



DIGITALWHIZ CREATIVE

The Course Launch Blueprint

Your Ultimate Guide to a Seamless and Successful Launch



From Concept to Launch - Master the Art of
Launching Your Course with Ease and Grace

www.digitalwhizcreative.com



WELCOME

I'm thrilled to have you here, and I'm Claine, your guide throughout this journey.

As a certified marketing professional with over a decade of experience, I've helped numerous businesses achieve remarkable success in launching their courses.

I'm passionate about empowering entrepreneurs like you to navigate the course launch process with ease and grace.

With a strong background in marketing and a focus on organic growth and goal completion, I bring a strategic, data-driven approach to help **YOU** reach your full potential.

I understand the challenges you face when it comes to launching a course.



"The Course Launch Blueprint" is a comprehensive guide that will equip you with the knowledge, strategies, and actionable steps necessary to launch your course with confidence.

Whether you're a seasoned course creator or just starting on this exciting journey, this blueprint will walk you through the entire process, from concept to enrollment, ensuring a seamless and successful launch.

I'm excited to share my expertise and insights with you, and I'm confident that by implementing the strategies outlined in this guide, you'll be well on your way to achieving your course launch goals.

Thank you for joining me on this transformative journey.

Let's dive into **"The Course Launch Blueprint"** and unlock the secrets to a seamless and successful launch!

"Cultivate a positive mindset, embrace ease, and find fulfillment in the journey of launching your course"

CHECKLIST

Tools and Resources Needed

WHAT YOU'LL NEED TO GET SET UP

 Course Modules, Visuals, Worksheets/Workbook	Course hosting platform (Ex: Teachable, Kajabi) 
 Sales Page (including page copy, course details, and opt in form for data collection)	Email marketing software to send email campaigns (Ex: Mailchimp or ConvertKit) 
 Website/landing page hosting platform (Ex: Clickfunnels, Squarespace, Wordpress)	Social media business account to promote your course (Ex: LinkedIn, Instagram, Facebook) 

REQUIRED KNOWLEDGE AND SKILLS

1. Familiarity with digital tools and platforms: A basic knowledge of using digital tools such as Google Suite, video editing software and email marketing platform would be useful.
2. Strong written and verbal communication skills: As creating and launching a course requires explaining complex ideas in simple and clear manner.
3. Ability to create and edit digital content: Basic skills in creating digital content such as creating videos, images and audio files.
4. Willingness to learn and experiment: Launching a digital course requires experimentation and willingness to learn new things.

ROADMAP

Course Launch Roadmap

START

1

CREATE YOUR COURSE

Make sure to conduct market research to validate your offer firsthand, create your visuals, and finalize your course



2

SET UP YOUR BACKEND SYSTEMS

Set up all your accounts for web/domain hosting, email automations, and payment gateway

3

CREATE YOUR SALES PAGE

Write your copy, design and build your sales page, and set up integrations (form opt-ins + email automation)



4

END

LAUNCH YOUR COURSE

Optimize your social media business accounts for monetization, set up your ad account (if you choose to run paid ads), test your automations, and launch your course

ACTION LIST

CREATE YOUR COURSE



- COURSE MODULES

- COURSE VIDEOS (if applicable)

- STUDENT ASSIGNMENTS/WORKSHEETS

- COURSE RESOURCES (links)

- COURSE RESOURCES (downloadable)

Creating a course involves several key steps. Firstly, the course creator needs to identify the target audience and determine the learning objectives. Then, they can gather and organize relevant content, ensuring it is engaging and structured in a logical manner.

Finally, the course should be designed with interactive elements such as quizzes, assignments, and discussions to foster active learning and provide valuable feedback to the learners.

SET UP YOUR BACKEND SYSTEMS



- COURSE/DOMAIN HOSTING PLATFORM

- LANDING PAGE BUILDER

- EMAIL MARKETING SYSTEM

- PAYMENT GATEWAY

Setting up your backend systems for launching your course involves two crucial steps. Firstly, you need to set up a robust and scalable infrastructure to handle user registrations, payments, and content delivery securely.

Secondly, you must develop and integrate the necessary backend components, such as user management, payment gateways, and content management systems, to ensure smooth operations and a seamless learning experience for your course participants.

[GET ACCESS TO OUR LEAD NURTURING EMAIL TEMPLATE TEMPLATE BELOW - CLICK HERE](#)

ACTION LIST

CREATE YOUR SALES PAGE



- WRITE YOUR COPY

- CREATE YOUR VISUALS

- DESIGN YOUR PAGE

- BUILD YOUR PAGE

- SET UP YOUR OPTIN FORM

Craft compelling and persuasive copy that clearly communicates the value and benefits of your course, supported by visually appealing graphics or videos, testimonials, and a clear call-to-action to drive conversions and enrollments.

Set up your opt-in form and email integrations to automate your email nurturing sequence and increase your conversions.

[GET ACCESS TO OUR SALES FUNNEL PAGE TEMPLATE BELOW - CLICK HERE](#)

LAUNCH YOUR COURSE



- PRE-LAUNCH YOUR COURSE

- SHARE YOUR COURSE ON FB GROUPS

- SHARE YOUR COURSE ON YOUR EMAIL LIST

- RUN PAID ADS

- TRACK AND OPTIMIZE YOUR CAMPAIGNS

Launching your course involves careful planning and execution.

It requires a well-thought-out marketing strategy to generate awareness, reach your target audience, and drive enrollment, combined with effective communication channels, such as email marketing, social media, and partnerships, to create a successful launch and maximize the impact of your course.

[SET UP YOUR BACKEND SYSTEM USING OUR RECOMMENDED CRM - CLICK HERE](#)

4 STEP PROCESS

FOLLOW THIS 4 STEP PROCESS IN LAUNCHING YOUR COURSE

1

CREATE YOUR
COURSE

SET UP YOUR
BACKEND
SYSTEMS

2

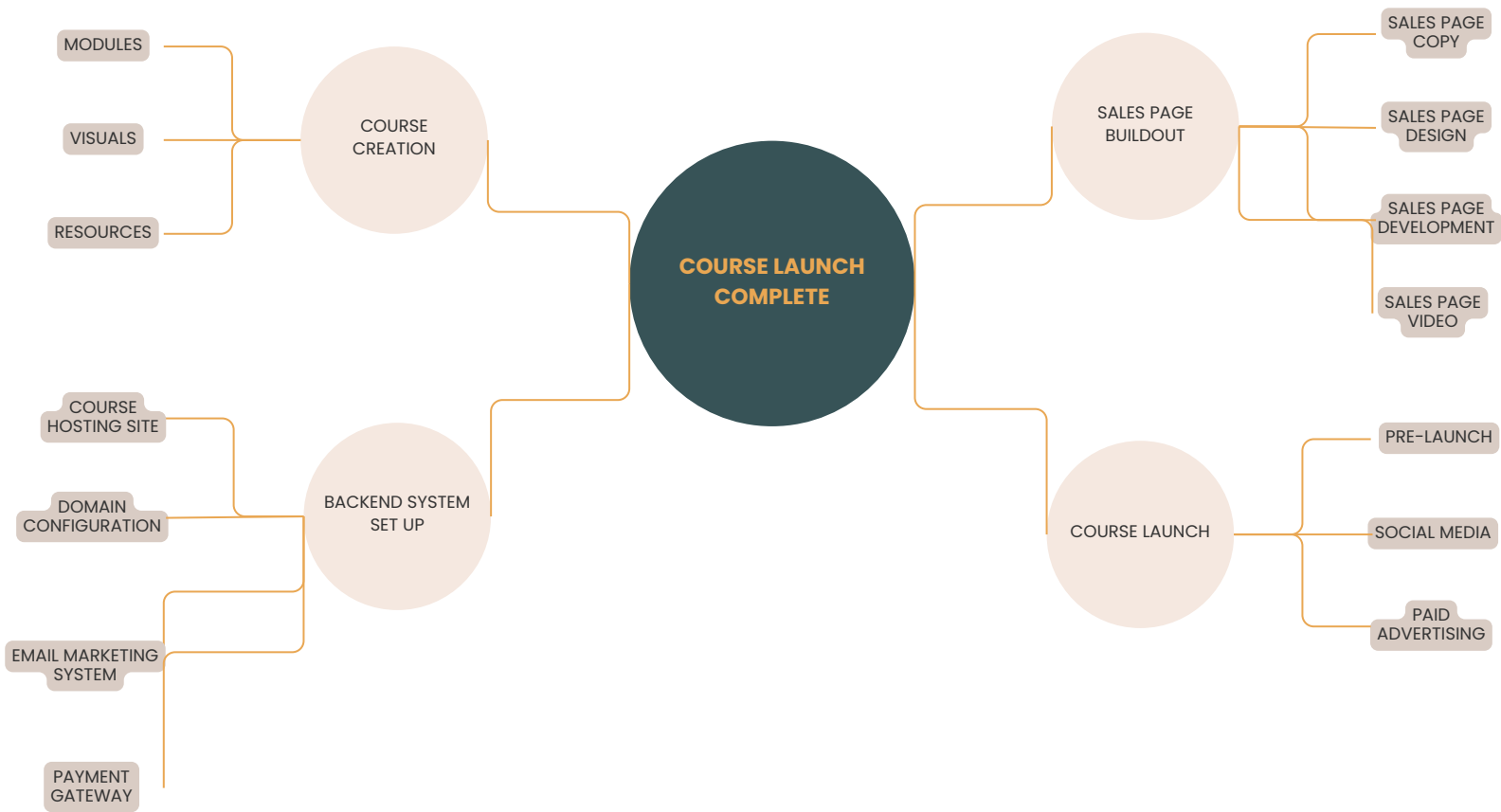
3

CREATE YOUR
SALES PAGE

LAUNCH YOUR
COURSE

4

Course Launch Development Map



COURSE HOSTING PLATFORMS

PROS

CONS

KAJABI

- All-in-one platform offering course hosting, website creation, email marketing, and sales funnels.
- Provides extensive customization options to create a branded and unique learning experience.
- Offers robust marketing and sales features, including upselling and affiliates.
- Provides a comprehensive analytics dashboard to track course performance.

- Pricing plans may be relatively high, particularly for beginners or those with limited budgets.
- Requires some technical proficiency to set up and manage the platform.
- Does not have a built-in marketplace, so instructors must drive their own traffic.

Kajabi is suitable for entrepreneurs, coaches, and online businesses looking for a comprehensive platform to host and sell their courses while maintaining control over branding and marketing.

TEACHABLE

- Easy-to-use platform with a drag-and-drop course builder.
- Offers a range of customization options to match branding and create a personalized learning experience.
- Provides integrated payment processing and supports multiple currencies.
- Allows instructors to have full control over pricing and revenue.

- Lack of built-in marketplace, requiring instructors to drive their own traffic.
- Pricing plans can be relatively expensive, especially for beginners or those with limited budgets.
- Limited marketing and promotional features compared to other platforms.

Teachable is suitable for individual instructors, entrepreneurs, or small businesses who want control over their course pricing, branding, and customization.

THINKIFIC

- User-friendly platform with a drag-and-drop course builder.
- Provides robust customization options to create a branded learning experience.
- Offers integrated payment processing and supports multiple currencies.
- Provides marketing and promotional tools, including email marketing

- Lack of a built-in marketplace, requiring instructors to drive their own traffic.
- Pricing plans can be relatively expensive, especially for beginners or those with limited budgets.
- Limited course assessment and engagement features compared to other platforms.

Thinkific is suitable for individual instructors or small to medium-sized businesses who prioritize customization and branding while also seeking integrated payment processing and marketing tools.

COURSE HOSTING PLATFORMS

MY RECOMMENDATION

SYSTEME.IO

- Systeme.io offers several benefits as a course hosting platform:
- All-in-One Solution: It combines email marketing, sales funnel creation, and course hosting in one platform, reducing the need for multiple tools and integrations.

- Ease of Use: Its user-friendly interface makes it accessible for beginners without much technical knowledge, allowing you to create and host courses quickly.
- Sales Funnel Integration: You can seamlessly integrate your courses into sales funnels, enabling upsells, downsells, and other strategies to maximize revenue.

- Email Marketing Integration: The platform includes email marketing tools, allowing you to nurture leads and communicate with your course participants efficiently.
- Course Customization: It offers options to customize courses with your branding, multimedia elements, quizzes, and assessments to create an engaging learning experience.

- Payment Processing: Systeme.io supports various payment gateways, enabling easy and secure transactions for selling your courses.
- Analytics and Reporting: You get insights into course performance, student progress, and sales data, which can help in optimizing your courses and marketing strategies.

- Customer Support: They provide customer support, which can be crucial, especially when starting out or facing technical challenges.
- Affiliate Program: Systeme.io has an affiliate program that allows you to leverage affiliate marketing to promote your courses and increase sales.

- Cost-Effective: Compared to some other platforms, Systeme.io offers competitive pricing, making it a cost-effective choice, especially for smaller businesses or individual course creators.

When choosing a course hosting platform, it's essential to consider these features based on your specific needs and the type of courses you plan to offer.

DOMAIN HOSTING PLATFORMS

PROS

CONS

GODADDY

- GoDaddy provides an intuitive and beginner-friendly interface, making it easy for users to manage their domains, hosting, and website settings.
- GoDaddy offers a wide range of domain options and extensions, making it convenient for users to register and manage their domains.
- Offers a variety of services beyond domain registration, including website hosting, website builders, email marketing, SSL certificates, and more

- GoDaddy is known for its aggressive upselling tactics, often promoting additional services and add-ons during the purchasing process.
- Some users have reported performance issues, including slow loading times and occasional downtime, particularly with shared hosting plans.
- GoDaddy's hosting plans may have limitations on storage, bandwidth, and resource usage

Godaddy is particularly suitable for users who value convenience, a user-friendly interface, and a comprehensive suite of online services.

BLUEHOST

- Reliable and well-established hosting provider.
- Offers affordable pricing plans with a free domain name.
- Provides one-click WordPress installation and user-friendly control panel.
- Offers 24/7 customer support and a variety of hosting options.

- Renewal rates can be higher after the initial discounted period.
- Upsells and additional add-ons can increase the overall cost.
- Website migrations may incur additional fees.

Bluehost is suitable for individuals, small businesses, and bloggers who are looking for reliable hosting with easy WordPress integration and affordable pricing.

SITEGROUND

- Known for excellent performance and speed.
- Offers advanced security features and regular backups.
- Provides excellent customer support with quick response times.
- Offers a user-friendly interface and one-click WordPress installation.

- Pricing plans can be slightly higher compared to other providers.
- Limited storage space on lower-tier plans.
- Strict resource limitations for high-traffic websites.

SiteGround is suitable for businesses, professional bloggers, or individuals who prioritize website speed, security, and customer support.

LANDING PAGE BUILDERS [FREE PLAN]

PROS

CONS

WIX

- Offers a user-friendly drag-and-drop interface with pre-designed templates for easy customization.
- Provides a wide range of features and integrations, including contact forms, social media buttons, and e-commerce functionality.
- Allows you to create mobile-responsive landing pages.
- Provides reliable hosting and security.

- Free version displays Wix ads on your landing page.
- Limited storage and bandwidth on the free plan.
- Custom domain connection is not available for free users.
- Advanced features and integrations may require upgrading to a paid plan.

WORDPRESS

- Offers a powerful content management system with a vast selection of themes and plugins for customization.
- Provides flexibility and control over the design and functionality of your landing pages.
- Supports custom domain connection.
- Allows integration with various marketing and analytics tools.

- Limited design options for free users compared to self-hosted WordPress.
- Advanced customization options may require technical expertise.
- Additional costs may be incurred for premium themes, plugins, and customizations.
- Limited storage space on the free plan.

MAILCHIMP

- Integrated landing page builder within the Mailchimp email marketing platform.
- Seamless integration with email marketing campaigns and automation.
- Provides mobile-responsive templates and customization options.
- Offers basic analytics and reporting features.

- Limited design options compared to dedicated landing page builders.
- Free plan restricts certain advanced features and integrations.
- The focus is primarily on email marketing, so it may not be ideal for standalone landing page needs.
- Additional costs may be incurred for premium features and larger subscriber lists.

NOTE: These free landing page builders offer varying degrees of features, customization options, and limitations. The choice depends on your specific requirements, technical proficiency, desired level of customization, and integration needs. It's recommended to explore and compare the platforms to find the one that best suits your goals.

LANDING PAGE BUILDERS [FREE PLAN]

MY RECOMMENDATION

SYSTEME.IO

- **Ease of Use:** Systeme.io's interface is intuitive, making it beginner-friendly. You can easily create professional-looking landing pages without technical expertise.
- **Free Plan Availability:** The platform offers a free plan allowing users to create and publish landing pages at no cost, which is beneficial for those starting with a limited budget.

- **Templates and Customization:** It provides a range of customizable templates for various industries and purposes. You can personalize these templates to match your brand and preferences.
- **Mobile Responsiveness:** The landing pages created using Systeme.io are optimized for mobile devices, ensuring a seamless experience for visitors accessing your pages from smartphones or tablets.

- **Integration Capabilities:** Even on the free plan, Systeme.io allows integration with essential tools such as email marketing services, allowing you to capture leads effectively.
- **Lead Capture Forms:** You can easily create lead capture forms and pop-ups to collect visitor information, aiding in building your email list or generating leads.

- **Analytics and Tracking:** The platform offers basic analytics to track the performance of your landing pages, providing insights into visitor behavior and conversion rates.
- **Support Resources:** While on the free plan, you still have access to Systeme.io's support resources, which include tutorials, documentation, and a knowledge base to assist with any queries.

- **SEO Features:** It provides basic SEO settings, allowing you to optimize your landing pages for search engines, potentially improving their visibility.
- **No Time Limit:** Unlike some other free plans, Systeme.io's free plan doesn't impose time limits on the use of its services, allowing you to keep your landing pages active indefinitely without a subscription.

These benefits can be advantageous for individuals or small businesses looking to establish an online presence or test out their marketing strategies without committing to a paid plan right away.

EMAIL MARKETING SYSTEMS [FREE PLAN]

PROS

CONS

MAILCHIMP

- Free plan available with limited features, allowing you to build and send email campaigns.
- User-friendly interface with drag-and-drop email editor for easy customization.
- Provides pre-designed templates and customization options.
- Offers basic automation and segmentation features.
- Integration with various third-party apps and platforms.

- Free plan has limitations, including a maximum number of subscribers and emails per month.
- Advanced features like advanced automation and behavioral targeting are only available in paid plans.
- Limited customer support for free users.
- Mailchimp branding is displayed in emails on the free plan.

MAILERLITE

- Free plan available for up to a certain number of subscribers and monthly email sends.
- Easy-to-use drag-and-drop editor with customizable templates.
- Offers automation workflows and landing page builder.
- Provides basic segmentation and personalization features.
- Good customer support, even for free users.

- Free plan restricts certain advanced features like A/B testing and custom HTML templates.
- Limited third-party integrations compared to some other platforms.
- Limited reporting and analytics features on the free plan.
- MailerLite branding is included in emails on the free plan.

SENDINBLUE

- Free plan available with a decent number of monthly email sends and contact limit.
- User-friendly interface with a drag-and-drop email editor.
- Offers marketing automation and transactional email capabilities.
- Provides advanced segmentation and personalization features.
- Integration with various third-party apps and platforms.

- Limited customer support options for free users.
- Advanced features like A/B testing and Facebook ads integration are only available in paid plans.
- Limited email template designs compared to some other platforms.
- Sendinblue branding is included in emails on the free plan.

NOTE: These email marketing systems offer free plans with varying features and limitations. The choice depends on your specific requirements, the size of your subscriber list, the number of monthly emails you plan to send, and the desired level of automation and customization.

Marketing & Promotion

Here are some strategic examples of proven best practices for marketing and promoting digital courses:

IDENTIFYING AND TARGETING THE RIGHT AUDIENCE

One popular approach is to use social media platforms such as Facebook, Twitter, and Instagram to reach potential customers. For example, an instructor teaching a course on social media marketing could use these platforms to identify and target individuals interested in social media marketing by using hashtags, joining relevant groups, and engaging with potential students.

BUILDING BUZZ AND EXCITEMENT

Creating pre-launch campaigns to build anticipation and excitement for the course launch. For example, a course creator can offer sneak peek of the course content to generate buzz and give a chance for early registration or offer a discount for early bird registration.

UTILIZING INFLUENCER MARKETING

Partnering with industry influencers to promote the course to their audience. For example, a course on photography could partner with a popular photographer and have them share the course with their followers on social media.

OPTIMIZING THE SALES PAGE

A/B testing the course sales page to see which elements resonates best with audience, using analytics tools to track the performance of the sales page and making adjustments as necessary.

FOLLOW-UP AND ENGAGEMENT

Utilize email marketing tools to send follow-up campaigns to students and gather feedback. Use this feedback to make improvements to the course and to offer additional services, such as coaching or additional resources.

LEVERAGE USER-GENERATED CONTENT

Encourage students to share their own experiences and results from the course. This can provide valuable social proof that can help increase conversions.

Disclaimer: Please remember that these suggestions are provided for informational purposes only. Every business is unique, so it's essential to tailor these strategies to your specific needs and objectives. Experiment, learn, and don't hesitate to seek professional advice to make the most of your marketing efforts. Remember, success is a journey, and we're here to support you along the way!

COURSE LAUNCH BACKEND PLANNER

USE THIS PLANNER AS YOUR COURSE LAUNCH BACKEND SET UP STARTING POINT

PREFERRED COURSE HOSTING SITE

[SYSTEME.IO](#) KAJABI TEACHABLE THINKIFIC

PREFERRED DOMAIN HOSTING SITE

GODADDY BLUEHOST SITEGROUND

PREFERRED LANDING PAGE BUILDER

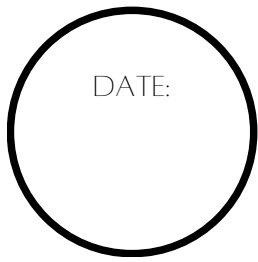
[SYSTEME.IO](#) WIX WORDPRESS MAILCHIMP

PREFERRED EMAIL MARKETING SYSTEM

[SYSTEME.IO](#) MAILCHIMP MAILERLITE SENDINBLUE

PREFERRED PAYMENT GATEWAY

PAYPAL STRIPE OTHER



Course Launch Daily Planner

TOP PRIORITY

-
-
-

MORNING

-
-
-
-

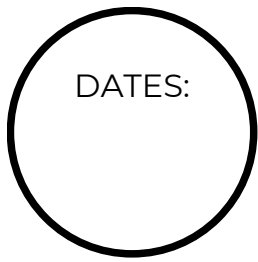
6AM	
7AM	
8AM	
9AM	
10AM	
11AM	
12PM	
1PM	
2PM	
3PM	
4PM	
5PM	
6PM	
7PM	
8PM	
9PM	
10PM	

AFTERNOON

-
-
-
-

EVENING

-
-
-
-



Course Launch Weekly Planner

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

NOTES

TO-DO LIST



Need help with your course launch?

Ready to launch your course with confidence? We're here to help! Our team of experienced professionals is dedicated to ensuring your course launch is a resounding success. From crafting compelling sales pages, developing effective backend systems, to launching your offer, we'll be your trusted partners in making your course a hit. Let us take care of the details while you focus on what you do best – creating amazing content.

Reach out to us today and let's embark on this exciting journey together!

[WORK WITH US](#)



TESTIMONIALS

WHAT THEY'RE SAYING



ANDY RAMSAY

FLOW CREATIVES AGENCY

"The things that really impressed me about Claine are her professionalism, and her in-depth marketing experience and understanding on how to set up automations and workflows. She's an incredible designer as well and she built multiple websites and funnels for us. I can't recommend her enough, she takes very good care of all her clients really well and she just has a very high standard in the way that she works. If you're considering working with Claine, my advice to you is, go for it!"



HEATHER HERRING-BOLI

SHE REIGNS CREATIVE

"Working with Claine has been a phenomenal experience! She has brought up some great strategies for us. We run a full service agency, and her exemplary work has made so many of our clients happy! Claine really cares about the work she does. Her experience with automation, funnel design, social media and more has been a huge blessing for us, and we could not have gotten to where we are without her!

Thanks for everything!"



ANDREA ALVARADO

AAA Wellness Luxury Programs & Development

"If you're looking for a good web designer/developer with great solutions and excellent communication skills; I highly recommend Claine! She takes her job seriously while making sure she meets her clients' expectations. I enjoyed working with her and can't wait to work with her again in the future."

BE ONE OF OUR SUCCESS STORIES

HAVE YOU STARTED YOUR COURSE CONTENT
CREATION BUT LOST ON **WHAT TO DO NEXT?**

At Digitalwhiz Creative, we understand the challenges of launching a course and the overwhelm that can come with setting up the necessary backend systems, uploading course content, and building an effective sales page. That's why we're here to support you every step of the way.

Our team of experts will handle all the technical aspects, ensuring a seamless and stress-free experience for you.

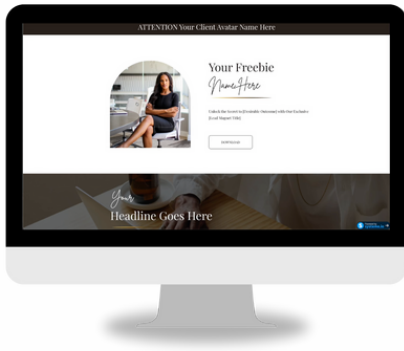
We'll take care of *setting up your backend systems, organizing and uploading your course content, and crafting a captivating sales page that converts.* With our holistic approach, you can focus on what you do best - creating valuable content and delivering an exceptional learning experience.

Using our system **ProCourse Navigator** - We will handle the tech side so you can launch your course with confidence and achieve the success you deserve.

I'D LIKE TO BE CONSIDERED

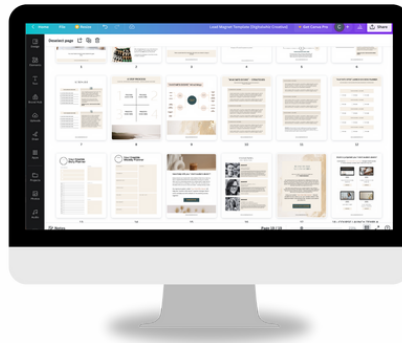
Want to jumpstart your course launch?

Get access to our **CASHFLOW FUNNEL BUNDLE** and snag these carefully curated and tried-and-tested template bundle that generated our clients 5-6 figures!



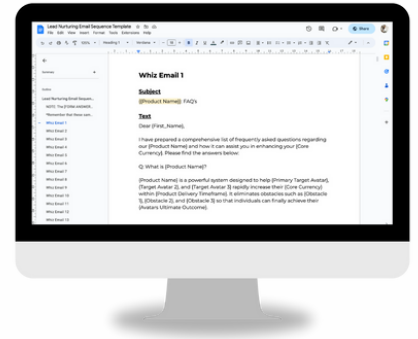
4-PAGE SALES FUNNEL
TEMPLATE

ACCESS NOW



CANVA LEAD MAGNET
TEMPLATE

ACCESS NOW



LEAD NURTURING EMAIL
TEMPLATE

ACCESS NOW

CONTACT



We are a full-service agency with a team of experts specializing in list areas of expertise, such as systems and automations, online marketing, and web design/development. Our team has a track record of delivering successful campaigns and projects for a wide range of clients globally.

When you work with us, you'll benefit from our personalized approach to service. We take the time to understand your unique business needs and goals, and develop customized strategies to help you succeed. Plus, our team is dedicated to delivering the highest level of support and expertise to ensure your success.

But don't just take our word for it. [Check out our client reviews](#) to see the amazing results we've achieved for our clients.

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