



FREE
RESOURCE

The Pre-Sell Launch Checklist

22 decisions to make before you take a single payment so your beta launch runs clean.

WHAT YOU'LL DISCOVER INSIDE:

- ✓ The 5 things to decide before opening cart
- ✓ Your beta pricing and cohort size decision
- ✓ The 3-email beta launch sequence
- ✓ What to deliver before your course is finished

Why You Should Sell Before You Build

Pre-selling isn't a shortcut. It's a smarter sequence.

The traditional course-building sequence is: build → launch → sell. Most therapists who follow this path spend 3 months building something that doesn't sell because they never validated that anyone wanted it.

The pre-sell sequence flips this: sell (a small beta) → build (with real students) → launch (with proof). You take money before you finish building. Your beta students get a discount. You get feedback, income, and motivation.

- Validate your topic before investing 60+ hours building it
- Generate income during the build phase, not after
- Use beta student feedback to make the course better before full launch
- Build social proof (testimonials) before your first full launch

This checklist walks you through the 22 decisions that make a beta launch run cleanly. Don't open your cart until you've answered each one.

"Pre-sell first. Get money before you build. It's not a shortcut — it's the smarter sequence."

— Therapist Growth Partner

Pre-Launch Decisions

1 What are your 5 core pre-sell decisions?

These must be answered before you write a single sales email.

THE 5 DECISIONS:

- 1. What is the exact transformation your course promises? (One sentence only.)
- 2. Who is your beta cohort? (Size: 8–20 students. Any more and feedback is unmanageable.)
- 3. What is your beta price? (40–50% of your intended full price.)
- 4. What is your delivery timeline? (Start date, module release cadence, end date.)
- 5. What format will you use? (Live Zoom + recordings, self-paced video, or hybrid?)

YOUR ANSWER:

Write your answers to all 5 decisions. Be specific — vague answers create vague launches:

WHAT CLEAR ANSWERS LOOK LIKE:

Transformation: 'Manage social anxiety in workplace settings without avoiding meetings.'

Cohort: '12 students. Beta price \$147. Full price will be \$297 after feedback.'

Delivery: 'Starts March 1. One module per week for 6 weeks. All self-paced video.'

If you can't answer all 5 in specific terms, you're not ready to sell yet. That's useful information — not failure.

The 3-Email Beta Launch Sequence

2 What will your 3 beta launch emails say?

You only need 3 emails to run a successful beta launch to a warm list.

THE 3-EMAIL STRUCTURE:

Email 1 (Monday): 'I'm building something.' Name the problem, name the solution, hint at the beta.

Email 2 (Wednesday): 'Here's exactly what it is.' Full beta offer: price, dates, what's included, limit.

Email 3 (Friday): 'Last call.' Urgency (cohort closing). One-sentence testimonial if you have one.

YOUR ANSWER:

Write the subject lines for your 3 beta launch emails:

HIGH-CONVERTING BETA SUBJECT LINES:

Email 1: 'I've been building something for you' / 'A question before I launch'

Email 2: 'The beta is open (12 spots, closes Friday)' / 'Here's what I built'

Email 3: '3 spots left' / 'Closing the beta tonight' / 'Last chance — beta price ends'

Do not add more emails 'just in case.' Three focused emails outperform six vague ones. Trust the sequence.

Your Beta Launch: The Go Plan

YOUR STATEMENT - complete and write it here:

“My beta opens on [date]. Price: \$[X]. Cohort size: [N]. Email 1 sends [date]. Cart closes [date]. First module delivered [date].”

What Happens Next

1 Set your cart open date

Pick a specific Monday. Everything works backwards from this date. Open date → email sequence → content prep.

2 Build a simple checkout page only

You don't need a full sales page for beta. One page: transformation promise, price, dates, and a buy button.

3 Write your 3 emails this weekend

Block 3 hours. Write all 3 emails before your cart opens. Do not improvise launch emails in real time.

4 Schedule your first module delivery

Have Module 1 ready before your cart opens. Students who pay need something in their inbox within 48 hours.

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