



THE COMPLETE CHECKLIST TO

SELLING MORE ONLINE COURSES



Checklist Series

Fuel up for the launch



So, you're preparing for an upcoming launch. Here's what you need to do to make sure that you have all the pieces of the puzzle together for a successful launch.



Essential list of actions

- ➞ Set up your school with LearnWorlds ([see how](#))
- ➞ Upload your course(s) to your LearnWorlds school ([see how](#))
- ➞ Create your ideal customer avatar ([learn how](#))
- ➞ Set up Google remarketing tag ([see how](#))
- ➞ Set up Facebook remarketing tag ([see how](#))
- ➞ Set up an affiliate program using LearnWorlds' integrations ([get ideas](#))
- ➞ Find "beta testers" to collect reviews and improve your course ([learn how](#))



Walk the extra mile

- ➞ Perform keyword research ([learn more](#))
- ➞ Optimize your pages for search engines ([learn more](#))
- ➞ Pre-launch your course using relevant videos ([learn how](#))
- ➞ Be a guest at podcasts to reach new audiences ([learn how](#))



Grab your free 30-day trial
and build your online school

Launch for success



As the launch time is coming, take these actions to ensure you maximize your sales potential.



Essential list of actions

- ➡ Set up your community with LearnWorlds ([see how](#))
- ➡ Create a clear CTA, e.g. a "Buy Now" or "Enroll Today" button ([CTA templates](#))
- ➡ Build a sales funnel ([learn more](#))
- ➡ Create upsells for premium courses ([see how](#))
- ➡ Create a lead magnet to grow your email list ([get ideas](#))
- ➡ Post on Facebook groups ([learn more](#))
- ➡ Post on Reddit ([learn more](#))
- ➡ Answer questions on Quora ([learn more](#))
- ➡ Share on your profile on LinkedIn, Facebook, Twitter ([get ideas](#))



Walk the extra mile

- ➡ Use a free course as an introductory offer or lead magnet ([get more ideas](#))
- ➡ Set up drip feed to keep learners coming back ([learn more](#))
- ➡ Add transcripts to videos ([learn more](#))
- ➡ Create a 1-click sales funnel ([learn how](#))
- ➡ Launch your course using a webinar ([learn how](#))
- ➡ Engage in conversation on Forums ([learn more](#))
- ➡ Run an early bird price ([learn more](#))
- ➡ Share early access to Facebook Groups ([how to find groups](#))

Sell more courses



Your school is up and running. Now, you have the experience and data to optimize your funnels for more sales. Here's what you need to do.



Essential list of actions

- ➡ Add engaging content to your LearnWorlds community regularly ([how to build a community](#))
- ➡ Add activities for engagement i.e. quizzes, comment competitions and assignments ([create quizzes](#))
- ➡ Add certificates for course completion ([learn how](#))
- ➡ [Create coupons](#), course bundles and limited-time offers, e.g. end-of-year or [Black Friday](#) sale
- ➡ Create Google Ads targeting your list of keywords ([see how](#))
- ➡ Create Facebook Ads for your target audience ([learn how](#))
- ➡ Create remarketing campaigns on Facebook ([learn how](#))
- ➡ Create remarketing campaigns on Google ([learn how](#))
- ➡ Run a competition for free access to those who did not buy ([learn how](#))
- ➡ Create an email sequence for those that did not buy ([learn more](#))
- ➡ Send a special discount coupon to those that did not buy (limited time only) ([learn how](#))



Walk the extra mile

- ➡ Make your course videos interactive ([see how](#))
- ➡ Utilize YouTube video marketing ([learn how](#))
- ➡ Find keywords that signify purchase intent ([learn more](#))
- ➡ Run a comment competition on your community ([learn more](#))
- ➡ Start monthly online meetups ([learn more](#))
- ➡ Start a podcast ([learn how](#))
- ➡ Start blog on YouTube ([learn how](#))
- ➡ Ask for feedback / testimonials ([learn how](#))
- ➡ Edit the Thank-You Page for Upsells ([learn more](#))

The sky's the Limit

Step

4

This is the phase where you are already selling courses, and you want to grow your business past the 6-figure mark. Take these actions to push course sales harder.



Walk the extra mile

- ➞ Build your personal brand on Instagram ([get ideas](#))
- ➞ Segment your students to define better Facebook audiences ([see how](#))
- ➞ Learn copywriting or hire a copywriter ([learn more](#))
- ➞ Create automated email sequences for onboarding and upselling ([learn more](#))
- ➞ Add social proof and scarcity to your sales pages ([learn how](#))
- ➞ Optimize your sales pages for copy and design ([learn how](#))
- ➞ Optimize your check-out page ([learn more](#))
- ➞ Optimize your school pages (including the "[about us](#)" & "[thank you](#)" pages)
- ➞ Interview your students and publish success stories ([learn how](#))
- ➞ Create a premium membership with one-to-one coaching ([learn more](#))



Add regular Q&A sessions or online meet-ups to increase customer satisfaction and keep the community engaged ([learn how](#))



Offer physical gifts, e.g. a branded t-shirt ([learn more](#))



Optimize Facebook Ads ([learn how](#))



Optimize Google Ads ([learn how](#))



Reach out to more affiliates ([learn more](#))



Update and relaunch your course ([learn more](#))



Co-market with influencers and affiliates ([learn how](#))



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Try
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LearnWorlds

The best platform to create, market
and sell online courses

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