

How to Create a Best Selling Online Course

10 Point Checklist

Megan Harrison

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



“Cultivating a community begins with the leader.”

MEGAN HARRISON

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Structure the program in a way that makes it easy to for my course members to consume. Everything on my dashboard should be easy to understand and accessible.
- Offer a free short course that will serve as a sneak peek to get people's feet in the door.
- Add action igniters such as resource guides, worksheets, and additional activities so that my students can implement my teachings.
- Create an implementation program so my students can learn from their own experiences.
- Don't forget to recognize people who are taking action. Let them know you appreciate their dedication and encourage them to continue.
- Conduct face-to-face, real world interactions. Invite my students to an exclusive event that will bring more value to their membership.
- Continue to update my course, especially if it's in a niche that always has something new. Make sure that what I teach is relevant in the present day.
- Make the onboarding process as welcoming as possible. Use Bonjoro to help my students get started on my course right away.
- Automate every system I can in my course. Use Infusionsoft to help me automate my funnels.
- Use a team of people to help me run my online course. Running a membership course is a lot of work that is only possible when I have a team.