

# Prepare To Launch!

## *Course Readiness Checklist*

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# Purpose

- Is your title & topic “laser specific?”  
*Vague:* “How to Make Lots of Money As a Coach”  
*Specific:* “How to Use LinkedIn Groups to Build a Passionate Following and Accelerate Your Career Coaching Business”
- Can you give a specific example of a potential participant (client, someone who has emailed you with questions, etc.)?  
*Tip:* This question helps you test whether you’ve truly developed a specific program for a real person with particular needs and goals.
- Have you validated whether this specific person would truly be interested in and willing to pay for your program?

# Preparation

- Have you run a pilot or beta version of your program to get feedback?
- Do you have testimonials from ‘raving fans’ that demonstrate the value of your course?

# Anticipation

- Have you created a special VIP email list or segment specifically for this program?
- Do you have a calendar of content to send to this VIP list, starting at least 28 days in advance of opening registration for your course?
  - Video
  - Articles
  - Assessments or worksheets
  - Other
- Have you planned & scheduled a live webinar/teleseminar to answer questions from potential participants?
- Have you connected with at least 3 bloggers about guest posting on their blogs (on topics relevant to their audience and closely related to your program)?

# Sales Page

- Have you created a dedicated sales page for your course?
- Does your sales page copy identify at least 3 powerful *emotional benefits* and at least 2 *concrete or practical benefits*?  
*Emotional benefit:* This program will help you dissolve stress, so that “stomache in a knot” feeling becomes a thing of the past.  
*Concrete/practical benefit:* I’ll show you a 2-minute breathing technique that you can use anywhere, anytime you need to relax.
- Have you sought candid feedback on the clarity & impact of your sales page, from at least two people who understand and would be interested in your topic?  
*Hint:* This is probably not your spouse or your mom.

## Launch Sequence

- Have you planned a series of at least 4 emails and at least 10 social media posts that promote your program using a variety of messages and benefits?

- Have you set up an appointment calendar with 15- or 30-minute free slots of people who are interested in your program, but want to speak with you before registering?

## Welcome

- Are you ready to personally welcome each new participant to the course?  
*Tip:* Draft a template message in advance, then personalize for each new student.
- Do you have engaging welcome/get started/orientation content in the first module of your program?  
*Tip:* Give new participants something small but rewarding to do right away: a 'quick win.'