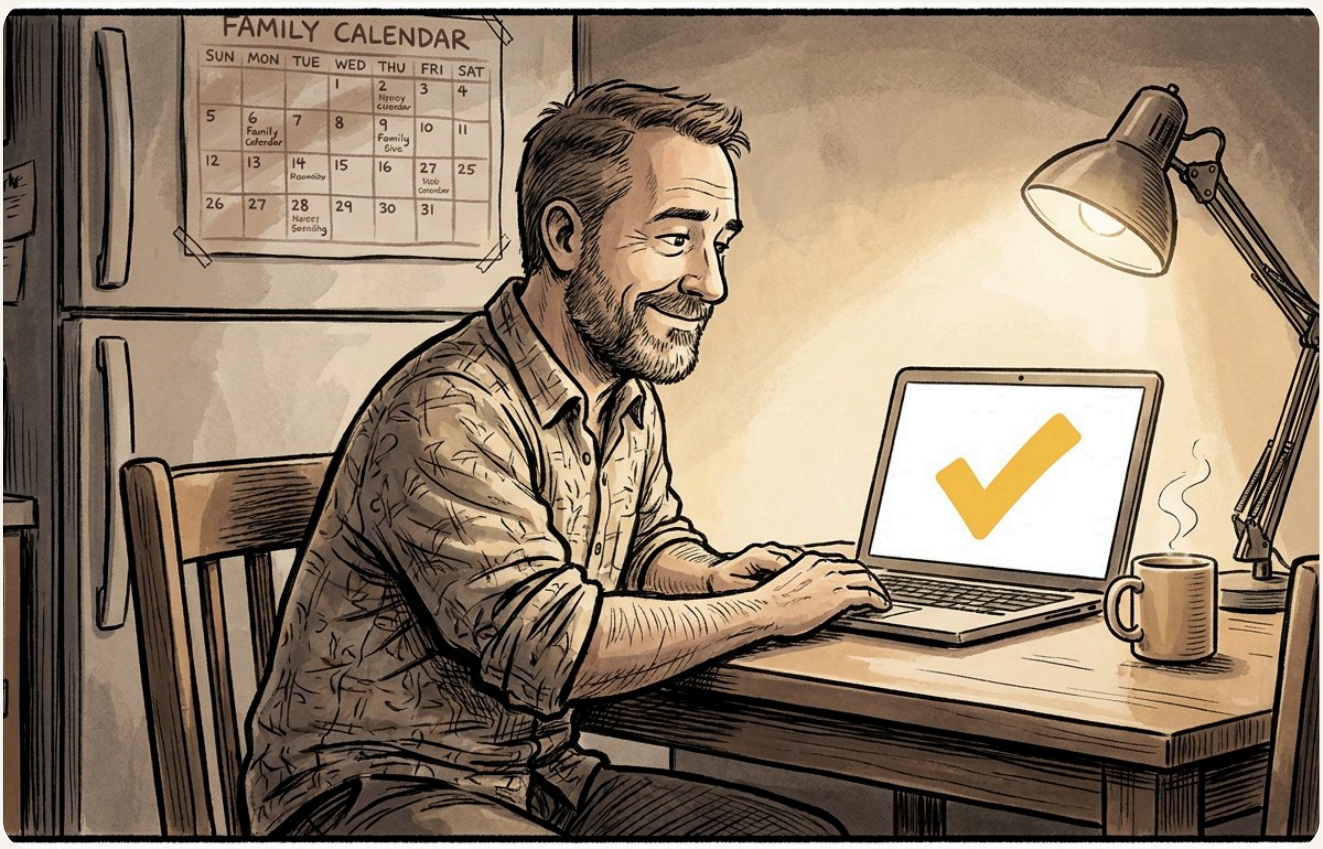
Launch your training program online

Tick-box checklists from first plan to the first 90 days, a planner for your school's pages and a one-page launch plan. It suits small organisations putting their training online.



Putting a training program online is a series of small, clear jobs. Work through these checklists in order and tick each item as you finish it. The launch plan at the end keeps your team working to one plan.

The checklists suit a not-for-profit training staff and volunteers, an association training members, a business training customers or an expert selling a course. Skip any item that does not apply to you.

Plan the program

- [ ] We can say in one sentence who the training is for
- [ ] We know what learners should be able to do after it
- [ ] It is clear whether learners pay, or whether we pay for them
- [ ] A launch date is set and one person owns the launch
- [ ] We know how we will measure success after 90 days
- [ ] We have a budget for the build, the platform and our own time

Gather your material

- [ ] Our latest slides, handouts and procedures are in one shared folder
- [ ] Out-of-date material has been removed or marked as old
- [ ] A subject expert has agreed to check the content
- [ ] Permission is confirmed for every image, video and document
- [ ] Our logo, brand colours and fonts are ready to share
- [ ] We know which policies or standards the content must match

Set up the platform

Choose a platform that fits your main job. LearnWorlds suits organisations that sell courses, and TalentLMS suits organisations that train their own people. You pay the platform direct, in US dollars, so check each platform's pricing page for current plans. *We may receive an affiliate fee if you sign up through our links. It doesn't change our advice or your price.*

- [ ] The platform is chosen and the account is in our organisation's name
- [ ] Our logo, colours, web address and email sender name are set up
- [ ] Certificates show our logo, the course name and the date
- [ ] Learner groups and manager access are set up, if we need them
- [ ] Payments are connected and tested, if we sell courses
- [ ] Our privacy policy tells learners where their data is stored

Build the course

- [ ] The outline is approved before any screens are built
- [ ] Each module links to something learners must be able to do
- [ ] Learners practise before the quiz
- [ ] Screens are short and easy to read on a phone
- [ ] Videos have captions and images have alt text
- [ ] Quiz answers and feedback have been checked by a subject expert
- [ ] One person has done a final read of every screen

Plan the pages your school needs

Your school is the website where learners find your courses, sign up and log in. LearnWorlds and many other course platforms give you ready-made website templates for these pages. Start from a template, then change the words, pictures and colours to suit you. Use this planner to choose your pages and name an owner for each.

Page	What it does	What to include	Need it?	Owner
Home page	Tells visitors who the school is for and where to start	A clear headline, your main courses and a sign-up or log-in button		
Course catalogue	Shows every course in one place	Course titles, short descriptions, time to complete and price if any		
Course page	Helps a learner decide to enrol	Who it is for, what they will be able to do, what is inside, time, price and a sign-up button		
Sign-up or checkout page	Lets learners create an account or pay	Only the fields you need, payment options and a link to your terms		
Thank-you page	Confirms the sign-up and gives the next step	What happens next, a link to start the course and who to contact for help		
Help and contact	Answers common questions and builds trust	Log-in help, certificates, who you are and how to reach you		
Privacy and terms	Explains how you handle data and payments	Where data is stored, refunds if you sell courses and your terms of use		

Check every page

- [ ] The page works on a phone
- [ ] Each page has one main button that tells learners what to do next
- [ ] Links go to the right place
- [ ] Text is plain, short and free of typing errors

Test before you launch

Ask two or three people who did not build the course to test it on their own phones. Give them a test learner account and a deadline.

- [ ] Testers can sign up, log in and reset a password
- [ ] Every video plays and every link opens
- [ ] The quiz marks answers correctly and shows feedback
- [ ] The certificate arrives with the right details
- [ ] Welcome and reminder emails arrive and look right
- [ ] A test payment goes through and the learner gets access, if we sell courses
- [ ] Reports show the testers' progress and results
- [ ] We have fixed every problem the testers found

Launch week

Day	What to do	Done
Monday	Do a final check of every page and course. Brief managers or partners who will promote it.	
Tuesday	Open enrolments and send the launch email or announcement.	
Wednesday	Post on social media or in your newsletter. Answer questions as they arrive.	
Thursday	Check sign-ups and the first completions. Fix any problem learners report.	
Friday	Send a reminder to people who opened the email but did not enrol. Note what to improve.	

The first 90 days

When	What to do	Done
Weeks 1 and 2	Answer help requests quickly, check reports every few days and fix small problems.	
Month 1	Send reminders to learners who have not finished. Read the first survey responses.	
Month 2	Look at where learners stop and which quiz questions they miss. Plan fixes.	
Month 3	Compare results with your measure of success. Report to your board, manager or partners. Decide on the next course.	

By day 90

- [ ] Screens and questions that confused learners are fixed
- [ ] Results are shared with the people who need them
- [ ] A date to review the course content is set
- [ ] The next course or improvement is agreed

Our one-page launch plan

Fill this in with your team and keep it where everyone can see it.

Program name and who it is for

What learners will be able to do

Platform, web address and price (or who pays)

Launch date, launch owner and help contact for learners

How learners will hear about it

Our measure of success at 90 days

Have your school set up in a week

We set up your LearnWorlds or TalentLMS school, with your branding, pages, certificates and emails. School set-up starts at $2,000 ex GST, and a basic school is live in a week.

See school set-up

Discover Learning, discoverlearning.com.au, info@discoverlearning.com.au, 1300 208 943

A member of the Hungry Minds family. Bigger appetite? Hungry Minds designs and builds full programs. Learning to design? Instructional Design Australia.

General information only. Check platform prices and features on the vendor site before you buy.

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