



The Minimum Viable Course Checklist

30 action items to launch your first course in a single focused weekend.

WHAT YOU'LL DISCOVER INSIDE:

- ✓ Phase 1: Define & Validate - get clarity before you build Phase
- ✓ Build Fast - record, structure & deliver in one weekend Phase
- ✓ Pre-Sell - collect money before the course exists

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Before You Build Anything, Read This

The weekend course myth and the fix

Most therapists who want to build a course imagine locking themselves away for a weekend and emerging with a polished, Kajabi-hosted masterpiece. They buy the platform, create the workspace, and then stall. Weeks pass. The course stays empty.

The problem isn't motivation. It's scope. They're trying to build a definitive, 60-module curriculum when what they actually need is a Minimum Viable Course the simplest version of the transformation that is still worth paying for.

This checklist gives you a 30-item action framework across three phases. Phase 1 forces the clarity decisions that most therapists skip. Phase 2 creates the actual content in the smallest viable form. Phase 3 is how you get paid before you finish building.

You can complete every item in this checklist before the end of a focused weekend. That's the point. A course that ships imperfectly is infinitely more valuable to your students and your income than a perfect course that never launches.

HOW TO USE THIS CHECKLIST:

- Work through Phase 1 before touching any tech. Clarity first, always.
- In Phase 2, aim for 'good enough to transform' — not 'good enough to win an award'.
- Phase 3 items should happen before you finish Phase 2. Pre-selling is not cheating.

*“The goal of a Minimum Viable Course is not to impress.
It is to transform one person, once, reliably.”*

— Therapist Growth Partner

Phase I - Define & Validate

Complete these items before you open any course platform or record any video.

CLARITY Items 1–7: Get the idea right before building anything.

- Write your Transformation Statement
"After my course, students will be able to _____ without _____."
- Name one specific audience
Not 'anxious people' - 'parents of anxious teens who refuse therapy.'
- Confirm it passes the Ethics Test
Education, not treatment. No diagnosing. No personalized clinical advice.
- Identify the #1 objection your student has
What fear or belief makes them hesitate to buy?
- Set a realistic scope: 4–6 modules max
One transformation. One audience. One price point. That's your MVC.
- Title your course with the outcome, not your method
'Boundaries Without Guilt' sells. 'DBT-Informed Skills Training' does not.
- Draft a 1-sentence sales hook
"For [audience] who want [outcome] without [fear]."

VALIDATION Items 8–10: Confirm someone wants this before you build it.

- Share your hook with 3–5 trusted colleagues
Ask: 'Would you pay \$97–\$197 for this? Who would?' Listen carefully.
- Post an interest-check in one private/professional group
No pitch. Just: 'I'm building a course on X for Y. Interested?'
- Get at least 3 'yes' signals before you build
A yes = reply, DM, or email saying they'd buy it. One 'wow' isn't enough.

Phase 2 - Build Fast

Build only what is essential. Imperfect and shipped beats polished and unlaunched.

STRUCTURE Items 11–18: Outline and organize your content.

- List 4–6 module titles (outcomes-first)
"By the end of Module 3, students will be able to _____."
- Write a 3-bullet description per module
What they'll learn. What they'll do. What they'll feel. That's it.
- Plan one worksheet or exercise per module
Canva template. Google Doc. PDF. Keep it simple and printable.
- Decide on format: video, audio, text, or hybrid
Video converts best. Loom + slides = 20-min module in 2 hours.
- Set a target runtime: 20–40 min per module
Students don't want more — they want actionable. Shorter wins.
- Record using Loom + simple slide deck
Clean background, decent mic, natural light. Done.
- Edit for clarity only, cut fluff, keep insights
No fancy editing. Remove long pauses and repeated points.

DELIVERY Items 19–22: Get it on a platform students can access.

- Choose one powerful, all-in-one platform that handles your course, payments, and client communication in one place.
Not sure what to use? We'll recommend the right setup for you and show you exactly how it works - [book a demo to see it in action](#).
- Upload videos, worksheets, and module descriptions
Organize by module. Test every link before sending to students.
- Write a welcome email for new students
'Here's what to expect, here's where to start, here's how to reach me.'
- Add a clear disclaimer on the course landing page
'This course is educational, not therapy.' Visible. Unambiguous.

Phase 3 - Pre-Sell & Launch

Get paid before you finish building. Pre-selling is not dishonest – it's smart.

PRE-SELL Items 23–26: Collect payment before the course is complete.

- Create a simple sales page (1 page, 500 words)
Problem. Solution. Transformation. Price. Disclaimer. Buy button.
- Set a beta price: 40–50% off your full price
\$97–\$147 beta. \$197–\$297 full launch. Beta buyers get lifetime access + bonus.
- Write 3 launch emails to your newsletter
Email 1: The problem. Email 2: Your solution. Email 3: Last chance + FAQ.
- Send to your email list (even if it's small)
10 subscribers who trust you are worth more than 10,000 strangers.

LAUNCH Items 27–30: Get your first 10 paying students.

- Set a launch window: 5–7 days, not open enrollment
Urgency matters. 'Closing Friday' converts better than 'always available.'
- Follow up with everyone who clicked but didn't buy
A single personal email from you converts 10–20% of clicks.
- Deliver the beta course and ask for a testimonial
1 real testimonial from a licensed clinician = your best marketing asset.
- After 10 students: raise the price and run a full launch
You now have proof, feedback, and testimonials. That's everything.

A NOTE ON PERFECTIONISM:

Your beta students are not expecting perfection they are expecting transformation. If your content reliably creates the outcome you promised, you have a successful course.

You Have a Checklist, **Now Build the Course**

Completing this checklist is step one. But a checklist doesn't teach you how to write a sales page that doesn't feel gross. It doesn't show you how to price with confidence. It doesn't explain how to grow an email list of therapist-curious students without running paid ads. That's what the newsletter is for.

1 **Subscribe to the newsletter**

The Clinician's Course Blueprint delivers one practical step per week. Free.

2 **Use tech stack guide**

Pick your platform, set it up once, and stop second-guessing your tools.

3 **Apply the Sales Page Formula**

Next worksheet issue shows you exactly how to write your sales page.

4 **Launch to your first 10 students**

Price \$97-\$297. Beta discount. 3 launch emails. First sales create proof. Proof creates momentum.

Ready to go deeper?

The Clinician's Course Blueprint - a weekly newsletter for licensed therapists building course income without burnout. One practical step per issue.



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