

ECOURSE LAUNCH BLUEPRINT

BUILD | GROW | SELL

WORKBOOK



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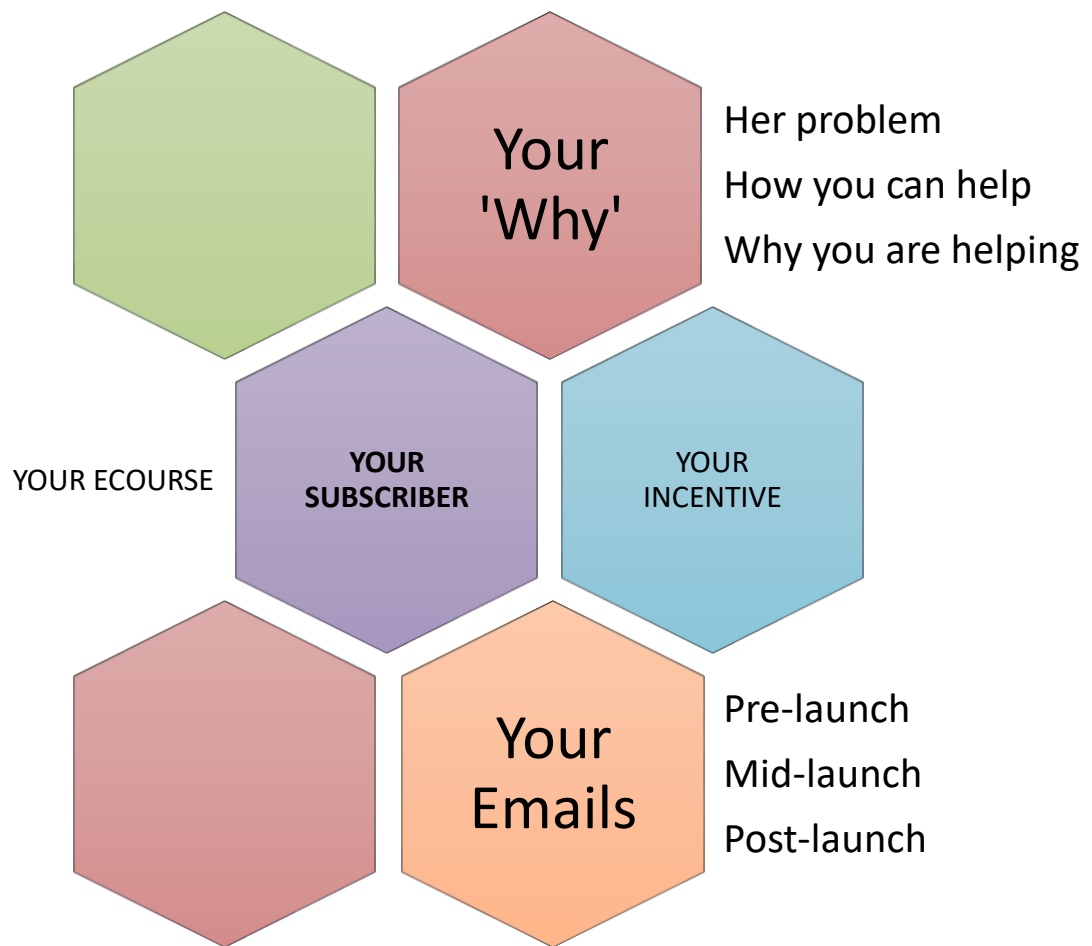
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This workbook is printer friendly and a fillable document.

Chapter 1: Get Focus *in* Focus

Action Plan: Grow Your List Through Targeted Focus



Build a Responsive List

Fill out this worksheet to clearly identify your ideal customer.

Her Philosophy:
Her Values:
Her Areas of Interest:
Her Current, Immediate Goal:
Her Current, Immediate Problem:
What She Wants to Learn:

Review Your:

- Most active social feeds (Groups, Pages, Social Networking)
- Blog comment for the last six months
- Email inbox

Copy/Paste relevant comments, feedback or questions related to your eCourse topic in the boxes below.

Who said it, and what she said:	Source (Facebook, blog, etc.)

Action: Test Your Incentive and Goals

Clarify down to one short sentence or word:

Problem	Promise	Solution

Are my titles powerful and clear enough?

Incentive Title	eCourse Title	Do they relate?

Incentive Idea 1:

Incentive Idea 2:

Incentive Idea 3:

Consider the creation of a:

☐ Quiz

☐ Survey

☐ Facebook Page

☐ Facebook Group

☐ Facebook Videos

☐ Webinar

☐ Hashtags

Take Action

Pre-launch:
1.
2.
3.
4.
5.
Mid-launch:
1.
2.
3.
4.
5.
Post-launch:
1.
2.
3.
4.
5.

Chapter2: Taming the Tech

Action Plan

ESSENTIALS

- Autoresponder
- Landing page(s)
- Web forms, buttons, popups

TRACKING

- Social Network Tracking
- Google Analytics

SYSTEMS

- Collecting payments
- Hosting
- Delivery

Organize Your Tech Tasks

Use this worksheet as a checklist. Print it out and mark off each item as you install or set it up.

- Incentive(s) for eCourse list sign-up
 - Incentive 1
 - Incentive 2
- Landing Page for Incentive
- Sales Page for eCourse
- Landing Page or Site popup (leads to incentive)
- Web form
- Facebook Page/Group sign up button
- Website or ad signup buttons
- A place to host your eCourse
- Delivery system
- Autoresponder
- eMail series written
- Recordings arranged
- Handouts created
- Bonuses created
- Upsells created

Set up Google Analytics

Use this worksheet to set up your Google Analytics

Go to <https://marketingplatform.google.com/about/analytics/>

- Sign up, using your Gmail or YouTube Identity
- Go to the middle 'Property' window and click "Create New Property" Button
- Fill out your website Name and Website URL
- Select an industry category and Time Zone from the dropdown buttons
- Click on the bright blue "Get Tracking ID" button
 - You will see your new, simple ten-digit Tracking ID

On your website:

- Log into your WordPress website
- Click on 'Plugins' on left side vertical menu and select 'Add New'
- Type in "Google Analytics Dashboard for WP"
- Click on "Install Now"
- Click on "Activate Plugin"
- Go to the Plugin in your list of plugins and click "Settings"
- Click the "Authorize Plugin" button
- Click "Get Access Code"
- Copy your Access Code from your Google account and paste it into the "Access Code" field in your WordPress dashboard
- Press "Save Access Code"
- Click on "Save Changes"

Use This Form to Brainstorm

Plugins, software and services you want to use. Use it to check the compatibility between these items.

My Plugins	My Software	My Services
Integrates with:	Integrates with:	Integrates with:
Incompatible with:	Incompatible with:	Incompatible with:
Integrates with:	Integrates with:	Integrates with:
Incompatible with:	Incompatible with:	Incompatible with:
Integrates with:	Integrates with:	Integrates with:
Incompatible with:	Incompatible with:	Incompatible with:
Integrates with:	Integrates with:	Integrates with:
Incompatible with:	Incompatible with:	Incompatible with:

Chapter 3: Get the Ball Rolling

Action Plan: Power up your incentives

Make Your Mix Irresistible

Identify your greatest communication and eCourse advantages.

Brainstorm the following based on your ideal subscriber.

My most active networks, where People interact with me the most:

- Facebook
- Twitter
- Pinterest
- Instagram
- Other

What type of posts do they respond to the best?

- Image Quotes
- Infographics
- FB Live video

What strategies do they respond to the most?

- Contests
- FB Events
- Blog Tours
- Hashtags
- Giveaways

Which conversations on what topic have my ideal followers engaged with the longest with me? Which ones make me feel conversation is flowing, and I don't have to work on them?

Tastes and Takeaways

What tips can I share that are really powerful and not widely known?

What smaller, related problem can I help her with that will prove that I can help her with her main goal?

What products do I have that I can customize and re-purpose especially for her?

- eBooks
- Templates
- Forms
- How to Guides
- Worksheets
- Checklists

Use This Form to Brainstorm a 'Teaching Taste'

Plan a mini program you can offer your ideal student for free.

DAY 1:

SUBJECT LINE: "DAY 1:

"

DAY 2:

SUBJECT LINE: "DAY 2:

"

DAY 3:

SUBJECT LINE: "DAY 3:

"

DAY 4:

SUBJECT LINE: "DAY 4:

"

DAY 5:

Present your eCourse as the solution in day 5 and include call-to-action

SUBJECT LINE: "DAY 5:

"

Chapter 4: Leverage the Right People

Action Plan: Increase Your Leverage Opportunities



Begin with Paid Advertising

Plan for strategic advertising to leverage the power of Facebook.

Strategy

- Create Facebook Page
- Add selective, existing contacts
- Create Facebook Sign-up button
- Create Facebook Ads to “Like” Page when prompted (Let your “Like” ad run for at least 5 days)
- Begin sharing strategic Facebook Posts
- Share your post on other networks
- Make sure you have sharing buttons installed on your blog
- Create Facebook Pixel
- Define your Custom Audience when you have at least 100 ‘likes’

<p>Facebook Advertising for Campaign:</p> <p>Daily Limit: \$ _____</p> <p>Daily budget: \$ _____</p> <p>Monthly budget: \$ _____</p> <p>Total budget: \$ _____</p>	<p>Install Tracking</p> <ul style="list-style-type: none"> As soon as you have Access to Facebook Insights, start working with it Track on your Facebook Ad account, if you have created one Make sure you have installed Google Analytics
---	--

<p>Custom Audience KEYWORDS:</p> <p>■ _____</p> <p>■ _____</p> <p>■ _____</p> <p>■ _____</p> <p>■ _____</p>		<p>Notes:</p>	
AD TEXT			
<p>Ad Type:</p> <p>Word limit:</p> <p>Text:</p>		<p>Ad Type:</p> <p>Word limit:</p> <p>Text:</p>	
<p>Ad Type:</p> <p>Word limit:</p> <p>Text:</p>		<p>Ad Type:</p> <p>Word limit:</p> <p>Text:</p>	
<p>Ad Type:</p> <p>Word limit:</p> <p>Text:</p>		<p>Ad Type:</p> <p>Word limit:</p> <p>Text:</p>	

Make Contact

Brainstorm opportunities for leverage.

Make a contact list from the following sources of people you know who might fit into a potential joint venture (JV) partner, guest interviewee list or an ideal subscriber list.

Copy-paste contact information into a .csv file for easy import to various platforms and programs.

Make a note in right column of anyone you need to contact manually or by phone.

Social Network friends	
Friends from college that you keep in touch with <ul style="list-style-type: none"> ➤ Classmates ➤ School groups, clubs and councils you were involved with ➤ Sorority or Alumni association 	
People you worked for/with	

<p>People you met at Live Events</p>	
<p>People you have done business favors for</p>	
<p>Local business organizations</p>	

Qualified family and friends	
OTHER:	
INFLUENCERS I CURRENTLY FOLLOW	INFLUENCERS I NEED TO FOLLOW

My Online Communities:	

Take Action: Get Ready to Advertise and Outsource

- Create a spreadsheet or journal; note most active posts, including the date and keywords.
- Begin tracking your results right away.
- Read up on Facebook Advertising.
- Read up on creating the new [Facebook Pixel](#).
- Read Social Media Examiner's article [4 Ways to Build Facebook lookalike Audiences](#).
- Plan which tasks or functions you need to outsource.
 - Autoresponder set up and managed.
 - Website set up with Shopping Cart installed
 - Ad assistance
 - Video creation
 - Online hosting set up
 - i. Webinars
 - ii. Video Platform

Create a basic JV request template that can be customized for individual requests.