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WoDiLab

FROM IDEA TO LAUNCH PLAN

How to turn your course into a clear, time-based action plan

ACTION CHECKLIST

☐ **Step 1 – Set your intention to create your launch plan**
Decide that you are moving from thinking to action and will define your launch plan now — not later.

☐ **Step 2 – Choose your launch and delivery dates**
Decide when you will start offering your course and when participants will begin the experience.

☐ **Step 3 – Break your course into components**
Identify what needs to be created or prepared for each part of your course before delivery.

☐ **Step 4 – Create your timeline**
Place your tasks and course elements into a clear schedule so you know what to do and when.

Step 1 – Set Your Intention

This is a simple but important step.

You are no longer just thinking about your course.
You are deciding to move forward and make it real.

What does creating your launch plan mean for you right now?

_____

_____

What helps you commit to taking this step?

_____

_____

_____

_____

Step 2 – Choose Your Launch and Delivery Dates

Your launch date = when you start offering your course.
Your delivery date = when participants begin.

It is helpful to leave a small space between these two.

Your launch date: _____

Your delivery date: _____

Why do these dates feel realistic for you?

_____

_____

_____

_____

Step 3 – Break Your Course Into Components

You already have your course structure.

Now think:
What needs to be prepared before each part is delivered?

Start with one key part of your course.

Deliverable (example: Session 1, Module 1, etc.):

_____

What needs to be ready before this?

- _____
- _____
- _____
- _____
- _____

Tip: Think step by step — "What needs to happen before this?"

Step 4 – Create Your Timeline

Now place your components into time.

When will each part be ready?

Component	**Date**
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Place It Into Your Calendar
A plan becomes real when it is scheduled.

What are the first 2–3 time blocks you will add to your calendar?

- _____
- _____
- _____

For this session

Create your launch plan and place it into time.

Do not overthink this.
Clarity comes from deciding.

Reflection

What feels clear now about your next steps?

_____

_____

What still feels uncertain or needs testing?

_____

_____

What is your next concrete action?

_____

_____

Remember

You are not just planning.
You are creating movement.

Once your course is placed into time —
it becomes real.