



# Course Growth Checklist



Artsy Course Experts.





## Hey Creative Teachers!

### Introduction

Glad we connected!

In case you don't know, **we help creative teachers** build, grow, and operate their online courses. Behind the scenes we are experienced techies that simply love working with passionate creatives to help them create media businesses.

Our clients teach stuff like: **Visual Design, Drawing, Animation, Painting, Sculpting, Crafting, Fashion, Sewing, Costumes, Writing, Languages, Poetry, Culinary, Performing, Video, Photography, and Music.**

### What's this checklist for?

Whether you have zero, one, or a few courses, this checklist will help you:

- Get more traffic to your courses
- Sell your courses to more customers
- Create more satisfied customers
- Reduce the number of refunds and cancels
- Keep selling to your customers for multiple years

Let's get started...





## Growth Areas

Here are the 5 growth areas we will focus on to grow your total revenues from courses and other services.

### 1) Course Content

How you can build and modify your content to deliver more value out of your courses and help your students achieve their exact goals.

### 2) Website & Social

Leverage your home base assets such as your website and social accounts to warm up prospects and lead them towards your course offerings whenever they are ready to buy.

### 3) Course Sales Page

How to increase the percentage of visitors that actually buy your course after visiting your course landing page.

### 4) Course Operations

Keep your course business running smoothly by preparing for and handling common operational bumps in the road.

### 5) Course Engagement

Deliver a very personal learning experience that is not only transformative but also holds your students hand all the way until they accomplish their goals.



## Course Content

- Use a welcome survey to learn about why students have bought and taken your course, include that exact content in course
- Break up your course into big modules and then lessons
- Include an introduction module with welcome video, tips, teacher intro, etc.
- Avoid making a mega course with all your knowledge, you want each course to serve a student goal
- Use a mix of images and camera angles explaining what you will do and watch you do the thing that students want to learn
- Include document resources like guides, templates, and samples
- Include a final module with course wrap up including suggested next steps - like a follow on course you recommend

## Notes



## Web & Social

- Create a blog post specifically about your course
- Use a free ad block on your site to advertise your course
- Include a drip sequence email dedicated to your course
- Use your email footer to include information about your courses
- Use automatic social poster tool with links to your courses
- Have your main menu include options like Courses or Resources with links to your course
- Share a part of your course on a video social site like YouTube
- Offer subscribers a coupon code for your course
- Use similar branding names, colors, and logo on your platforms and course, so that students will build trust with each interaction

## Notes



## Course Sales Page

- Consider pre-selling your course before you completed it
- Add a Frequently Asked Questions (FAQ) section
- Let customers see, expand, and scan the full curriculum
- Add real user testimonials as you get customers
- Create a welcome video for your prospective students
- Utilize Bonus Resources to add more value to the course
- Ask students who finish your course to leave a review and rating
- Offer a free preview of a few lessons
- Utilize more than one order Call To Action (CTA) on your sales page
- Support referrals and affiliates codes to drive more traffic

## Notes



## Course Operations

- Make sure students add your email address to safe senders list
- Remind students to bookmark the course url
- Tell students where to ask questions before a problem like when they forget or lose their course password
- Avoid refunds by providing frustrated customers access to a free ebook or course
- Pre-create course outage email messages for when things go bad
- Automate your technical operations to maximize availability while reducing your workload
- Create a Frequently Asked Questions (FAQ) for students, which is different from the FAQ that was used to buy the course

## Notes





## Course Engagement

- Analyze how far the majority of your students go before quitting
- Utilize lightweight exercises at the end of modules
- Use an end of survey to find out what was frustrating about your course
- As part of the onboarding have students write an intro about themselves in the student messages
- Utilize interactive quizzes to break up course content
- Get your students to share their examples with your discussion group, facebook group, social profile
- Reward completed projects with coupon to another course
- Build up to providing student with a course completion certificate
- Offer an ongoing free or paid community after the course

## Notes





## How To Execute On These Tactics

So how exactly do you get started on this very important but potentially time consuming to do eventually list?

- 1) Print this checklist
- 2) Put the checklist somewhere obvious, like on your desk or under your laptop
- 3) Add a weekly recurring reminder to work on it. For example, every Friday at 10am and call it “Do Growth Checklist”
- 4) Actually Check off items as you do them.
- 5) If the item is hard or requires a few sessions put a “.” in the checkbox to signal you are still working on it.
- 6) Once you complete a sheet, rip it out and throw it away until there is just one page left.

## Feedback?

If you have any feedback on any of the tips or content in this checklist, please feel free to let us know.

<https://www.ArtsyCourseExperts.com/Feedback>



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