



Accelerator Workshop

MINIMUM VIABLE PRODUCT CHECKLIST

Use this checklist to get your online course up and running and ready to sell. It is not meant to be an all-encompassing list for a polished, completely finished product. After you have your course going and you know people want it you can always enhance it with more graphics and styling, quizzes, certificates, etc.

LAY THE FOUNDATION

- Choose How You Will Deliver Your Content
 - Screencast
 - Video (live or recorded)
 - Audio (live or recorded)
 - Text Only (PDF, documents, email)
- Choose Tech for Content Delivery (refer to Tech Cheat Sheet in Lesson 1)
 - Slide Presentation Software - PowerPoint (or Keynote or Google Slides)
 - Microphone - Blue Microphones Yeti USB Microphone
 - Webcam - Logitech HD Pro Webcam C920
 - Video Conferencing - Zoom Web & Video Conferencing
 - Screen Recording & Video Editing - Camtasia
 - Video Hosting - Wistia (or Vimeo or YouTube)
- Create Course Outline (refer to Excel spreadsheet in Lesson 1)
 - Course Name and Objective
 - Lessons - Number, Name, Objective, Quiz, Assignment
 - Topics - Number, Name, Objective, Quiz, Assignment

CREATE A SIMPLE COURSE

- Set Initial Configurations
 - WordPress Settings
 - WooCommerce Setup Wizard
 - Theme My Login (TML) Setup
 - LearnDash Settings
 - Theme Settings
- Create A Basic Course
 - Create New Course in LearnDash
 - Set Basic Settings - Price Type = Closed, Price
- Setup The Course Structure

- Add Lessons to the Course
- Add Topics to the Lessons
- Create a WooCommerce Product for Your Course
 - Configure WooCommerce
 - Create a New WooCommerce Product

CREATE YOUR SALES PAGE AND HOME PAGE

- Select Landing Page Builder and Template for Sales Page
 - CourseLauncher Platform includes Thrive Content Builder with Thrive Landing Pages
 - CourseLauncher Platform includes 4 Custom Course Templates plus Thrive templates
 - You can also use a separate system such as Leadpages or ClickFunnels
- Select Hero Image or Video for Top of Sales Page
 - If you chose a template with a hero image at the top, select a hero image to use
 - If you chose a template with a video at the top, create a unique sales video
- Add Copy to Sales Page
 - Edit template with your sales copy
 - Add or delete sections from template as desired
- Link Your Buy Buttons to Your Course
- Create Home Page
 - Choose whether to make your sales page your home page
 - If you don't make your sales page your home page, use home page template included in CourseLauncher Platform

ADD COURSE CONTENT

- Add Info to Course Page
 - Add course description using WordPress editor
 - Add Featured Image
 - Add Excerpt
- Add Content, Documents, Audio and Video to Lessons and Topics
- Add Assignments
- Add Quizzes