

# 30 Days To Beta Launch

## Checklist

**B.**

## Phase 1: PLAN

- What's the **ONE THING** my target audience needs the most help with?
- What will my topic focus be for my online course?
- What's the deadline to make this happen?

## Phase 2: CREATE

- What promise (or outcome) am I making with my online course?
- What are the guided steps (course outline) I recommend for transformation?
- Should I send a survey to my list?
- What tools will I need to use to create the course?
- Where will I host my videos for my course?
- How will I deliver my course?
- Where will I create a simple sales page?
- How will I get paid?
- What should I price my course?
- How will I promote my course?
- How many emails should I send to my list?
- What are the alternate ways I can get the word out (friends, social media, etc)?

## Phase 3: LAUNCH

### Three Weeks Out:

- Finalize the beta outline for the course
- Record and upload module 1 videos

### Two Weeks Out:

- Email 1: Float the idea (gain interest)
- Email 2: Send a simple survey
- Email 3: Send a survey reminder
- Record and upload module 2 videos
- Write the draft of the sales page

### One Week Out:

- Email 1: Float the idea (gain interest)
- Email 2: Send a simple survey
- Email 3: Send a survey reminder
- Record and upload module 2 videos
- Write the draft of the sales page

### Final Week:

- Email 8: Share the benefits/early feedback
- Email 9 & 10: Close cart emails
- Close the cart (add email notification list)