

ECOURSE LAUNCH BLUEPRINT

BUILD | GROW | SELL

CHECKLIST



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Chapter 1: Get Your Focus in Focus

☐ I understand that a small list, if properly targeted, can be a highly responsive list

☐ I have taken time to determine clearly:

- What my eCourse is going to teach
- How this teaching will change my student's life for the better in one specific, positive way
- Who exactly will benefit from this course
- Who needs it
- Why that person needs it
- What specific problem will my eCourse solve for that person
- How I can help that person
- Why I am the best person to help that person
- Where that person will be at the end of my course

☐ I am ensuring my eCourse is a powerful course that:

- Teaches something specific, not general or generic
- Zones in where your ideal student is currently hurting (ONE problem)
- Gives a clear picture of her ONE Problem, my ONE Promise and my SINGLE Solution for that specific problem
- Possesses a strong, descriptive Title that reflects the above, using specific keywords
- Allows her to complete it as easily and simply as possible
- Is a course I feel excited to present, in my own unique way

☐ My sign-up incentive:

- Relates to the topic and the problem

- Will be irresistible to the ideal person to take my course
- ☐ I understand the unique advantages of:
 - Using a webinar as a sign-up incentive
 - Using an email mini-course as a sign-up incentive
- ☐ I am creating and using templates to make my email mini-course consistent in content style
- ☐ I understand the importance of consistency and repetition in establishing credibility
- ☐ Each mini-course lesson contains only one single problem and one single solution
- ☐ I am identifying and numbering each day's email topic
- ☐ I understand I can do a double incentive—an email mini-course or gift, plus a short video series or webinar—if I wish
- ☐ I am considering creating a video or short video series as my sign-up incentive
- ☐ I understand the advantages of displaying my short video or my screenshots or graphics right within my email, thus eliminating the step of sending my subscriber to my site
- ☐ I understand that each extra step I make my subscriber take weakens the chances that she will stay engaged
- ☐ I am preparing promotions and email follow-up series for all stages of my eCourse launch:
 - Pre-launch
 - Mid-launch
 - Post-launch
- ☐ I am working with communication techniques my audience already enjoys and expects
- ☐ I have covered an integrated communication base of:
 - Email

- My most active 1-3 strongest social networks
- An **interactive** contact method such as webinars or Facebook Live
- Closed community interaction

☐ I have developed a core integrated communication strategy, knowing I can always add other communication streams as I grow

☐ I am focusing most of my energy on communication and interaction platforms that already work for me and my community

☐ I am targeting my ideal subscriber

☐ I am tracking the results of my communication efforts

☐ I have decided on a specific goal with a specific time frame for my launch

☐ I am working backward, estimating which specific actions must be completed per day

☐ I am sticking to my strengths and not over-complicating things by introducing too many new methods and systems

☐ I am not afraid to go outside my comfort zone by attempting goals that are new to me

Chapter 2: Taming the Tech



I have set in place:

- A payment system or processor
- A web form, popup and sign-up buttons
- A place to host my eCourse
- A Delivery system
- An autoresponder



I have created or outsourced:

- My sign-up incentive
- My landing page and/or sales page
- My graphics
- My course content
- Recordings
- Handouts
- Bonuses
- Upsells



I have a plan for staying in touch with my subscribers afterwards



I have created:

- Web forms
- Popups
- Buttons



I have created a landing page that has:

- One single focus on one action I want visitors to take
- A clear, short explanation showing why they should click through
- A prominent, contrasting call-to-action that visually stands out
- A CTA button with a specific command

- ☐ I have installed sign-up buttons or links across:
 - My website
 - My Facebook Page
 - Other _____
- ☐ I have customized my sign-up buttons for maximum impact
- ☐ My sign-up button tells my visitor what to do next
- ☐ I have installed a customized web form from my autoresponder wherever necessary
- ☐ I have committed myself to a specific system for ensuring I create or use stunning, cutting-edge landing pages
- ☐ I have looked at and considered a wider range of landing page types, including:
 - A video landing page
 - An audio landing page
- ☐ I am creating my landing page with one of the following, time-saving, automated options:
 - Software or service such as LeadPages®
 - A WordPress web theme that includes landing page templates
 - A WordPress plugin
- ☐ I am exploring plugins as a powerful way to automate sophisticated functions and save me time
- ☐ I am focusing on setting up systems that I do not have to re-set up from scratch every time
- ☐ I have set up a customized Thank You page on my website and I am not relying on my autoresponder's default Thank You page
- ☐ My autoresponder of choice:
 - Allows me to import and export contacts
 - Integrates with other systems and software I use

- I have ensured that I choose tools, options and platforms that contain the best match of features I specifically need
- ☐ I have installed Google Analytics
- ☐ I have created goals in Google Analytics each web sign-up
- ☐ I am monitoring, tracking and actively working towards meeting these goals

Chapter 3: Power Up Your Incentives

☐ I have ensured that the incentives and tastes of my eCourse or eCourse topic foreshadow exactly what they'll get more of in the actual eCourse

☐ When deciding what to share, I always keep these two factors at the forefront in my mind:

- Who my ideal subscriber is and what she cares about
- My end goal for this email series or group

☐ I am sharing my best tips and tastes in my emails, giving my ideal subscriber real takeaways in my emails and in my group

☐ I have created my eCourse:

- List
- Incentive
- Landing Page
- Popups, buttons and web forms
- Strategy
- Plan for sharing

☐ I am sharing valuable content right in my emails

☐ I am suiting my engagement strategy to the type of content and style of communication my audience will find the most valuable and interesting

☐ I am considering the particular type of eCourse I am sharing and the result it should give my students when deciding which engagement strategies to use

☐ I am focusing on my ideal student when I visit social platforms

☐ I am being myself, even if that feels risky

☐ I understand the key is not to care how others will view me, but focus solely on my target subscriber

☐ I am suiting my primary social networks to my industry audience's preferences

☐ In these initial stages of promotion, I am choosing and focusing on only one two three networks where my ideal audience actively spends the most time

☐ I am tracking, observing and acting on my social analytics

☐ I am keeping track of the latest trends and using them whenever it feels like a good idea

☐ I am ensuring each follow-up email series that I write has a specific:

- Goal
- Purpose

☐ My pre-launch series is aimed at:

- Getting my ideal student interested in my eCourse topic
- Getting my ideal student interested in what I'm doing for her
- Inviting questions

☐ My mid-launch series is aimed at:

- Reminding people who haven't yet bought what goodies await them if they do
- Delighting and surprising those who have purchased with extra tips and treats
- Reassuring people that I care, I am available—and telling them how to reach me

☐ My post-launch series is aimed at:

- Keeping people in the habit of reading my emails
- Rounding up stragglers who haven't yet purchased
- Reassuring people who have bought that they have made a great choice and pointing out why the benefits will help them
- Getting people to share and spread the word about my eCourse

- Talking about results people are already reporting
- Moving my subscribers towards the next step
- ☐ I am making notes of feedback and comments from my subscribers that can help me tweak this course (or give me ideas for the next one)
- ☐ I am combining my email series with social media strategies
- ☐ I am paying attention to hitting my sweet spot, where I don't have to work hard to keep conversations going
- ☐ I am avoiding common mistakes such as not setting up a customized Thank You page on my website for subscribers
- ☐ I am looking at the entire year before deciding on my launch date, to make sure I am:
 - Avoiding time periods where my ideal student is engaged with other things
 - Choosing the optimum points in time where my ideal student is most likely to be ready for my eCourse
- ☐ I understand that paying attention to optimum times of year and planning in advance whether or not my eCourse will be evergreen or recurring can make a huge difference in my market share

Chapter 4: Leverage the Right People

- ☐ I have helped myself to a basic understanding of Facebook advertising
- ☐ I am aware that:
 - The Facebook Pixel now replaces the Facebook Tracking Pixel and the Custom Audience pixel, combining these functions
 - I can have only one Facebook Pixel per ad account
- ☐ I understand the difference between custom audiences and look-alike audiences
- ☐ I have decided on 1-3 Facebook ad types that will best serve my eCourse launch goals
- ☐ I have created an ad to quickly get more “Likes” for my Facebook Page, so that I can access Facebook Insights
- ☐ I am taking note of and tracking posts, to see which ones get the best engagement, boosting those that do if they contain my eCourse keywords
- ☐ I have carefully specified the best goal for each ad
- ☐ I have ensured I’ve created a specific landing page for each ad and that each ad has a specific purpose
- ☐ I am exploring my own feed and takes notes about (and screenshots of) other people’s ads that really interest or excite me, so I can use these as inspiration for creating my own
- ☐ In my eCourse launch setup, I have done what I can to cut down on complexity and confusion
- ☐ I have considered outsourcing parts of my eCourse creation or setup right from the planning stage
- ☐ I have set a budget for outsourcing
- ☐ I understand that the larger and more complex the eCourse systems and components, the more people usually find it better to outsource

- ☐ I have identified and zoned in on one or two key areas of my launch that could benefit from being outsourced
- ☐ I am automating tasks that do not require my interaction or are repetitive with plugins and other tools
- ☐ I have identified areas of my launch where it is most worth my while to outsource to an expert in that area
- ☐ I am also cutting down on time and ensuring consistency by using quality templates for repetitive content or tasks
- ☐ I have considered whether or not my subscribers and fans are engaged enough for me to create a Street Team
- ☐ I have planned my Street Team carefully, making sure people will feel valued and find the activities fun or rewarding
- ☐ I am using my Street Team to test eCourse components and I am asking for feedback
- ☐ I am making sure I maintain a strong relationship with my Street Team by:
 - Talking to them daily in our Street Team Group
 - Acknowledging people who comment by name
 - Thanking my team members whenever they do something to promote my eCourse (or me)
 - Providing valuable and fun freebies and gifts, out of the blue
 - Answering their questions promptly and generously
 - Inviting questions on their own concerns for my next Facebook Live talk
 - Making them feel special
 - Giving my Street Team members big shout-outs and praise
- ☐ I have considered increasing my visibility and reach (and that of my eCourse) by starting or joining a Blog Tour
- ☐ I have made my interview offer more appealing to guests and potential hosts by making sure I have:

- A professional, focused website
- A strong web identity on my site
- Professional-caliber resources they will be pleased to use
- Considered their schedules and approached them at optimum (and not inconvenient) times
- Giving them generous lead time, so they will have time to consider my request

☐ I have made it as easy as possible for interview guests or hosts to say 'yes' by:

- Sending a personal request via email or snail mail
- Reminding them if and where we have met before
- Talking immediately about what I plan to do to promote their interview ahead of time
- Talking immediately about what I can offer (benefits for them)
- Offering to help them launch an upcoming product by promoting it in the interview
- Letting them know I am aware of that upcoming launch
- Letting them I have a deal or gift for their subscribers
- Letting them know I've anticipated and taken care of as much as possible

☐ I have kept my request letter as concise as possible, so they will be more inclined to read and consider my request

☐ I have started by asking those I already follow or know—and, more important, who are likely to know me

☐ I have given potential JV partners that I want to interview a link to a sample of one of my previous interviews, so they can judge for themselves if my style fits their audience

☐ I have considered setting aside interview time slots and letting people I send interview requests to self-schedule their own best spots via my scheduling software

- ☐ I have started consistently following and interacting with experts that might fit my eCourse plans, down the road
- ☐ I have actually ASKED my potential guests or hosts (or JV partners)
- ☐ I am also leveraging my list by getting into the habit of always looking for extra ways to serve and connect
- ☐ I am creating upsells in my email series and offers
- ☐ I am remembering to include voluntary upsells at point of purchase
- ☐ I am using surveys to more accurately serve my subscribers and keep them engaged
- ☐ I have started planning my launch and taken action today!