

Successful courses aren't successful because of what happens on launch day.

They're successful because of all of the important things you do before you launch.

Use this handy checklist to ensure that you've built the foundation for a successful course launch:

Come up with a **VALIDATED** topic idea

Just having any idea isn't enough. Make sure that you do your homework and choose an idea that your market needs.

Use our [guide to coming up with a profitable online course](#) idea to ensure that your idea has the potential for profit.

Understand **what a successful outcome is** for your students

Your students aren't paying you for information. They're paying you for an outcome.

Doing your research before you start building your course will help you build the right content, rather than the classic mistake of dumping everything you know about a topic into a course (which just leads to overwhelmed, confused and disappointed students).

Spend time talking to your students to understand the outcome they desire.

Outline your course

Building a course from scratch can feel overwhelming, but it doesn't have to.

Start with an outline that makes it easy to see exactly what you'll need to create next.

For a step-by-step process to help you create your outline, see our [guide to planning your course content](#).

Build your course content

Ready to build? Our [guide to creating course content](#) will help you build effective content in any format you choose.

Choose a name and a price

Your course name and price are often the very first things a prospect sees; they both have to be right.

Our [guide to course naming and pricing](#) will help you make the right decisions here.

Write your sales page

Your sales page should answer any remaining questions your prospects might have. We've written a handy [guide to creating your conversion-optimized sales page](#).

Write your launch emails

Your email list is your most valuable marketing asset. [Get those sales emails written](#) and loaded into your email platform.

Don't have one yet? [Here's how to start building yours today](#).

Launch