

your first live class

the launch checklist

One outcome, one session, a real price, a date two weeks out, ten warm invites, two reminders, and a question at the end. **Four people is a class.** Check the done-means line before moving to the next step.

☐ 1. Write the outcome sentence

"By the end of this session, you'll be able to ____." An ability, not a topic.

Done means: a stranger could read it and tell you what they'll be able to do.

☐ 2. Scope one session, not a course

60 to 90 minutes, once. The series comes later, shaped by real questions.

Done means: the whole outcome, questions included, fits in 90 minutes.

☐ 3. Put a real price on it

Free gets treated like free. The price is the student's promise to show up.

Done means: a number you can say out loud, and you wouldn't resent teaching for it.

☐ 4. Pick a date two weeks out

The date is the marketing. "Someday" converts nobody. Pick the time for your audience.

Done means: date, time, and a prep hour blocked on your own calendar.

☐ 5. Set up the room and test it

Use the video tool you already know. Five-minute test call: mic, camera, screen share.

Done means: the test call happened, out loud, with another human.

☐ 6. Make signing up one step

Payment link that confirms with the class link and a calendar invite. No forms.

Done means: from invite to paid-and-calendared with zero questions asked.

☐ 7. Invite warm, one at a time

Don't announce, invite. Ten personal messages beat a broadcast to a thousand.

Done means: ten invites sent, each with a line only that person could receive.

☐ 8. Remind, or lose them

No-shows are the default, not rudeness. One reminder the day before, one an hour before.

Done means: both reminder messages written and scheduled (or ready to paste).

☐ 9. Run it like a room, not a webinar

Names at the door, a question everyone answers early, interaction every ten minutes. Record it.

Done means: every attendee said or typed something before the halfway mark.

☐ 10. Close the loop after

Next day, ask everyone: what helped most, what's still missing? That's your next class.

Done means: every reply read, and the next date exists if you want one.

The whole thing, honestly: no funnel, no ads, no launch sequence. An outcome, a date, ten warm invites, and a room you actually run. The first one will be small and slightly messy, and it will teach you more than six months of planning a big one.