



cloudxs  
BUILDING YOUR ONLINE PRESENCE

# COURSE CREATION PLANNER

*The simple steps to creating  
your first online course!*

[www.cloudxs.com.au](http://www.cloudxs.com.au)

# COURSE CREATION PLANNER

## STEP 1 - IDEA

First you need an idea! What do you want to share with your audience?  
Answer the following questions:

WHAT IS YOUR IDEA?

WHO IS YOUR TARGET MARKET?

WHAT IS THEIR PROBLEM AND WHY DO THEY NEED YOUR SOLUTION?





## STEP 2 - TEST

You need to test your idea and build your audience. The easiest way to do this is by creating a freebie that is aligned with your course idea. For example: an eBook that solves one of the problems that your target market has. It needs to be a quick win for them! Then share this freebie with your audience, you can even run ads and build your email list.

WHAT IS YOUR FREEBIE?

HOW WILL YOU SHARE IT?

HOW WAS IT RECEIVED? HOW MANY PEOPLE DOWNLOADED IT?

## STEP 3 - COURSE PACKAGING

Once you have tested your idea above, it's now time to package up your course.

WHAT IS YOUR COURSE NAME? (KEEP IT SIMPLE!)

WHAT IS THE COURSE HOOK?

HOW WILL THE COURSE RUN? (ONLINE, 6 WEEKS, LIVE CALLS ETC)

WHAT IS THE COURSE PRICE?

# STEP 4 - MAP OUT YOUR CONTENT

You now need to map out your course content. I like to do this on a big sheet of paper creating a mind map of each module and it's content.

HOW MANY MODULES WILL THERE BE?

WHAT CONTENT IS IN EACH MODULE?

WHAT OUTCOMES DO THEY RECEIVE FROM EACH MODULE?

WILL THERE BE VIDEOS? WORKBOOKS? LIVE CALLS?



## STEP 5 - TECH

You need to think about where you will house your content and how you will sell your course. I use and recommend [Thinkific](#) for all online course creation.

### WHICH COURSE PLATFORM WILL YOU USE?

### WHERE WILL THE CONTENT BE STORED?

## STEP 6 - LAUNCH + PRE-SELL

Once you have got your course content mapped out & chosen where you will house and sell your course; I highly encourage you to do a pre-sale. Choose a date the course will officially start and offer an early bird price to those who sign up during the pre-sale time. Launch this to those people on your email list who signed up for your freebie, then your wider audience.

### WHEN WILL THE COURSE START?

### WHAT IS THE EARLY BIRD PRICE?

### WHEN WILL THE EARLY BIRD PRICE START AND FINISH?



# STEP 7 - CONTENT CREATION

Once you have paid members you need need to get onto creating your course content! I highly recommend staying at least 1 module or 1 week ahead with content creation. This ensures that you're not panicking and trying to do everything last minute.

# STEP 8 - OPEN YOUR COURSE!

Congratulations, it's now time to open your course to your students! Focus now on delivering an amazing course experience to your students. Once your course is completed, ask for feedback from your students, this is some of the most valuable information you will get. You can then adjust your course for the next round. Plus you will receive some great testimonials for marketing!



# REVIEW YOUR NUMBERS!

Once you have your course running you need to review your launch numbers. It's important that on the first launch you focus on breaking even with costs.

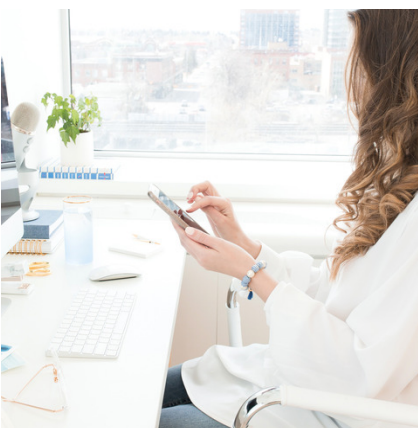
HOW MANY MANY PEOPLE DOWNLOADED THE FREEBIE?

HOW MANY PEOPLE STAYED ON YOUR EMAIL LIST?

HOW MANY PEOPLE BOUGHT THE COURSE?

DID YOU RUN ADS? IF SO WHAT WAS THE COST OF A LEAD?

WHAT COSTS WERE INVOLVED WITH YOUR LAUNCH? TECH, SUPPORT TEAM ETC.



ONCE YOU HAVE THESE NUMBERS YOU CAN USE THEM TO BUILD AND SCALE YOUR COURSE FOR THE NEXT INTAKE.



*Need help building your  
online course?*

AS A THINKIFIC SPECIALIST,  
WE ARE HERE TO HELP!

BOOK IN A FREE CALL [HERE](#) AND GET  
ON YOUR WAY TO BUILDING YOUR  
ONLINE COURSE.

*Alethea xo*



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