Course Creation

WORKBOOK
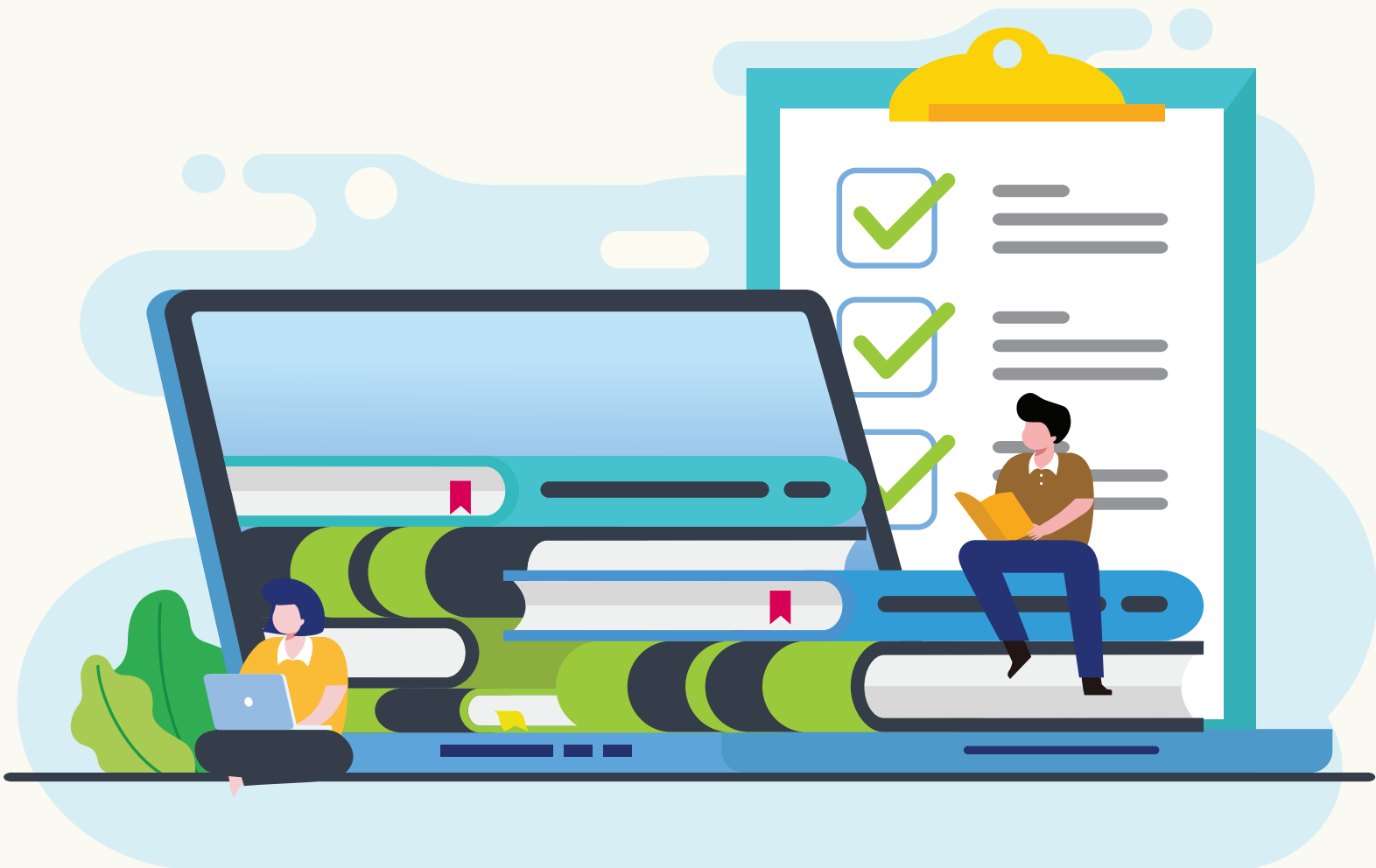
Goals & Objectives

What is this course about?

_____

_____

_____

_____

_____

Who is this course for?

- _____   _____
- _____
- _____   _____
- _____
- _____   _____
- _____
- _____   _____

Prerequisites for students:

- _____
- _____
- _____
- _____
- _____

When students complete this course, what will they be able to accomplish or walk away with?

1	3
2	4

Ideals

What format would you like your course to be in? E.g. videos, challenge, group coaching.

Format	
Format	
Format	

How will you sell the course? E.g. webinar, sales page.

○ _____

○ _____

○ _____

○ _____

○ _____

○ _____

How much do you hope to make from the launch?

If I sell my course for:

How many sales would it take to reach that amount?

How do you plan to reach people in order to achieve the minimum number of sales?

Social Networks	*Other*
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Financials

Item	Cost	Recurring Cost	Frequency
	$	$	
	$	$	
	$	$	
	$	$	
	$	$	
	$	$	
	$	$	
	$	$	
	$	$	
	$	$	
	$	$	
	$	$	
	$	$	
	$	$	
	$	$	
	$	$	
	$	$	
	$	$	
	$	$	
	$	$	
	$	$	
	$	$	

Systems Checklist

Do you have a sales page/landing page builder?   Yes / No

What page builders are you considering?

_____

_____

_____

Who can help you with this?

Do you have a delivery system?   Yes / No

What delivery systems are you considering?

_____

_____

_____

Who can help you with this?

Do you have a payment processor?   Yes / No

Which payment processors are you considering?

_____

_____

_____

Who can help you with this?

Systems Checklist - Part 2

Does your system have an affiliate module?   Yes / No

What affiliate system are you considering? _____

_____

_____

_____

Who can help you with this?

Do you have a way to pay your partners?   Yes / No

Which payment system are you considering? _____

_____

_____

_____

Who can help you with this?

Do you have or does your system have email broadcast and automation capabilities? Yes/ No

What email system are you considering? _____

_____

_____

_____

Who can help you with this?
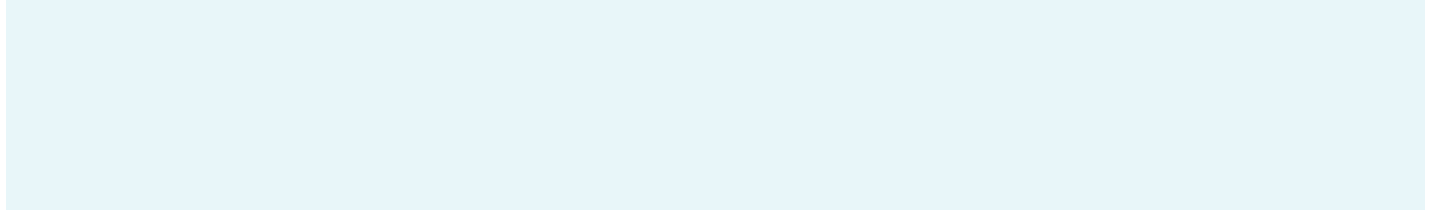
Systems Checklist – Part 3
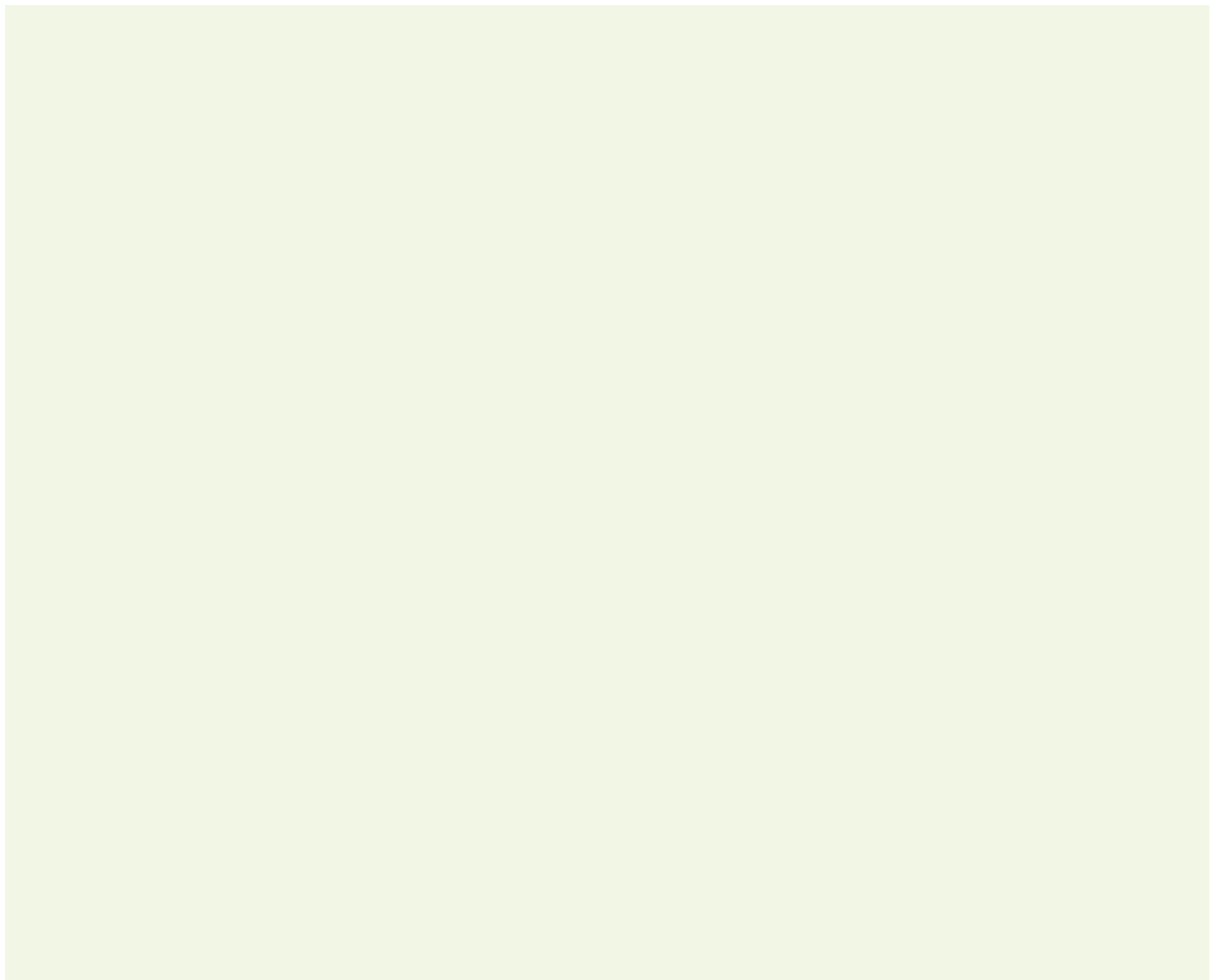
Do you have a webinar system?   Yes / No

Which webinar system are you considering?

_____

_____

_____

_____

Who can help you with this?

Notes

Timeline Planner

When do you want to launch? _____

Tasks	Time Needed	Target Date	Notes
Course creation			
Shopping cart/delivery setup			
Email system & automation			
Sales page			
Landing page (if necessary)			
Webinar system (if necessary)			
Partner page			
Launch partner outreach			
Launch partner emails			

Outline Your Course

What are the points you want to cover?
Write down as many points as you can think of.
Resist the urge to organize or censor them at this point.

Course Creation Checklist

Section

1

_____
_____
_____
_____
○ Done

Section

2

_____
_____
_____
_____
○ Done

Section

3

_____
_____
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○ Done

Section

4

_____
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Section

5

_____
_____
_____
_____
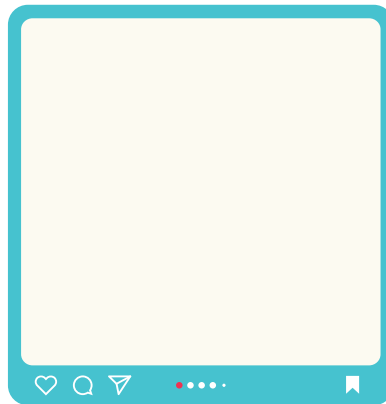○ Done

Sales Page Builder

,

_____

_____

_____

_____

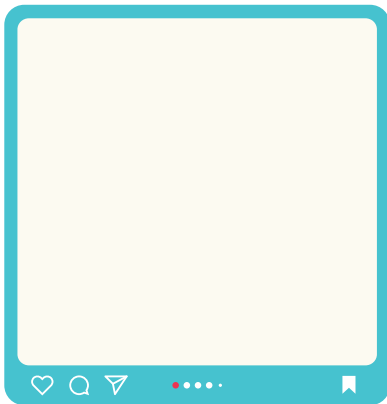### List the reasons why someone would want to buy this course.

- ○ _____
- ○ _____
- ○ _____
- ○ _____
- ○ _____

- ○ _____
- ○ _____
- ○ _____
- ○ _____
- ○ _____

List the reasons why someone should buy from you.

- ○ _____
- ○ _____
- ○ _____
- ○ _____

What images can you use/create to support your case or improve trust?

What videos can you use/create to support your case or improve trust?

Testimonials Tracker

Who can you reach out to for testimonials?

Name	Contacted	Follow-up	Collected
	☐	☐	☐
	☐	☐	☐
	☐	☐	☐
	☐	☐	☐
	☐	☐	☐
	☐	☐	☐
	☐	☐	☐
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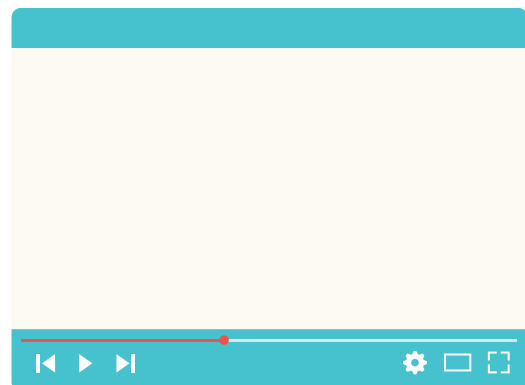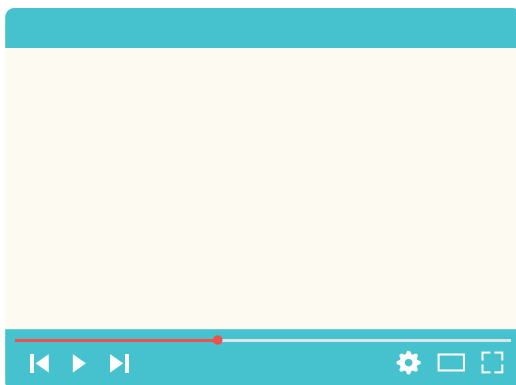
Launch Partners

Use this sheet to help you craft a compelling partner proposal to go on the partner page. Try to give reasons why someone should promote your course versus the many others available.

What is your compensation plan?

_____

_____

_____

_____

_____

_____

When you will you pay out i.e. how long do partners have to wait to get paid?

Will you be offering an incentive for top partners?   Yes / No

What type of incentive can you offer based on your budget?

- ○ _____
- ○ _____
- ○ _____
- ○ _____
- ○ _____
- ○ _____
- ○ _____
- ○ _____

Who should affiliates reach out for support? What's the email address?

Partner Outreach Tracker

Who can / do you want to reach out to?

Name	Contacted	Follow-up	Collected
	☐	☐	☐
	☐	☐	☐
	☐	☐	☐
	☐	☐	☐
	☐	☐	☐
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	☐	☐	☐
	☐	☐	☐
	☐	☐	☐
	☐	☐	☐
	☐	☐	☐
	☐	☐	☐

Support

Use this sheet to help you develop a plan to deliver great customer service during and after your launch.

Who will be handling support?

Are your support links working on all pages?	Yes / No
Is it easy for people to find where to get help?	Yes / No
Have you briefed your people what to expect?	Yes / No
Provide FAQ to team.	Yes / No
FAQ is linked to all relevant pages.	Yes / No

List possible questions and answers.

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

Post Mortem

Use this sheet to review your results after the launch.

How much did you make before expenses?

How much did you make after expenses?

Are you happy with the results? Why?

_____

_____

_____

_____

_____

_____

Why not?

_____

_____

_____

_____

_____

_____

What were your stumbling blocks?

_____

_____

_____

_____

_____

_____

What will you do differently next time?

_____

_____

_____

_____

_____

_____

Checklist

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