



# Day 3 Worksheet

## Strategize Your Online Course Marketing

Now that you have your topic, audience and even content covered, it is time to strategize the marketing. I have good news and bad news...

The bad news is that if you don't have an existing audience already (an email list, engaged Facebook group, Twitter/Instagram/YouTube followers etc.), you probably shouldn't be launching your online course just yet.

The good news is that if you don't have a list yet, then you can either focus on building it for a few months and then come back to launching your course, or partner with someone who already has a list. You can also focus your efforts on a complete sold out launch strategy that will build your list during the pre-launch stage, but take into account that this will require a lot of effort, money (mainly for paid advertising), and following a brilliant and strict launch sequence such as the one covered in the course Sold Out Launch by my good friend, the one and only Bushra Azhar, <http://soldoutlaunch.com/join/> (this is not an affiliate link, I am just sharing with you the best Sold Out Launch course on the market!).

If you already have a list or an engaged group or large following in social media, you are in a great position to launch an online course. This may come as a surprise to you, but this is probably exactly what your audience wants – more of you on a regular basis!

When it comes to your marketing strategy there are 3 main elements to consider:

1. The tactics you will use to grow your list/audience
2. The type of launch you will use to introduce your course to your audience
3. The availability of your online course

This is not a challenge about launching products or growing lists, so I will not be going over all the elements of a successful launch and list building, but this will list the different types you should consider and choose from.

**Tactics to Grow your List:**

- Irresistible free lead magnets: checklist, swipe file, video, mini-course, webinar, a module from your course, a challenge etc.
- Giveaways
- Guest blogging
- Podcast interviews
- Drive traffic to all of the above with: Facebook ads, opt-ins on your website, blog posts, social media posts, sharing in groups, encouraging your existing audience/email list to share etc.

Tactic ideas I will be using to grow my list:

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**Type of Launch:**

- Email-based Launch: use a wait list and lead magnets to grow your list over time, tease them about your upcoming course, and launch the course through a sequence of emails.
- Trigger-based Launch: use a wait list and lead magnets to grow your list over time, partner with someone with a large community already, or invest in paid ads (Facebook ads etc.) to create hype and excitement about your upcoming course over a period of a few weeks. Then, launch it through a single triggered event (such as a final webinar in a series of webinars, or the final video in a pre-launch video series etc., or a webinar at the end of a free challenge, like this one) and promote it by email, social media posts and ads during the launch period.

Type of launch I will be doing:

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**Availability of your Online Course:**

- Doors are always open (evergreen course): from the moment you launch, the doors remain open. Scarcity is an effective strategy so to really create scarcity in this case, offer special launch bonuses and early bird pricing available for a limited time only.
- Doors are open only occasionally for short periods of time (for example, every few months for 48 hours, or once a year for a week): this strategy is used by many of the most successful online courses because it is effective, but make sure to use it when you are confident your list is big enough and engaged enough to enroll immediately after launch, or you may find yourself with very few students for a long time before you open your doors again.

Availability of my course:

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