Checklist

Online Course Launch

- Pre-Launch Phase: Course Creation

- Launch Phase: Putting Your Course on Sale

- Post-Launch Phase: Growing Your Audience
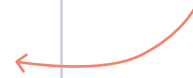
Pre-Launch Phase: Course Creation

Choose the course topic and gather material
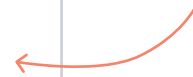
☐ Specify the topic

Enter your notes here

☐ Define your audience

1. How old is your average learner?

Answer these questions:

2. Is there a specific gender?

3. What is their level of education?
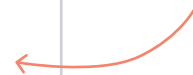
4. What are their jobs and positions?

5. What are their hobbies?

6. Are there any other identifying characteristics?
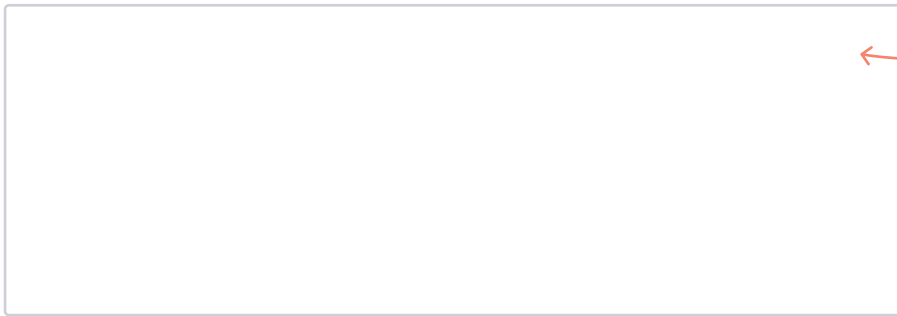
Create the course

☐ Choose the authoring tool
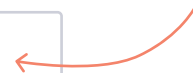
Create your
own ranking

Launch Phase: Putting Your Course on Sale

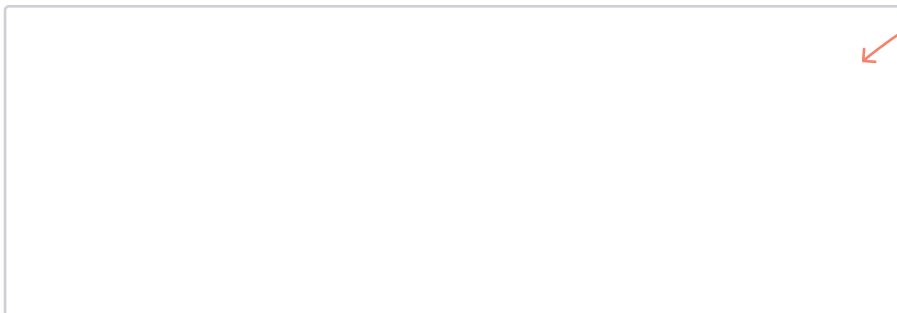☐ Choose the selling platform

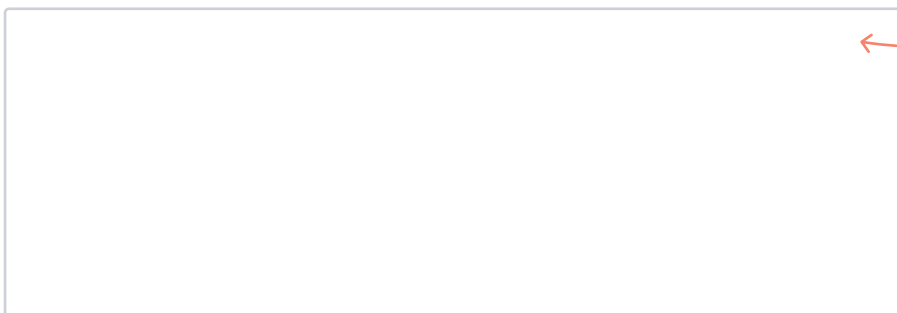*Specify your criteria*

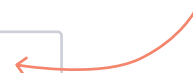☐ Create a sales page

Write a course title and description

Don't forget:
- *logo and images*
- *color scheme*

☐ Upload the content

☐ Decide on the price

Compare your Competitors' prices

Post-Launch Phase: Growing Your Audience

☐ Promote your course

Choose the channels or enter those you already use

- Email marketing campaigns
- Blog posts
- Webinars
- YouTube videos
- Social media

☐ Monitor analytics

Considering selling your courses online?

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Get started

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ispringmarket

🛒 Marketplace

📄 My courses   6

☑ Completed   0

🏅 Achievements

💬 Messages   1

Marketplace   🔍 Search

ALL CATEGORIES   NEGOTIATION SKILLS   FLEXIBILITY & ADAPTABILITY   CREATIVITY   ⋯

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