

FAST-ACTION IMPLEMENTATION BONUS

7-Day Course Launch Toolkit

Package, price, promote, and launch your ready-made online business course in one focused week.

THE FINISH LINE A clear offer, a sensible price, a live sales page, and a complete seven-day promotion plan.

DECIDE	BUILD	LAUNCH
Choose one profit path	Customize the ready-to-use assets	Publish, promote, and improve

Designed to be used - not filed away.

START HERE

Your One-Week Shortcut

You already have the hardest part: a finished course people can consume quickly. This toolkit turns that asset into a simple offer you can actually put in front of buyers.

ONE RULE Pick one launch path and finish it before adding more products, platforms, or funnels.

Choose your primary goal

IF YOU WANT TO...	USE THIS PATH	BEST FIRST ACTION
Generate direct revenue	Sell the course	Create a simple paid offer and launch to your audience.
Build an email list	Use it as a lead magnet	Offer free access in exchange for an email address.
Increase another offer's value	Use it as a bonus	Add it to a related product or affiliate promotion.

Complete before moving on

- ☐ I selected one primary profit path.
- ☐ I chose the audience this course is for.
- ☐ I scheduled a launch date within the next seven days.
- ☐ I blocked 30-60 minutes per day to complete the plan.

DAY 1

Choose the Buyer and the Promise

A broad course becomes easier to sell when it is presented to a specific person at a specific moment.

Fill in your positioning statement

FORMULA This course helps [AUDIENCE] move from [CURRENT PROBLEM] to [DESIRED RESULT] without [COMMON FRUSTRATION].

Examples

- This course helps overwhelmed beginners move from scattered ideas to a focused online business plan without chasing every new tactic.
- This course helps aspiring side-hustlers choose a business model that fits their personality without trying to copy someone else's schedule.
- This course helps early-stage creators build a simpler business system without being online around the clock.

Your version

Audience

Current problem

Desired result**Common frustration****Completed positioning statement****Quick quality check**

- ☐ A real person can recognize themselves in the audience description.
- ☐ The result is believable for a short, introductory course.
- ☐ The promise is about clarity, focus, or a plan - not guaranteed income.
- ☐ The wording is simple enough to understand in one read.

DAY 2**Build an Offer That Feels Complete**

The course is the core product. A small set of implementation aids makes it feel like a complete solution without creating another full course.

Recommended starter stack

COMPONENT	PURPOSE	KEEP IT SIMPLE
10-video course	Delivers the core transformation	The primary product
Matching eBook	Supports readers and reference use	Include as a companion guide
Quick-start worksheet	Turns learning into action	Use 1-3 pages, not a second book
Action deadline	Creates momentum	Invite the buyer to finish within 7 days
Support boundary	Sets expectations	State where and how buyers get help

Name your offer

Choose a title that communicates a result, not just a topic.

ANGLE	TITLE FORMULA	EXAMPLE
Speed	[Result] in [Time]	Your Simple Online Business Plan in 7 Days

ANGLE	TITLE FORMULA	EXAMPLE
Clarity	The [Audience] Guide to [Result]	The Beginner's Guide to a Focused Online Business
Simplicity	The Simple [Result] System	The Simple Online Business Blueprint
Avoidance	[Result] Without [Pain]	Build Your Business Plan Without the Overwhelm

My offer title: _____

My one-sentence promise: _____

DAY 3

Choose a Price You Can Explain

There is no universal perfect price. Start with the role the product plays in your business, the trust you already have with the audience, and the amount of support included.

OFFER ROLE	SUGGESTED TEST RANGE	WHEN IT FITS
Lead-generating tripwire	\$7-\$17	Low-friction first purchase; little or no support.
Standalone starter course	\$17-\$47	Clear beginner outcome with course + companion assets.
Premium bundle	\$47-\$97	Added templates, feedback, community, or live support.
Bonus / lead magnet	Free	Used to grow a list or increase another offer's conversion.

RECOMMENDED FIRST TEST For a cold or small audience, test a clear standalone offer at \$17-\$27. Raise the price when you add meaningful support, proof, or implementation assets.

Price decision

- ☐ My price matches the amount of support I am promising.
- ☐ The buyer can understand why the offer is worth more than the price.
- ☐ I can test a different price later without rebuilding the product.
- ☐ My checkout, refund terms, taxes, and payment processing are set up appropriately.

My launch price: \$ _____

My regular price after launch: \$ _____

Why the offer is worth it in one sentence:

DAY 4

Ready-to-Customize Sales Page Copy

Replace the brackets, remove any claims you cannot support, and keep the tone consistent with your brand.

Pre-headline

[FOR AUDIENCE] • [FORMAT OR SPEED BENEFIT] • INSTANT ACCESS

Headline

Build a Clearer, Simpler Online Business Plan - Without Chasing Every New Tactic

Subheadline

This beginner-friendly course helps you choose a practical direction, focus on what matters, and design a business system that fits the way you actually work.

Problem section

If building an online business feels like drinking from a firehose, you are not alone. There is always another tool, tactic, platform, or “must-do” demanding your attention. The result is often more saved ideas - and less real progress.

Promise section

[COURSE NAME] gives you a simpler way forward. In ten focused lessons, you will learn how to evaluate business models, protect your attention, work with your strengths, and turn scattered effort into a repeatable system.

What they'll learn

- How to avoid the cycle of constantly starting over
- A simple framework for narrowing your business focus
- How to choose a business model that fits your personality
- Why common productivity advice fails - and what to do instead
- How to design a business that does not depend on you 24/7
- A practical 80/20 audit for deciding what deserves your attention

DAY 4 • CONTINUED

Sales Page Copy, Continued

What's included

You receive instant access to [NUMBER] concise video lessons, plus [LIST COMPANION ASSETS]. The entire course is designed to be practical, beginner-friendly, and easy to finish.

Who it's for

This course is for you if you are [AUDIENCE], have been [CURRENT PROBLEM], and want [DESIRED RESULT] without [COMMON FRUSTRATION].

Call to action

Stop collecting more ideas. Choose a direction you can build on.

Get [COURSE NAME] Today for [PRICE]

Risk reversal

[INSERT YOUR ACCURATE REFUND OR SATISFACTION POLICY. Do not promise a guarantee you do not offer.]

FAQ prompts

- How long will the course take?
- Is this suitable for complete beginners?
- What format is the training delivered in?
- Do I need special software?
- How long do I have access?
- What support is included?
- What is the refund policy?

CONVERSION CHECK Make the price, format, access terms, support, and refund policy easy to find. Clear beats clever.

DAY 5

Seven Promotional Emails

Use this sequence over seven to ten days. Replace brackets and delete anything that is not accurate for your offer.

Email 1 - The pattern interrupt

Subject: You probably don't need another tactic

Every week brings a new tool, platform, and "must-do." But more options do not always create more progress. Sometimes the fastest way forward is to choose fewer priorities and build a system you can actually maintain.

That is exactly what [COURSE NAME] helps you do. It is a short, beginner-friendly course for [AUDIENCE] who

want [RESULT] without [FRUSTRATION].

Take a look here: [LINK]

Email 2 - Name the real problem

Subject: The hidden cost of starting over

Starting fresh can feel productive. New plan. New platform. New opportunity. But every restart throws away the learning, momentum, and trust you already built.

Inside [COURSE NAME], you will learn how to spot that cycle, choose a clearer direction, and create a business plan that fits the way you work.

Get the details: [LINK]

Email 3 - Show the mechanism

Subject: A simpler way to choose what matters

When everything feels important, nothing gets your best attention. [COURSE NAME] walks you through practical frameworks - including the Rule of Three and an 80/20 business audit - to help you narrow the field.

The goal is not to do more. It is to do the right work more consistently.

See what is included: [LINK]

DAY 5 • CONTINUED

Promotional Emails, Continued

Email 4 - Fit and identity

Subject: Your business should fit you

A business model can look perfect on paper and still be wrong for your personality, energy, or schedule. [COURSE NAME] helps you think through those tradeoffs before you commit more time and money.

If you want a simpler, more personal way to plan your next move, start here: [LINK]

Email 5 - Objection handling

Subject: "I don't have time for another course"

That is fair - and it is why this training is intentionally concise. The lessons are short, focused, and designed to help you make decisions, not collect more homework.

You can complete the course in [ACCURATE TIME] and leave with a clearer direction for what to do next.

Get instant access: [LINK]

Email 6 - Stack the value

Subject: Everything you get with [COURSE NAME]

When you join, you receive [NUMBER] video lessons plus [COMPANION ASSETS]. Together, they help you move from scattered ideas to a simpler business direction you can actually follow.

You get all of it today for [PRICE]: [LINK]

Email 7 - Honest urgency

Subject: [PRICE/BONUS] ends [REAL DEADLINE]

A quick reminder: [DESCRIBE THE REAL DEADLINE OR CHANGE]. If [COURSE NAME] is a fit for you, now is the time to take a look.

You will learn how to choose a focused business direction, use your time more intentionally, and create a simpler system around the way you work.

Join before [DEADLINE]: [LINK]

If there is no real deadline, remove urgency and send a straightforward invitation instead.

DAY 6

Fast Social Promotion

Post 1 - The contrarian hook

You probably do not need another online business tactic.

You may need a simpler way to decide what deserves your attention - and what does not.

[COURSE NAME] helps [AUDIENCE] create a clearer, more focused business direction without chasing every new idea.

[LINK]

Post 2 - The restart problem

Starting over feels exciting. It also resets your momentum.

Before you switch platforms, niches, or business models again, learn how to evaluate what is already working and build on it.

That is one of the practical ideas inside [COURSE NAME].

[LINK]

Post 3 - The outcome

What if your next step was not “do more”?

What if it was:

- choose fewer priorities
- build around your strengths
- create a system you can maintain

That is the goal of [COURSE NAME]. Get the details: [LINK]

Post 4 - The question

What is the biggest thing keeping your online business stuck right now?

- A) Too many ideas
- B) Not enough time
- C) Unsure which model to choose
- D) Constantly starting over

[COURSE NAME] was designed to help with exactly these early-stage decisions. [LINK]

BEST PRACTICE Pair each post with one course graphic and one clear link.

DAY 7

Publish, Test, and Improve

Launch checklist

- ☐ The sales page names one audience and one primary result.
- ☐ The checkout link works on desktop and mobile.
- ☐ The buyer receives access immediately after purchase.
- ☐ All promised files open correctly.
- ☐ The price and any future price change are accurate.
- ☐ The refund policy and support contact are visible.
- ☐ Promotional links include tracking where available.
- ☐ I sent a test purchase or completed the full buyer journey.
- ☐ I scheduled the email and social promotion.

Track only what helps you decide

METRIC	WHAT IT TELLS YOU	FIRST RESPONSE
Sales page visitors	Whether promotion is generating attention	Improve reach or distribution if traffic is low.

METRIC	WHAT IT TELLS YOU	FIRST RESPONSE
Checkout clicks	Whether the page creates buying intent	Clarify the promise, price, or call to action.
Sales	Whether the complete offer converts	Compare sales with traffic before changing the product.
Refunds / questions	Where expectations may be unclear	Improve the copy, onboarding, or support boundaries.
Completion / feedback	Whether buyers use and value the course	Add guidance only where people are getting stuck.

OPTIMIZATION

Your 30-Day Improvement Plan

Do not rebuild the whole offer after one slow day. Collect enough information to identify the actual bottleneck.

WEEK	FOCUS	ACTION
1	Launch	Publish the offer and complete the full seven-day promotion.
2	Listen	Collect questions, objections, clicks, sales, and buyer feedback.
3	Improve one thing	Change the weakest point: traffic, headline, offer clarity, proof, or onboarding.
4	Relaunch	Promote again with the improved message and compare results.

Simple launch scorecard

DATE	VISITORS	CLICKS	SALES	REVENUE	NOTES

DATE	VISITORS	CLICKS	SALES	REVENUE	NOTES

What worked best?

What will I change next?

REMEMBER Your first launch is a test, not a verdict. Finish, measure, and improve one decision at a time.

RESPONSIBLE PROMOTION

Claims and Trust Checklist

A strong offer does not need exaggerated promises. Use accurate, specific language that matches what the buyer actually receives.

AVOID	USE INSTEAD
Guaranteed income or effortless success	A clear description of the skills, frameworks, or decisions taught
Fake scarcity or an invented deadline	A real launch window, bonus deadline, or price change
Unverifiable “most searched” claims	Specific buyer problems and course outcomes
Testimonials that imply typical earnings	Relevant, permissioned feedback with proper context
Hiding support or refund limitations	Visible terms written in plain language

Before you publish

- ☐ Every claim is true and supportable.
- ☐ Any deadline or scarcity is real.
- ☐ I have permission to use every testimonial.
- ☐ The sales page accurately describes what is included.
- ☐ My licensing and resale terms match the rights I actually received.
- ☐ My offer complies with the rules of my checkout, email, advertising, and marketplace platforms.

Important note

This toolkit provides general marketing and planning information, not legal, tax, financial, or platform-compliance advice. Check the current rules that apply to your business and location.

ONE-PAGE ACTION PLAN

My Launch at a Glance

Course / offer name _____	Audience _____
Primary promise _____	Profit path _____
Launch price _____	Regular price _____
Launch date _____	Sales page link _____
Checkout link _____	Support contact _____

My three launch priorities

1. _____
2. _____
3. _____

The one metric I will watch first

The first improvement I will test

YOU ARE READY Choose one path. Set the date. Publish the offer. Let real buyer behavior - not perfectionism - tell you what to improve.