



THE ULTIMATE
4 PHASE
Course Launch ✨
FRAMEWORK

Launch your online course with ease &
build your freedom-bound business
the no-BS way. Corporate Misfits!



BY THE CORPORATE MISFIT CLUB

So glad to welcome you here, Corporate Misfit!

First of all, allow me to virtually clink my glass with you because we both know you're excited and ready to launch!

At the same time, I know that sheer excitement won't get you to the freedom-bound business you seek. Nope. Nada. Na-uh.

You don't need to keep on enrolling with other online courses out there just to get the deets and duct-tape your biz, girl. Yikes!

What you need is to launch your beloved online course/
membership program with ease and confidence.

THIS 4 PHASE COURSE LAUNCH FRAMEWORK WILL GIVE YOU ALL THE STEPS ON HOW TO ACTUALLY LAUNCH THE NO-BS WAY, AND HOW TO DO IT EVEN IF YOU'RE JUST STARTING OUT.

We both know you're amazing and competent with what you do, girl! And these strategies will definitely help you skip the stress, protect your sanity, and launch with success. 😊

Trust me, it worked for me and all the other 32,000 women we helped here in The Corporate Misfit Club.

Brittany Darrington



THE 4 PHASE COURSE LAUNCH FRAMEWORK

Each phase has a set of steps in a given timeframe to effectively launch your course.

PRE-PRELAUNCH PHASE

1-2 WEEKS



PRELAUNCH PHASE

2-6 WEEKS



LAUNCH PHASE

5-14 DAYS



POST LAUNCH PHASE

14 - 30 DAYS



I. PRE-PRELAUNCH PHASE

This phase is about connecting with your audience to **ensure your future offer aligns with their needs.**

You're not selling anything in this phase. Instead, you're sending one to two emails and encouraging your audience to share some of the struggles and pain points they're currently experiencing.



II. PRE-LAUNCH PHASE

In this phase, you want to build interest and anticipation about the upcoming course that you'll be releasing. The pre-launch phase is usually a **2 - 8 week process, depending on your audience size.**

During the pre-launch phase, you'll begin content marketing related to **your online course** through blogs, podcasts, social media, guest interviews, videos, lead magnets, sharing your story through email, etc.

By creating a pre-launch runaway, **you'll validate your course idea and prime your audience for what's to come.**

Once you've shared the proper amount of content marketing to help your audience get excited about your course topic, **then you want to host your goldmine launch event.**

Your gold mine launch event will get your audience excited about your upcoming program and **allow you to pre-sell before the doors even open.**

Some examples of a Gold Mine Launch Event are:

1. 5 Day Challenge



2. Live / Pre-recorded webinars



3. *4 Day Video Series*



III. LAUNCH PHASE

The launch phase is when you **finally** open the doors to your online course.

This is when you announce to your audience that they can now purchase your course. You'll promote your open cart through email marketing, social media, collaborations (if any), and affiliates.

Depending on your audience size, open your cart for the following timeframe:

(P.S. Do what you believe is best for your audience)

- Large / Established Audience - 5 Days of Open Cart
- Average Audience - 5- 7 Days
- Brand New Audience - 10 - 14 Days

- During your launch, you'll want to boost your momentum to help hit your target goals by hosting live video series on social media, collaborating with affiliates, daily social media shares, and consistent email marketing.



IV. POST-LAUNCH PHASE:

Once you enter into the post-launch phase, your launch journey is not over just yet, girl!

You'll want to do a final push to help overcome any objections.

For example, if someone wanted to join, but pricing was an issue, we offer a special payment plan + a portion of the course without all the initially provided bonuses.

This is also where you will focus on onboarding your new customers and welcoming them into your online course.

Make sure you celebrate your customers so they keep the momentum about the upcoming program and focus on getting results.

Once your cart is closed, you'll officially shift your energy and focus from launch mode to course host mode and start engaging with your audience through your community, comments, email, live sessions, etc. to ensure they get the best results from your program.

By focusing on your post-launch phase, you'll be able to start collecting testimonials from your graduates and get social proof for future launches.

Bonus!

After welcoming your new students to your program, make sure to go back and evaluate what went well in your launch. Tweak, and find out what you can change in the future to improve it.

It's essential to be brutally honest with yourself so that you can create better and high-quality programs in the future.

Even if your course launch was a ZERO success, ask yourself what worked?

Did you have a high turnout at your special launch event? Was your audience engaged with your content?

Remember! There's always something to learn even in failure, and the best course creators out there have experienced them one way or another.

Here's what to do next, Corporate Misfit!

Now that you got all the deets of the 4 Phase Course Launch Framework, you can execute it and see the results for yourself. But to speed up the process, and stop wasting your time with analysis-paralysis, here are your options below!

Get marketing tools to help your start, launch, and grow your online course or coaching program!

[CHECK OUT THE SHOP!](#)

Rooting for you to attract your tribe, Corporate Misfit!

Brittany Darrington