

ACTION PLAN

TO MARKET, SELL & HOST YOUR ONLINE COURSE
& THE WIX FEATURES YOU NEED TO IMPLEMENT EACH STEP

01

LAUNCH A BRANDED, PROFESSIONAL WEBSITE

- Build your website using Wix
- Add a simple subscribe form to collect email addresses.

Pro-Tip - Use Brandify Designer Website Templates to make this easy and fast!

02

GROW YOUR EMAIL LIST

- Design your Lead Magnet using Canva
- Build the Opt-in Landing Page and Thank you Page in Wix
- Deliver the Freebie using a Download Now Button or Automated Email
- Promote your lead magnet! Social media, your newsletters, etc

03

NURTURE YOUR LIST WITH VALUABLE CONTENT

- Use Wix Email Marketing (Previously know as "Ascend") to send out weekly newsletters
- Create valuable blog posts/vlogs/podcast posts on your blog
- Promote your content everywhere!

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O4

DESIGN YOUR ONLINE COURSE LONG-FORM SALES PAGE

- Build the long-form sales page in the Wix website editor.
- Add a "JOIN THE WAITLIST" Button

Pro-Tip - Use Brandify Designer Website Templates to make this easy and fast!

O5

PROMOTE YOUR ONLINE COURSE WEBINAR

- Build the Webinar Sales Page in Wix
- Collect RSVPs Using Wix Events
- Send an automated email sequence using Wix Email Marketing (previously called Wix Ascend)
- Host the webinar using Wix's Online Meeting Room for Webinars.

O6

SELL & DELIVER YOUR ONLINE COURSE

- Use the Wix Programs feature to do this!
- Send an automated onboarding email using Wix automations
- Enjoy teaching your students and the satisfaction of knowing you are making a positive impact in the world!