

The 10 Key Success Factors For Launching Online Courses



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Success Factor #1: Follow the 4 Essential Elements Model for Your Course Development

For a successful online course launch these 4 elements are critical: 1) Transformative Content, 2) Enrolling Messaging attuned to your Avatar, 3) Effective & Converting Marketing, and 4) Engagement-oriented Technologies.

Success Factor #2: Deeply Know the 'Avatar' for Your Course

Do the investigative work to really know your Avatar (your ideal student) for your course. Become attuned to what your Avatar aspires to in their life and where they are most challenged. It's important to be able craft your authentic messaging for your 'Avatar' that describes the potential benefit and transformation they can experience in your course.

Success Factor #3: Focus on Nurturing and Growing Your Community

It's important to be in consistent communication with your growing community so that when it's time to launch they are ready to receive your message and are 'hungry' for what you're offering. Some options to engage your community are: monthly newsletters, blog postings, free videos or a video blog, free teleseminar calls, or an interview series (guest speakers).



Success Factor #4: Put Your Stake in the Ground and Set a Course Start Date

I have found this to be the best way to focus my efforts and keep the energy moving for getting my courses off the ground. When you set the **start date** of your course, you can then do what I call “*backwards scheduling*” – meaning that you set the milestones for your launch plan going backwards from the course start date.

Success Factor #5: Start Early in Building Relationships with Potential Partners

Support partners are also known as JV partners, marketing partners or affiliates. It’s critical that you start your conversations with these partners about your program early – usually 4 to 6 months before your course launch.

Success Factor #6: Over-Communicate with Support Partners

This one is paired with Success Factor #5 in that once you have a YES from your partners then you need to be communicating often with your partners and that communication will increase as you get closer to the launch window. Sometimes it takes multiple reminders to ensure that partners are doing what they said they would.

Success Factor #7: Allow for Learning, Growth and Doing a ‘Good-Enough Job’

This success factor is all about watching our tendencies toward perfectionism and also toward procrastination. Those two are related as well. Doing ‘the-best-you-can-do’ job is totally fine and sometimes is preferred over spending many more months of preparation and stress to get to an A job. We put our best out there and then we refine and iterate for the next offering.



Success Factor #8: Create Your Support Team

You can't do this alone and there are so many details and technical logistics that you will definitely need some help. The cool thing is that you can subcontract everyone on your team. You can have for example a part-time Virtual Assistant and a web designer on your team and neither of them are employees. All can be subcontracted on an hourly basis.

Success Factor #9: Trust Your Creativity

It's easy in the online learning arena to look to how others have done things or how they have written this webinar page or this course sales page and to second-guess your own creativity and voice. It's important to allow your 'authentic voice' to shine through your course offering.

Success Factor #10: Be Gentle and Compassionate with Yourself

The online learning and marketing world is intense, detailed, deadline driven and tech-heavy. That can mean lots of stress and a sense of not doing things right or well. So having compassion for yourself is important to keep a sense of balance and self-care in the midst of all the intensity.

Learn how **Launch Academy** can help you create and launch your successful online course to a global audience. Go here:

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