teachable

COURSE CREATOR'S ROADMAP

When you're building an online course, there are a lot of moving parts to keep track of. Teachable's series of training courses are designed to guide you through all the steps you need to take as a new course creator. But where should you get started, and what Teachable courses do you need to take to be successful?

This roadmap is designed for you if:

- You're a brand new, first-time course creator

- You've created a course, but it didn't go quite as well as you planned

- You've started creating a course, but you don't have an online audience yet

- You need help setting up your online course business

- You're not sure how to market your course

- You need help setting up and launching your course

- You're feeling overwhelmed

Think of this roadmap as a syllabus walking you through these four Teachable courses:

- ✔ Choose Your Topic

- ✔ Build Your Audience

- ✔ Create Your Course

- ✔ Launch Your Course

You can follow one of the recommended timelines below, or design your own. Each plan will take you all the way from course planning through launching your course. When you complete the roadmap, you'll be talking to your brand new students and counting your earnings.

Note that some weeks, you'll complete a full course. Other weeks, you'll work through just the course curriculum you need to stay on track. And sometimes you'll spend time doing work, referring back to curriculum for guidance.

And try not to beat yourself up if you have to take any detours! This is a roadmap to help you take next steps and visualize your course creation journey—when life happens, adjust and keep going. ;)

CHOOSE A TIMELINE

Timeline 1: Standard Course Creator

Timeline 2: 4 Months to 4 Figures

Click on a timeline to jump ahead

Timeline 1: Standard Course Creator

This pace is made for someone with at least 5 hours per week to dedicate to building their online course business.

	YOUR GOAL THIS WEEK	WHAT COURSE AM I IN?	WHAT MILESTONES WILL I HIT?	TEACHABLE TIP!	TIME NEEDED
WEEK 1	Lay the foundations for your course business	Choose Your Course Topic	• Validate your course topic • Identify your target audience • Identify your course transformation • Name your school • Name your course • Outline your course curriculum	Getting started is the hardest part!	<1 day (5 hours)
WEEK 2	Create your mini course, so you can start attracting your audience.	Build Your Audience	• Identify your mini course topic • Choose a mini course formula • Create your mini course content	Don't let the idea of creating content slow you down! Choose the mini course template you can get set up the fastest.	2–5 days (5–15 hours)
WEEK 3	Publish your mini course and begin collecting email addresses	Build Your Audience	• Publish your mini course on Teachable • Set up your mini course to collect email addresses • Put the finishing touches on your mini course	If you get stuck uploading your content or collecting email addresses, consult the Knowledge Base or Teachable Tribe on Facebook.	<1 day (5 hours)

WEEKS 4-6	Grow your audience	[Build Your Audience](#) (refer to the course as needed)	• Drive traffic to your mini course • Build an email list of 500–1,000 • Keep your email list warm with regular emails	It's easy to get burned out trying to promote your course in every way possible. Instead, pick the 2–3 promotion strategies you can do best.	3–12 weeks
WEEK 6	Plan your full course	[Create Your Course](#)	• Finish your course outline • Map out the content types you need to complete your course	Don't do too much. Stick to the transformation you set in Week 1 and make sure your course delivers on that.	<1 day (2–5 hours)
WEEKS 7-9	Create your full course	[Create Your Course](#)	• Create all the content you need for your full online course • Keep growing your audience in the background!	Take it one step at a time, and don't get stuck because you think you need to make your content perfect!	1–2 weeks
WEEK 10	Publish your full course	[Create Your Course](#) (refer to the course as needed)	• Upload your course to Teachable • Keep growing your audience in the background!	If you get stumped while uploading your content, consult the [Knowledge Base](#) or [Teachable Tribe](#) on Facebook.	<1 day (2–5 hours)

WEEKS 11-12	Get ready to sell your course	Launch Your Course	• Set your revenue target • Price your course • Publish your course sales page • Keep growing your audience in the background!	Don't let sales copy scare you! Use Teachable's resources to keep it simple!	1–2 days (5–15 hours)
WEEKS 13-14	Prepare for your email course launch	Launch Your Course	• Write all your launch emails • Create any other launch assets • Keep growing your audience in the background!	Use Teachable's launch sequence templates to make this foolproof.	1–2 days (5–15 hours)
WEEKS 15-18	Launch your course!	Launch Your Course	• Launch your course to your audience via Teachable's email sequence	Think of this launch as a learning experience, and don't be afraid to test, experiment, and try new things!	30 days

Check out the chart on the next page to
see how each milestone overlaps.

COURSE	MILESTONE	MONTH 1				MONTH 2				MONTH 3				MONTH 4				MONTH 5	
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Choose Topic	All	■																	
Build Your Audience	Plan & create mini course		■																
	Promote mini course			■	■	■	■	■	■	■	■	■	■	■	■				
Create Your Course	Planning (outline)						■												
	Create course							■	■										
	Publish on Teachable										■	■							
Launch Your Course	Set revenue target & price, build sales page													■					
	Write your launch														■				
	Run your launch															■	■	■	■

Timeline 2: 4 Months to 4 Figures

This pace is made for someone with 10-15 hours per week to dedicate to building their online course business. Within 4 months, you'll be able to run your first 4-figure course launch (and earn back the entire price of your annual Teachable Pro subscription!)

	YOUR GOAL THIS WEEK	WHICH COURSE AM I IN?	WHAT MILESTONES WILL I HIT?	TEACHABLE TIP	TIME NEEDED
WEEK 1	• Choose your course topic • Create your mini course • Publish your mini course and begin collecting email addresses	Choose Your Course Topic and Build Your Audience	• Validate your course topic • Identify your target audience • Identify your course transformation • Name your school • Name your course • Outline your course curriculum • Identify your mini course topic • Choose a mini course formula • Create your mini course content • Publish your mini course on Teachable • Set up your mini course to collect email addresses • Put the finishing touches on your mini course	Getting started is the hardest part!	1 week

WEEKS 2-3	Grow your audience	[Build Your Audience](#)	• Drive traffic to your mini course • Build an email list of 500–1,000 • Keep your email list warm with regular emails	It's easy to get burned out trying to promote your course in every way possible. Instead, pick the 2–3 promotion strategies you can do best	3–10 weeks
WEEK 4	Plan your full course	[Create Your Course](#)	• Finish your course outline • Map out the content types you need to complete your course	Don't do too much. Stick to the transformation you set in Week 1 and make sure your course delivers on that.	<1 day (2–5 hours)
WEEKS 5-6	Create your full course	[Create Your Course](#)	• Create all the content you need for your full online course • Keep growing your audience in the background!	Take it one step at a time, and don't get stuck because you think you need to make your content perfect!	1-2 weeks
WEEK 7	Publish your full course	[Create Your Course](#)	• Upload your course to Teachable • Keep growing your audience in the background!	If you get stumped while uploading your content, consult the [Knowledge Base](#) or [Teachable Tribe](#) on Facebook.	<1 day (2–5 hours)

WEEK 8	Get ready to sell your course	Launch Your Course	• Set your revenue target • Price your course • Publish your course sales page • Keep growing your audience in the background!	Don't let sales copy scare you! Use Teachable's resources to keep it simple!	1–2 days (5–10 hours)
WEEKS 9-10	Prepare for your email course launch	Launch Your Course	• Write all your launch emails • Create any other launch assets • Keep growing your audience in the background!	Use Teachable's launch sequence templates to make this foolproof.	1–2 days (5–10 hours)
WEEKS 11-14	Launch your course!	Launch Your Course	• Launch your course to your audience via Teachable's email sequence	Think of this launch as a learning experience, and don't be afraid to test, experiment, and try new things!	30 days

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COURSE	MILESTONE	MONTH 1				MONTH 2				MONTH 3				MONTH 4	
		1	2	3	4	5	6	7	8	9	10	11	12	13	14
Choose Topic	All	■													
Build Your Audience	Plan & create mini course	■													
	Promote mini course	■	■	■	■	■	■	■	■	■	■	■			
Create Your Course	Planning (outline)				■										
	Create course					■	■								
	Publish on Teachable							■							
Launch Your Course	Set revenue target & price, build sales page									■					
	Write your launch										■	■			
	Run your launch												■	■	■