

COURSE CREATOR ACADEMY

THE LAUNCH PLAN
CONTENT



COURSE CREATOR ACADEMY

Module 5 | Sell Your Course

THE LAUNCH PLAN: CONTENT

Pre-Launch

WEEK ONE

Important message: New product coming out on [date]!

- Produce one piece of collaborative content on someone else's podcast, YouTube channel, or blog.

Collaborator: _____

- Produce one piece of high-quality, course-relevant content on your own podcast/channel/blog.

Title: _____

- Schedule social media posts that introduce your course topic.

Concept #1 _____

Concept #2 _____

Concept #3 _____

Concept #4 _____

Concept #5 _____

Concept #6 _____

Concept #7 _____

- Email your list to share your content and announce the upcoming launch.

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WEEK TWO

Important message: A bit of backstory... (the challenge you faced)

- Produce one piece of collaborative content on someone else's podcast, YouTube channel, or blog.

Collaborator: _____

- Produce one piece of high-quality, course-relevant content on your own podcast/channel/blog.

Title: _____

- Schedule social media posts that introduce your course topic.

Concept #1 _____

Concept #2 _____

Concept #3 _____

Concept #4 _____

Concept #5 _____

Concept #6 _____

Concept #7 _____

- Email your list to share the challenge you were facing.



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WEEK THREE

Important message: How I overcame _____ (the continuation of last week's story)

- Produce one piece of collaborative content on someone else's podcast, YouTube channel, or blog.

Collaborator: _____

- Produce one piece of high-quality, course-relevant content on your own podcast/channel/blog.

Title: _____

- Schedule social media posts that introduce your course topic.

Concept #1 _____

Concept #2 _____

Concept #3 _____

Concept #4 _____

Concept #5 _____

Concept #6 _____

Concept #7 _____

- Email your list to share how you overcame the challenge.

- BONUS: Share the behind the scenes of your course development.

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WEEK FOUR

Important message: Tutorial/instructional

- Produce one piece of collaborative content on someone else's podcast, YouTube channel, or blog.

Collaborator: _____

- Produce one piece of high-quality, course-relevant content on your own podcast/channel/blog.

Title: _____

- Schedule social media posts that introduce your course topic.

Concept #1 _____

Concept #2 _____

Concept #3 _____

Concept #4 _____

Concept #5 _____

Concept #6 _____

Concept #7 _____

- Email your list and share a valuable tip (or several) that relates to your course topic.

- BONUS: Share the behind the scenes of your course development.

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WEEK FIVE

Important message: Life would be awesome if you solved your problem/reached your goal.

- Produce one piece of collaborative content on someone else's podcast, YouTube channel, or blog.

Collaborator: _____

- Produce one piece of high-quality, course-relevant content on your own podcast/channel/blog.

Title: _____

- Schedule social media posts that introduce your course topic.

Concept #1 _____

Concept #2 _____

Concept #3 _____

Concept #4 _____

Concept #5 _____

Concept #6 _____

Concept #7 _____

- Email your list to share an inspiring success story.

- BONUS: Share the behind the scenes of your course development.

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WEEK SIX

Important message: Why do you want to learn _____?

- Produce one piece of collaborative content on someone else's podcast, YouTube channel, or blog.

Collaborator: _____

- Produce one piece of high-quality, course-relevant content on your own podcast/channel/blog.

Title: _____

- Schedule social media posts that introduce your course topic.

Concept #1 _____

Concept #2 _____

Concept #3 _____

Concept #4 _____

Concept #5 _____

Concept #6 _____

Concept #7 _____

- Email your list and ask them what their "why" is.

WHY do they want to learn about _____?

- BONUS: Share the behind the scenes of your course development.

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Launch

WEEK SEVEN

Important message: The new course is available!

- Produce two articles/videos/podcast episodes
 1. Announce your new course on your blog/channel/podcast
Title: _____
 2. "How to _____" or "The fastest way to _____"

- Schedule social media posts.
 - Concept #1 _____
 - Concept #2 _____
 - Concept #3 _____
 - Concept #4 _____
 - Concept #5 _____
 - Concept #6 _____
 - Concept #7 _____

- Send launch emails. (one per day for the first six days of your launch week)
 - Email #1 _____
 - Email #2 _____
 - Email #3 _____
 - Email #4 _____
 - Email #5 _____
 - Email #6 _____

COURSE CREATOR ACADEMY

Module 5 | Sell Your Course

WEEK EIGHT

Important message: Don't miss out!

- Produce two articles/videos/podcast episodes
 1. Helpful/valuable information that relates to course topic
 2. Last chance!

- Schedule social media posts.

Concept #1 _____

Concept #2 _____

Concept #3 _____

Concept #4 _____

Concept #5 _____

Concept #6 _____

Concept #7 _____

- Send launch emails. (3 - 4 on the final day of your launch)

Email #7 _____

Email #8 _____

Email #9 _____

Email #10 _____

