


MiloTree **CART** TOOLBOX

ONLINE COURSE 7 Days Launch Calendar

ROADMAP:

- STEP 1** Come up with your **COURSE IDEA**
- STEP 2** **CREATE** the Course
Use our Canva [Course template](#) →  *No platforms needed!*
Short videos linked to a super simple PDF that everyone can EASILY follow.
- STEP 3** Set up your **SALES PAGE** on MiloTreeCart
- STEP 4** **UPLOAD** your course PDF to MiloTreeCart
- STEP 5** **PROMOTE** and **SELL** your course
- STEP 6** MiloTreeCart will **AUTOMATICALLY DELIVER** your course PDF in an email to your customer.

7 DAY LAUNCH CALENDAR:

- What you will find in this calendar:
- Tasks to perform each day
 - Email templates to copy and personalize
 - Canva social media templates to personalize


DAY 1: PICK YOUR COURSE IDEA AND SET IT UP IN MILOTREECART

- ☐ (PURCHASE) Buy your [MiloTreeCart](#) lifetime subscription. *(30-day money back guarantee)*
- ☐ (DOWNLOAD) Use our [Online Course Idea Worksheet](#) to help you decide what course to sell.
- ☐ (SET UP) Add your course details in your dashboard under DIGITAL DOWNLOAD *(name and price)*
- ☐ (SET UP) Set up your Sales Page using our fill-in-the-blank template and our [Sales Page Glossary of Words](#). You can see a [step-by-step tutorial here](#).
- ☐ (SET UP/CONNECT) Set up or connect your Stripe account to MiloTreeCart so you can collect credit card payments. Once this is done, your sales page is ready to go! Woo hoo!


DAY 2 - BUILD YOUR COURSE

- ☐ (CREATE COURSE) Shoot your course videos and upload them as unlisted videos to YouTube. Grab the links.
- ☐ (CREATE COURSE) Create any worksheets/checklists in Canva. Download them as PDFs. Save them in your Google Drive or Dropbox account. Grab the links
- ☐ (CREATE COURSE) Personalize our [Course Canva Template](#) with your course details. Add the links to your videos and PDFs in the appropriate spots.
- ☐ (CREATE COURSE) Download your Course Canva Template as a PDF.
- ☐ (CREATE COURSE) Upload your Course PDF to MiloTreeCart inside the digital download product you set up on day 1.

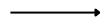
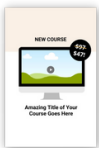
DAY 3 - TIME TO START SELLING!

- ☐ (LISTEN) To get into the selling mindset, please listen to my Blogger Genius Podcast episode: ["My 8 Best Tips on Selling and Why You Need This NOW!"](#)
- ☐ (SALES EMAIL) Send [sales email 1](#) to your list
- ☐ (SOCIAL MEDIA POST) Using [Canva template 1](#),  Customize colors, edit text, add your images.
- ☐ (SHARE A TIKTOK OR REEL) Announce you course.

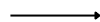
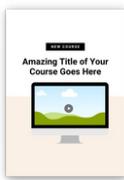
DAY 4 - SELLING AND PROMOTING

- ☐ (SALES EMAIL) Send [sales email 2](#) to your list
- ☐ (SOCIAL MEDIA POST) Using [Canva template 2](#),  Customize colors, edit text, add your images.
- ☐ (SHARE A TIKTOK OR REEL) Talk about the problem you're solving, and paint the picture of the solution your course provides

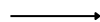

DAY 5 - SELLING AND PROMOTING

- ☐ (SALES EMAIL) Send [sales email 3](#) to your list
- ☐ (SOCIAL MEDIA POST) Using [Canva template 3](#),   Customize colors, edit text, add your images.
- ☐ (GO LIVE ON SOCIAL MEDIA) Talk about the problem you're solving with your course, and paint a picture of the solution your course provides

DAY 6 - SELLING AND PROMOTING

- ☐ (SALES EMAIL) Send [sales email 4](#) to your list
- ☐ (SOCIAL MEDIA POST) Using [Canva template 4](#),   Customize colors, edit text, add your images.
- ☐ (SHARE A TIKTOK OR REEL) Talk about the problem you're solving, and paint a picture of the solution your course provides

DAY 7 - LAST DAY SALES PUSH!

- ☐ (SALES EMAIL) Send [sales email 5](#) in the morning to your list
- ☐ (SOCIAL MEDIA POST) Using [Canva template 5](#),   Customize colors, edit text, add your images.
- ☐ (GO LIVE ON SOCIAL MEDIA) Talk about the problem you're solving with your course, and paint a picture of the solution your course provides
- ☐ (FINAL SALE EMAIL) Send [sales email 6](#) during the final hours of your sales window to let your audience know the opportunity is ending.

WRAP UP - CUSTOMER OUTREACH

- Over the next few days, reach out personally to a few of your customers to thank them for buying.
- If they like your course, ask for a 1-2 sentence testimonial that you can use in your marketing going forward. Make them your VIPs!
- Tell them about the next digital product and offer them a discount.

CONGRATS ON A JOB WELL DONE! xo. *Jillian.*

FINAL THOUGHT: If you can solve your customers' problem, they will buy from you again and again!!