Steps to launch your own online course

It's a great time to share your knowledge and expertise and build a business out of it. It is important to follow a process to get the launch right.



- [ ] Brainstorm and analyze the field of your expertise and decide on the topic you feel will be perfect to build a course or membership.
- [ ] Define the ideal target audience and the student profile. Write down all the aspects of how this course will help them.
- [ ] Write down the pain points this course will try to solve for potential students.
- [ ] Map out the rough outline of the course including the placement of texts, videos, quizzes, comments, etc.
- [ ] Research and choose the right platform to launch the course.
- [ ] Although Teachable, Thinkific, Kartra, and Kajabi are good options, Podia is the most beginner-friendly. Check out the detailed review of Podia @ https://buildrealbusiness.com/podia-review/
- [ ] Plan and define the marketing strategy to promote the course.
- [ ] Marketing could include paid ads promotion, organic traffic by SEO, social media promotion, etc. Target one channel first and go all out in it before expanding to more channels for growth.
- [ ] Once launched, make sure to offer a very good experience to the students by offering support whenever needed.
- [ ] Make sure to generate enough testimonials and reviews from successful students.

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