

## SEA Side Chat: How to Launch an Online Course (11/16/21)

Tips from Saleema:

- Offer different options for pricing
- Poll parents to determine which topics interest them
- Use *urgency* and *scarcity* in your marketing strategy

Platforms recommended: (View previous SEA Side Chat for details about platforms.)

- Kajabi
- [systeme.io](https://systeme.io)

### Resources:

<https://gemmabonhamcarter.com> (Highly recommended by Steph, who credited Nadine Thornhill for the recommendation.)

<https://teachable.com/blog/the-ultimate-guide-to-launching-your-online-course>  
How to launch an online course—and craft your email strategy by [Caitlin Miller](#)

<https://www.learnworlds.com/how-to-launch-online-course-in-8-steps/> How to Launch Your Online Course in 8 Easy Steps SEPTEMBER 17, 2019 • Adam Enfroy

<https://www.thinkific.com/blog/10-steps-creating-successful-online-course/> 10 Steps To Creating A Wildly Successful Online Course by Sarah Cordiner on September 1, 2021

[YOU TUBE: How to create online content that SELLS](#)

[YOU TUBE: How to start an online course](#)

[YOU TUBE: How to successfully launch an online course 2021](#)