

HOW TO SELL AN ONLINE COURSE

DIGITAL MARKETING CHECKLIST

Discover Your Niche

- Reflect on your passions and personal expertise.
- Make a mindmap of related topics, titles, and content ideas
- Write a clear statement describing what niche you want to serve

Define Your Target Audience

- Articulate the basic demographics of your customer base
- Brainstorm target audience attributes, needs, and desires
- Create a customer avatar (profile) for your target audience

Understand Your Target Audience

- Reflect on problems or challenges you've faced in your niche
- Update your customer avatar based on those challenges
- Write a clear statement that describes the target audience you'll serve

Organize Your Course Structure

- Draw a map for how students will move through your training
- Build a lesson plan for your course or course series
- Integrate your course content with a Learning Management System

Get Specific About Course Delivery

- Explore live session, self-study, or on-demand formats
- Determine when and at what speed you'll delivery course material
- Consider membership and subscription options

Price Your Courses

- Consider your sales and profit goals
- Reflect on the perceived and true values of your course
- Estimate your marketing costs

Brainstorm Lead Generation Tactics

- Ask how your product helps achieve target audience goals
- Tie your course to that specific outcome
- Explore optimal email marketing and paid ad strategies

Simplify Payments and Purchases

- Research online payment methods for small businesses
- Shop around for an eCommerce platform that works for you
- Invest in your choice of online payment platform

Consider New and Returning Students

- Brainstorm future engagement strategies
- Collect student feedback for course improvement
- Create simple registration bonuses for all student types

Build More Trust & Credibility for Your Brand

- Improve your authority with search engine optimization
- Build more opportunities for connection with students
- Prioritize transparency and authenticity in all communications

Improve Customer Experience

- Explore design and re-design opportunities
- Learn how to create a high-converting landing page
- Articulate customer service streams for student issues

Explore Alternative Revenue Opportunities

- Brainstorm new coaching and consulting opportunities
- Guest-star on podcasts or seek out speaking engagements
- Consider affiliate marketing opportunities in your industry