

Digital Course Academy Binder

Tabs Outline

Welcome Module (MAIN LEVEL TAB)

- ☐ Lesson 1: The Digital Course Academy Roadmap (SUB TAB)
- ☐ Lesson 2: The DCA New Student Orientation (SUB TAB)
- ☐ Lesson 3: The DCA Accountability Pods (SUB TAB)
- ☐ Lesson 4: How to Get Instant Momentum

Module 1: The 9 Key Decisions (MAIN LEVEL TAB)

- ☐ Snapshot (SUB TAB)
- ☐ Lesson 1: Decision #1: Choosing Your Course Topic (SUB TAB)
- ☐ Lesson 2: Decision #2: Defining Your Ideal Customer Avatar (SUB TAB)
- ☐ Lesson 3: Decision #3: Selecting Your Course Type (SUB TAB)
- ☐ Lesson 4: Decision #4: Declaring Your Course Transformation Statement (SUB TAB)
- ☐ Lesson 5: Decision #5: Crafting a Stellar Course Name (SUB TAB)
- ☐ Lesson 6: Decision #6: Pricing Your Course (SUB TAB)
- ☐ Lesson 7: Decision #7: Choosing Your Course Content Creation Strategy (SUB TAB)
- ☐ Lesson 8: Decision #8: Selecting Your Tech Set Up (SUB TAB)
- ☐ Lesson 9: Decisions #9: Scheduling Your Launch Dates (SUB TAB)

Module 2: Validating Your Course (MAIN LEVEL TAB)

- ☐ Snapshot (SUB TAB)
- ☐ Lesson 1: The Course Calls Strategy (SUB TAB)
- ☐ Lesson 2: Social Validation Strategies (SUB TAB)
- ☐ Lesson 3: The First 10 Strategy (SUB TAB)

Module 3: The Art of Outlining & Recording Your Course (MAIN LEVEL TAB)

- ☐ Snapshot (SUB TAB)
- ☐ Lesson 1: How to Outline Your Course (SUB TAB)
- ☐ Lesson 2: Refining Your Course Outline (SUB TAB)

- ☐ Lesson 3: The Course Support Strategy (SUB TAB)
- ☐ Lesson 4: Choosing Your Recording Strategy (SUB TAB)
- ☐ Lesson 5: The Art of Teaching Inside a Digital Course (SUB TAB)
- ☐ Lesson 6: Recording Tips and Tricks (SUB TAB)

Module 4: The Digital Course Marketing Blueprint (MAIN LEVEL TAB)

- ☐ Snapshot (SUB TAB)
- ☐ Lesson 1: Crafting Your Irresistible Launch Offer (SUB TAB)
- ☐ Lesson 2: Setting Your Launch Revenue Goal (SUB TAB)
- ☐ Lesson 3: The Digital Course Sales Page Blueprint (SUB TAB)
- ☐ Lesson 4: The Behind-the-Scenes Tour of a High Converting Sales Page (SUB TAB)
- ☐ Lesson 5: How to Create a 30-Day Pre-Launch Runway (SUB TAB)

Module 5: The Profitable Webinar Framework (MAIN LEVEL TAB)

- ☐ Snapshot (SUB TAB)
- ☐ Lesson 1: The Profitable Webinar Framework (SUB TAB)
- ☐ Lesson 2: The Profitable Webinar Slide by Slide Walkthrough (SUB TAB)
- ☐ Lesson 3: The Golden Rules for Delivering a Profitable Webinar (SUB TAB)
- ☐ Lesson 4: How to Map Out Your Live Webinars (SUB TAB)
- ☐ Lesson 5: The 5 Key Elements of a Successful Webinar Registration Page (SUB TAB)
- ☐ Lesson 6: The 7 Strategies to Boost Webinar Sign-Ups (SUB TAB)

Module 6: Crafting Your Email Sequences (MAIN LEVEL TAB)

- ☐ Snapshot (SUB TAB)
- ☐ Lesson 1: How to Craft Your Webinar Invite Emails (SUB TAB)
- ☐ Lesson 2: How to Craft Your Pre-Webinar Emails (SUB TAB)
- ☐ Lesson 3: How to Craft Your Webinar Replay Email (SUB TAB)
- ☐ Lesson 4: How to Craft Your Post-Webinar Emails (SUB TAB)
- ☐ Lesson 5: How to Craft Your Post-Webinar Sales Booster Emails (SUB TAB)
- ☐ Lesson 6: How to Craft Your New Customer Onboarding Emails (SUB TAB)
- ☐ Lesson 7: The Live Launch Wrap Up (SUB TAB)