

HOW TO START YOUR *Online Course Business*



Tina
TOWER

Hey
Friend!



So, you're thinking of starting an online course - yay!

We're totally biased but we think it's the greatest thing ever. You get to work from wherever you want, whenever you want and do something that you love. If you're not sure what that something is, then hopefully this list will get your creative juices flowing and give you an idea of what you'll need.

If you want some me to actually show you how step by step, to get this done, then jump onto the website and grab the Idea To Launch Course. It will help you to define your idea, create your course, launch your business and even build your site for you.

Happy dreaming!

Enjoy the journey, and welcome to the world of Digital Online Business.

XX,

Tina Tower

MY SNAPSHOT



Name _____

Why do I want a digital online business?

What value am I providing to people through my course?

COURSE CREATION

Checklist

YOUR IDEA

- Brainstorming
- Define your niche
- Look at competition
- Define your vision and impact
- Define your goals
- Overcome the fear & self doubt

SET UP YOUR BUSINESS

- Decide your business name
- Set up your business structure
- Register domain and social handles
- Protect your IP
- Create your budget

MAP YOUR SIGNATURE COURSE

- Follow the Course Creation Roadmap
- Decide on your course delivery
- Create a community of your members

HELLO MARKETING

- Design your logo
- Finalise branding
- Set up your social media and content planner
- Create some blog posts

COURSE CREATION

Checklist

DEVELOP YOUR COURSE CONTENT

- Film videos
- Create accompanying images
- Create student downloads
- Create slides
- Edit and collate content

CREATE YOUR WEBSITE

- What you need on your site
- How to build a Kajabi site (Don't want to build it yourself? We can do it for you!)
- What features should you have on your site
- Write your bio
- Create your sales copy
- Optimise for student success

YOUR OFFER

- Determine your course pricing
- Create bonus content
- Finalise your launch offer

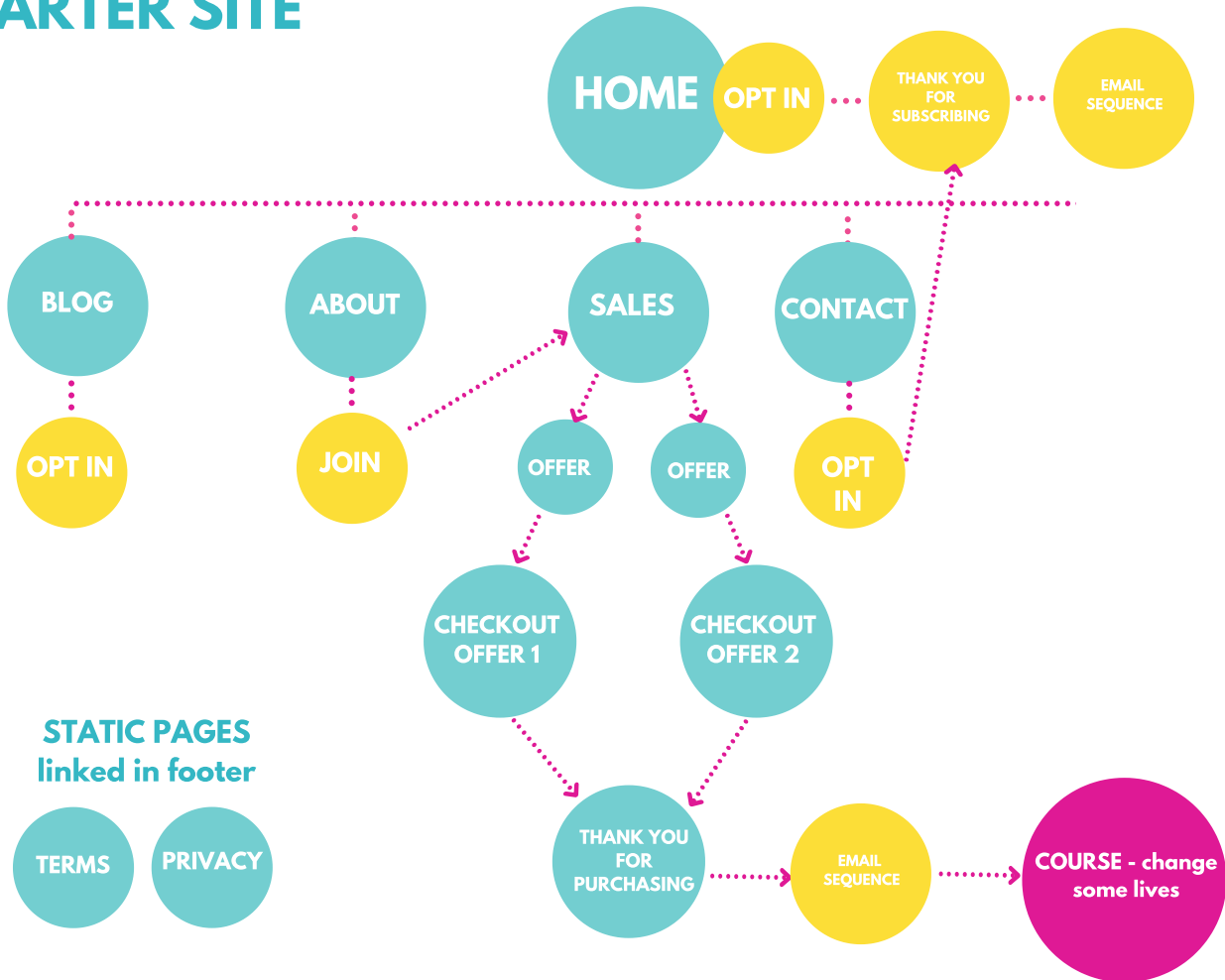
TIME FOR LAUNCH

- Build your list
- Create your content plan
- Prepare a sales webinar
- Create a waiting list
- Create your launch calendar

COURSE CREATION

Checklist

YOUR KAJABI STARTER SITE



If you'd like to get started, I'd love to help you. Here at Tower Co, we have our signature course "Idea To Launch" that is designed to help you get from your idea, to a fully launched course. Just go to www.tinatower.com and choose "work with me" and you will be able to jump on in.

In the meantime, plan well, dream big, and take massive action.

Much love,

Tina Tower

