

Selling Online Courses as a Creator — Workbook

This workbook turns the course into action. Each section maps to one module and moves you from a fuzzy idea to a validated, built, priced, and launched course. Work through it in order, fill every field with your own real answers, and you will finish with a complete launch plan and the templates to run it.

Validate the Topic Before You Build

Prove that real buyers will pay for your course before you record anything.

Exercise: Write Your One-Sentence Transformation

Define the single result your course delivers. Draft three versions, then read each aloud and pick the one a stranger could repeat back. Make it specific, time-bound, and visible to others.

- Fill the blank: My student starts as _____ and finishes as _____.

- What can the student do, show, or have after finishing that they could not before?

- Rewrite your topic title as an outcome (for example, change 'Intro to Watercolour' to 'Paint a framable landscape in 14 days').

- Which of your three drafts is the sharpest, and why?

Worksheet: Before-and-After Grid

Describe your buyer across five dimensions in both states. The gap between the two columns becomes your sales narrative. Fill every cell with a concrete, emotional answer.

Have — Before

Have — After

Feel — Before

Feel — After

Average day — Before

Average day — After

Status among peers — Before

Status among peers — After

Self-belief — Before

Self-belief — After

Worksheet: One-Page Demand Dossier

Gather three layers of independent demand evidence before building. Spend two focused hours filling this from Google autocomplete, Udemy or Skillshare, and Reddit, forums, and YouTube comments. Top 5 search phrases buyers use (verbatim)

Competing course 1 — title, student count, price

Competing course 2 — title, student count, price

Competing course 3 — title, student count, price

Ten real frustration quotes from forums and comments

My sharper angle (same result, better path) in one sentence

Checklist: Pre-Sell Readiness

- Written a one-page sales note with transformation, outline, start date, and founding price
- Set the founding price 40 to 60 percent below planned full price
- Defined a clear minimum seat count and a refund-if-not-met promise
- Created a simple payment link (Stripe, PayPal, or Gumroad)
- Set a 5 to 7 day open window with a hard close date
- Written an honest note explaining it is a founding cohort built live

Build a Minimum-Viable Curriculum

Design and record only the lessons that move students to the result.

Exercise: Reverse-Engineer the Curriculum

Start at the finish line and work backward. List the final step a student takes right before they have the result, then the step before that, until you reach a beginner's starting point. Group the steps into 4 to 6 modules.

- What is the very last action right before the student has the result?

- Working backward, what are the 4 to 6 major milestones on the path?

- For each potential lesson: if removed, would the student still reach the result? Mark keep, cut, or bonus.

- Which two or three beginner mistakes must you warn against?

Worksheet: Module and Lesson Map

Lay out your full curriculum spine. Keep it lean: if you exceed six modules, you are likely teaching more than one course. Fill in each row.

Module title and the milestone it completes

Lessons in this module (titles only)

The single early quick win in Module 1

Downloadable asset for this module (workbook, template, checklist)

End-of-module check (quiz or checklist)

Final capstone deliverable for the whole course

Checklist: Recording Setup and Lesson Quality

- Chosen a screen recorder (Loom, OBS Studio, or ScreenFlow)
- Have a USB microphone and a soft-furnished room for clean audio
- Using the 5-part lesson template: hook, context, teach, recap, action
- Kept each lesson between 5 and 12 minutes
- Recorded version one from a bullet outline, not a word-for-word script
- Ended every lesson with one specific action prompt

Choose and Configure Your Platform

Pick the right home for your course and set it up to sell, not just host.

Worksheet: Teachable vs Kajabi Decision

Compare the two platforms against your real situation and commit in one afternoon. Confirm current pricing on each provider's site before deciding, then fill in your decision and reason.

My monthly software budget

Do I already have or want a separate email tool? (yes / no)

Teachable current entry price and transaction fee (from their site)

Kajabi current entry price (from their site)

Which built-in features do I actually need now?

My chosen platform and the one-sentence reason

Checklist: Sales-Critical Setup

- Connected a payment processor and ran a real 1 dollar test purchase
- Built a long-form sales page (transformation, outcomes, curriculum, credibility, testimonials, FAQ, price)
- Displayed a 14 or 30 day money-back guarantee prominently
- Set up the post-purchase welcome email and clear first step
- Created coupon codes for launch, founding members, and affiliates
- Tested the entire flow on mobile

[] Turned on analytics for visits, checkout starts, and completions

Exercise: Design Your Pricing and Tiers

Apply anchoring, tiers, and an order bump to raise revenue per buyer. Design three tiers with the middle as your hero, then add one checkout add-on.

- What is the cost to the buyer of NOT solving this problem? Anchor against it.

- Define your cheapest tier (course alone, deliberately minimal).

- Define your middle hero tier (course plus templates, workbook, community or group call).

- Define your top tier (everything plus a personal touchpoint) and one small order-bump add-on with its price.

Launch and Fill Seats with Email and Social

Run a converting launch and build the audience engine that feeds it.

Exercise: Choose Your Launch Model

Decide between a live launch and an evergreen funnel based on your stage, then design honest urgency. Most first courses should launch live.

- Live or evergreen for this launch, and why does it fit my stage?

- What is my real deadline or honest urgency mechanism (closing cart or genuine time-limited bonus)?

- What is my cart-open and cart-close date?

- How will I create cohort energy and capture testimonials at launch?

Worksheet: Lead Magnet and Email Sequence Plan

Plan the free win that attracts buyers and the 5-email sequence that sells during the open window. Fill in each line with your actual content.

Lead magnet title (a fast, specific win toward the paid result)

Email tool (ConvertKit, MailerLite, or Kajabi email)

Email 1 — Open (cart open, restate transformation)

Email 2 — Teach (a tip or story proving the method)

Email 3 — Objections (price, time, will it work for me)

Email 4 — Social proof (a student result or capstone)

Email 5 — Last call (deadline and what they lose by waiting)

Worksheet: Conversion Metrics Tracker

After launch, record your real numbers at each funnel step and compare to the benchmarks. Leave the calculated rate cells blank and compute them yourself from your counts.

Landing page visitors

Lead magnet opt-ins

Opt-in rate (benchmark 20 to 40 percent)

Launch email open rate (benchmark 30 to 50 percent)

Sales page visitors

Checkouts started

Purchases completed

Checkout completion rate (benchmark 60 to 80 percent)

Overall list-to-sale rate (benchmark 1 to 3 percent)

The single weakest step to fix before the next launch

Checklist: Social Traffic Engine

- Chosen one or two platforms where my buyers already gather
- Planned teaser-teaching posts that demonstrate the transformation
- Planned proof posts (student wins, my results, capstones)
- Every post routes people to the free lead magnet
- Posted behind-the-scenes content to build pre-launch anticipation

Your Action Plan

1. Write your one-sentence transformation and complete the before-and-after grid.
2. Build the one-page demand dossier from search, marketplace, and conversation evidence.
3. Pre-sell a founding cohort to 5 to 7 day window; only build if you hit your minimum seats.
4. Reverse-engineer the curriculum into 4 to 6 lean modules with an early quick win.
5. Record version-one lessons (5 to 12 minutes each) using the 5-part template.
6. Choose Teachable or Kajabi in one afternoon and run a 1 dollar test purchase.
7. Build the long-form sales page and design three pricing tiers plus an order bump.
8. Create the lead magnet and grow your email list while you finish building.
9. Run the launch with the 5-email sequence and hold your deadline firm.
10. Record your conversion metrics, fix the single weakest step, and relaunch.

