Day 2 Workbook: Build & Launch Your Online Business

Day 2 Checklist

- Claim your domain name and activate your site

- Customize your brand colors, logo, and messaging

- Add your course structure and initial content

- Set up your pricing, checkout, and payment options

- Connect your email capture and follow-up system

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Step 1: Domain & Website Activation

What domain name did you choose?

_____

_____

Describe how you want your homepage to look or feel:

_____

_____

_____

Notes

Step 2: Customize Your Branding

What is your brand name and tagline (if any)?

_____

_____

What colors, fonts, and imagery represent your brand personality?

_____

_____

_____

Upload or describe your logo here:

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_____

Notes

Step 3: Structure Your Course

Lesson 1 Title:

_____

Lesson 2 Title:

_____

Lesson 3 Title:

_____

Lesson 4 Title:

_____

Lesson 5 Title:

_____

What format will you use (video, PDF, worksheet, audio)?

_____

_____

Notes

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Step 4: Set Up Payments & Checkout

What price will you charge for your course or product?

_____

Will you offer one-time payment, recurring, or both?

_____

Will you include an upsell, order bump, or bonus?

_____

_____

Notes

_____

Step 5: Email Integration

Which email marketing system will you use?

_____

What is the subject line or content for your welcome email?

_____

_____

_____

Notes

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Final Review for Day 2

- My domain is live and the website is accessible

- My branding is set and reflects my niche clearly

- My course is structured and at least partially uploaded

- Payment processing is ready (Stripe, PayPal, etc.)

- Email list and follow-up tools are connected

Final Thoughts & To-Dos Before Day 3