

# The Ultimate Course Launch Toolkit

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## Welcome to *The Ultimate Course Launch Toolkit*

If we haven't met yet — I'm **Ahamed Kawsar**, your go-to eLearning strategist.

Over the last 8 years, I've helped **300+ coaches, trainers, and institutes** build and launch high-converting eLearning platforms using WordPress, LearnDash, Tutor LMS, and Kajabi — generating **millions in course sales** across the **UK, USA, Australia, and the Middle East**.

But this isn't just about websites.

It's about building a system that turns your knowledge into a profitable education business — from the very first lesson to your 100th sale. And I've done it over and over again with coaches just like you.

Whether you're just starting out or looking to scale your course business — this toolkit is packed with the **exact strategies, tools, and insights** I use with my clients to help them **launch fast and sell smart**.

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## ◆ Section 1: Pick the Right Problem to Solve

Before you build anything, you need clarity on **what problem your course solves** and **who it's for**.

Ask yourself:

- What's the #1 pain point my audience is struggling with?
- What result will they achieve after taking my course?
- Who is willing to pay to solve this problem?

**Bonus Tip:** Specific = Profitable. Instead of "confidence building," try "confidence for introvert entrepreneurs."

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## ◆ Section 2: Plan Your Course Structure

Keep it simple and outcome-driven.

### Recommended Format:

- **6–10 Modules** (based on milestones in the transformation)
- Each module includes:
  - 1–2 short videos (5–10 mins each)
  - 1 worksheet or checklist
  - 1 small action step

### Tools to Create:

- Record with Loom or Zoom
- Store videos on Vimeo Pro or YouTube Unlisted
- Use Canva for worksheets and PDFs

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## ◆ Section 3: Choose Your LMS Platform

Here are the best platforms for launching in 2025:

### ✓ Recommended:

- **WordPress + Tutor LMS** – Best for control, scalability, low cost
- **WordPress + LearnDash** – Best for serious course businesses

### Others (All-in-One):

- **Kajabi** – Easy but expensive

- **Teachable** – Great for beginners
- **Thinkific** – Slightly more flexible than Teachable

**Kawsar's Pick:** *I recommend WordPress + Tutor LMS for 80% of coaches I work with. It gives you full control and no monthly lock-in.*

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## ◆ Section 4: Pricing & Monetization Strategy

Start with **One Offer. One Price. One Promise.**

### **Pricing Models:**

- One-time payment (best for short or outcome-specific courses)
- Payment plans (split 2 or 3 payments)
- Membership (recurring monthly)

### **Common Ranges:**

- \$97–\$297: Entry-level
  - \$497–\$997: Flagship transformation
  - \$1,000+: Premium mentorship + course
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## ◆ Section 5: Build Your Funnel (Simple Sales System)

Your course won't sell itself. Build a simple funnel that converts.

### **Basic Funnel Flow:**

1. **Lead Magnet** (like this one!)
2. **Email Welcome Series** (educate + warm up)

3. **Sales Page** (highlight benefits, transformation, trust)
4. **Checkout Page** (Stripe or PayPal)

**Tools to Use:**

- WordPress with Elementor or CartFlows
  - Email: Mailchimp, ConvertKit, or FluentCRM
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## ◆ **Section 6: Pre-Launch & Promotion**

Start building buzz **2–4 weeks before launch**.

**What to do:**

- Tease on social media (show behind-the-scenes)
  - Host a free workshop or webinar
  - Offer early-bird pricing or bonus
  - Partner with affiliates or influencers
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## ◆ **Section 7: Post-Launch Growth Plan**

Your course launch isn't the end — it's the beginning.

**After Launch:**

- Collect testimonials
- Improve based on feedback
- Add upsells (1:1 call, group coaching, templates)

- Set up ads to evergreen your funnel



### 🎉 Ready to Launch?

If you're serious about launching a course that actually sells, **this toolkit is just the beginning.**

This is the same system I've used to help build **over 300+ eLearning LMS platforms** for coaches, trainers, and global institutions — generating **millions in course revenue** and trusted by clients in the **UK, USA, Australia**, and beyond.

You'll get lifetime access to:

- The exact **frameworks, templates, and systems** I use to launch & scale courses
- My recommended **LMS tech stack** (WordPress + LearnDash/Tutor LMS)
- Bonus: Opportunity to book a **free 15-minute strategy call** with me directly

Get everything you need to launch and grow your course — from someone who's **built it, scaled it, and still does it every day.**

👉 [Click here to get started or book a free strategy call](#)

**You're one decision away from building a profitable eLearning business. Let's make it happen.**