALL ASSETS TO HOSTING SITE



Create Your Course!

WEEK SEVEN

COURSE DELIVERY

- *CONFIGURE ONLINE COURSE*
- *BRAND COURSE SITE*
- *TEST COURSE - GET FEEDBACK*

WEEK EIGHT

COURSE DELIVERY

- *CREATE PRICING MODELS*
- *CREATE SALES FUNNELS*
- *CREATE MARKETING INTEGRATIONS*

LAUNCH DATE

PRELAUNCH

- *SHARE COURSE WITH SOCIAL MEDIA*
- *LAUNCH AWARENESS CAMPAIGNS*
- *BUILD EMAIL LISTS*