



# Create A Course Checklist

Step-By-Step Checklist For Creating And Selling Courses Easily



# Creating courses, especially for the first time, can be challenging.

There are lots of things that you need to get right and put structure to before you ever get started selling.

On the flipside, once you get familiar with putting a course together, there are LOTS of ways you can take it.... you'll start to see how you can repurpose content or perhaps sell it differently.

What follows is a checklist that you can use to create your course, from the ground up, with some explanation on the finer points.

Let's get started!

# The Checklist

## Who are you selling to?

An important part of packaging up your course is knowing who your potential students are - their background, the level of expertise, what problems they're facing, etc. Similarly, we need to know who we're talking to when we write the sales material.

Go ahead and fill this out so you can better understand what your customer avatar is.

### Who is your ideal customer?

Are they male or female?

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How old are they?

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Where are they located?

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What kind of profession are they in?

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What's their annual income?

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What's their education level?

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What are their values?

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What books do they read?

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What are their goals?

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What influential people do they follow?

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What kind of problems or challenges are they facing?

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What social media platform do they spend their time on?

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*Perfect. Now we know who we're creating!*

# Course or Book Outline

Now, we need to put together an outline of our course.

For us, this is the hardest part of the whole process. It'll take you an hour or maybe more to diagram out all the modules, but once you do it's just putting the pieces together.

Fill out the fields below to start honing your online course idea.

## What will be inside the course?

What is the primary topic of the course going to be?

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Within that topic, what are 3 to 5 major sub-headlines? (Those are going to be your module titles.)

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Within each of the module titles, what pieces of content do you want to explore?

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Do you want to use video? Audio? Text?

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Are you going to have tests or certifications?

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Is there any companion material that you want to include? Worksheets. Software tools?

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## Assembling Assets

Next, what do you already have on your hard drive or you've already published that can be used to put together a course quickly, keeping your customer avatar in mind?

Check off an item once you've either:

- Found the item and put it in a folder on your desktop
- Decided that you don't have what you'll need

## What have you already created?

- Blog posts on your site and on a third party site like Medium
- eBooks or reports (can be half-written or fully finished)
- Videos (YouTube, Facebook, Instagram, your website, video hosting)
- Audio files (podcasts, interviews, call recordings, lesson recordings)

Now, you should have a little file of stuff that you can mix and match or rework into the start of a course. Next, you guessed it, we'll figure out what we need to create.

## Creating Content

Next, since we have our outline and the material we've already created, we do a simple math problem and figure out what we need to create!

*Get it? Outline - Assets = What's Left To Create!*

### What needs to be created?

- Blog posts or written content
- Videos that need to be recorded
- Audio sessions or interviews that need to happen
- Workbooks or additional material that'll round out the course

Please keep in mind that you don't need to do this all right now. You can create the first few weeks or months worth of material and start getting some sales in the door. You can also treat it like a membership where material is dripped out month to month.

The whole thing doesn't need to be done before you start getting paid for it!

## Setting Up The Course

Now that you've got your content, it's time to start setting everything up inside Kajabi.

### The elements of a course

- Course design (choose from a library of templates or create your own in the builder)
- Assets and course material are uploaded
- Modules and course sections are set up
- Sales page
- Confirmation page
- Login page set up
- Course Price
- Merchant processor set up for the shopping cart (to get you paid)
- Go Live!

Before Kajabi, it used to take 4 pieces of software to pull off this process, all sold separately with terrible integrations.

Now, it's just one piece of software that you can plug into off the shelf!

## Sales Material

*Next, it's time to write your sales material.*

Depending on your price point and offer, this might take the form of a video sales letter, long form copy, or a shorter sales page. The important thing is that your copy works a prospect through the buying process with the following elements.

### The elements of sales copy

- Solid headline
- Agitate the problem
- Detail the solution
- Provide credibility (might also be the solution!)
- Introduce the product
- Uncover the price and call to action
- Work through the guarantee
- Close the sales piece emotionally
- Close the sales piece logically (numbers, guarantee, process)
- Close with urgency (limited inventory, times running out, etc.)

It might take 10,000 words to do this. Or 65 minutes worth of sales video. Or 200 words of a product description.

*It doesn't matter how much space you take up - what matters is that you cover as many of the points above as possible.*

## Marketing Material

*Lots of people think that sales and marketing is the same thing - it isn't.*

Sales material gets someone to take out their credit card and purchase; marketing material raises awareness and creates desire in the thing being sold.

Good marketing 'pre-frames' a buyer to make the sales process easier. Below we'll detail some of the collateral you'll need on your public side site to continue putting buyers into your course.

This can also be thought of as a sales funnel!

### The elements of your sales funnel

- Landing pages offering reports or guides in exchange for an email address
- Blog posts written for your ideal prospect with native or in-post advertising
- Facebook ads pointed at at your landing pages or sales page
- Retargeting set up through Facebook, Google Adwords or Adroll to bring visitors back
- Case studies of successful students or clients that serve as testimonials and to move prospects into the sales process

Once you start selling your course, you'll spend a lot of time on marketing and creating material for marketing purposes. The important thing is to keep focus and leverage a few key initiatives for maximum impact.

# Next Steps

I hope that this checklist will serve as your Product Creation Roadmap. As we said at the beginning, once you create a few courses you'll see lots of opportunities in how you can structure future material.

***The MOST important thing is to get one course started and selling. You can always tweak it or add to it, figuring out what your buyers want more of and then giving it to them.***

That's the reason we built Kajabi: to help experts - people like you - share their courses and their experience with the world to create lasting change. That's why we're passionate about helping you create products that sell online.

A lot of the stuff that we cover in this eBook is simplified inside Kajabi's interface, all with point and click simplicity:

- *Creating courses on demand, filled with PDF's, audio files, video files, etc.*
- *Processing credit cards from your buyers on the fly without any tech know-how or programming!*
- *Locking all of your content behind a membership login screen.*
- *Hosting your website and your products without needing to know about databases, coding or any of that.*
- *Writing blog posts and content that'll bond your prospects to you and your brand.*
- *Sending email to your buyers and prospects building a relationship and selling your courses.*
- *Choosing a sales page template that's perfect for your product.*