

CREATE COURSES FOR PROFIT



CHECKLIST

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CREATE COURSES FOR PROFIT CHECKLIST

- ☐ Pick a topic that you love and are comfortable creating.
- ☐ Research the topic to see how your course will be different from what else is out there on the subject.
- ☐ Research:
 - Shopping Cart research
 - Customer Service interaction research
- ☐ Find out what your students need:
 - What do they complain about the most
 - What do they praise the most
 - What do they ask for the most
 - What are they already paying for
- ☐ Set up your Customer Service Plan
- ☐ Check your social media insights
 - What topics are discussed with your top posts
 - What posts get the most likes and shares
 - What do they talk about in groups
- ☐ Research Competitors
 - Their products
 - Their programs
 - Their books
 - What are they charging for similar courses you produce
- ☐ Research Paid Market Research
- ☐ Host a Test Webinar
 - Find people to interview you

CREATE COURSES FOR PROFIT CHECKLIST

- Find people to promote you to their audience
- ❑ Review the data:
 - How many people attended
 - Document feedback
 - How many viewed the replay
- ❑ Get feedback for your course elements:
 - Title
 - Course Content
 - Landing Page
 - Marketing Plan
 - Run a Beta test
- ❑ Ask your existing list for feedback
 - Create a poll or survey for input
 - Create a thank you for your feedback gift
- ❑ Research freelancers to help you
 - Hire specialists for you course production
 - Create a dream team
 - Document and standardize your process
- ❑ Areas to Outsource:
 - Set up shopping cart system
 - Skilled people assembling your course components
 - Admin
 - Content creators
 - Graphic designer
- ❑ Find a graphic designer
 - Create course covers
 - Create Social Media images for promotion
 - Landing page images
 - Newsletter promo
 - Brand the course to match your website branding
- ❑ Brand Social Media Profiles
 - Use logo, colors and images as on your website
- ❑ Make sure your course makes sense to your student
- ❑ Create lesson plans that covers each step of the process
 - Provide more detail than your think you need
 - Keep irrelevant content
 - Create detailed lesson plans

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- Create a checklist for your students
- Include the course goal
- Create teaching notes
- Give lessons clear, descriptive names
- Make sure the course content is in logical order and build upon each lesson
- ☐ I have selected formats that will make it easier for students to learn
 - Visual learners
 - Diagrams
 - Animations
 - Charts
 - Pictograms
 - Images
 - Demos
 - Auditory learners
 - Auditory checklists
 - Summaries at the end of a lesson
 - Kinesthetic learners
 - Homework
 - Practical demos
- ☐ I have created:
 - Checklists
 - Summaries
 - Transcripts
 - Workbooks
 - Handouts
- ☐ Structure the Course
 - Lesson
 - Learning objective
- ☐ Test, test, test!