Week 1: Decide what the course is for

- Write one sentence that says who the course is for and what they can do after it.
- List the modules, then the lessons under each one. Keep each lesson short enough to finish in one sitting.
- Pick a price, or decide the course comes with a membership.
- Tell your audience the course is coming and ask who wants to hear when it opens. Keep a list of the names.

Week 2: Record and build

- Record the lessons. For a first version, a phone camera and a quiet room will do.
- Add each lesson to the course with its video, notes and any downloads.
- End each lesson with a short task so people put it to use.

Week 3: Get it ready to sell

- Write the course page so it says who the course is for and what is in each module, with the price.
- Set the course's access and price.
- Preview it the way a buyer will see it, and fix anything that reads wrong.
- Send an early look to the people on your list from week 1.

Week 4: Launch

- Publish the course and announce it in your community.
- Email anyone who asked to hear about it on launch day, and again three days later.
- Host a live Q&A during launch week for anyone who is still deciding.
- Answer every question the same day it comes in.
- After the first week, ask early buyers what was unclear and fix those lessons.