

Get Paid To Create Courses Checklist

Use this handy checklist to ensure that you get off on the right foot creating and getting paid to create information products today and for the long term.

Research:

No matter what type of Courses and solutions to problems you want to create, it should always start with research. The more you know ahead of time, the less stumbling blocks you'll face when it's time to create and market your products.

- Learn about your audience
- List some problems you can solve
- Choose your software and platforms
- Build an email list with free content related to these problems

Outline Your Online Class

Outlining your product will ensure you create the best product possible.

- Make a list of what you'll cover in your webinar
- Add Value with planners, journals, checklists, cheat sheets, worksheets or any useful, action-oriented Courses
- Turn your outline and Courses you'll be offering into a sales page
- Schedule your webinar
- Create your download pages, so your customers can download recordings, transcripts and printable

Marketing

There are hundreds of ways to market your new information product. Pick a few that you know will work well to start with. If you've done your research, you should know where to find your audience and how to best reach them. You can always add more as you get going.

- Social Marketing (FB Ads)
- Webinars
- Email Marketing
- Affiliate Marketing

Reusing and Repurposing

What ways will you repurpose existing content?

- Create a download page with the recordings, transcripts and Courses and then sell it as an evergreen course
- Webinars to ebooks, workbooks and more
- Transcribe your audio and video
- Incorporate other useful private label rights content you purchase
- Sell your Courses individual on Etsy and on your website