Online Course Asset Checklist

Course Platform - Graphics / Content

√	ITEM	NOTES
	Member Portal Banner (for entire online academy) – 2000 X 600 px	
	Course Banner – 2000 X 600 px	
	Enter Course thumbnail – 350 X 350 px	
	Profile Pic – close-up of your face – 200 x 200 px	
	Welcome Message From Coach – about 100 - 150 words	
	Join Facebook Group / Instagram thumbnail – 350 X 350 px	
	Lesson / Module tiles – 150 X 250 px	
	Right Side Menu image – quote, info graphic of your content, etc – max size: 450 X 850 px	
	Title Page for Learner Generated Manifesto – 2250 x 3330 px (to fit 8.5 x 11 inch page)	

Video Production

√	ITEM	NOTES
	Video Script (or Outline) for each Lesson / Module	
	Video Editor's Script - with notations for title slides & additional images	
	Title Slide Images – labeled for editor input	
	Additional Overlay Images - labeled for editor input	
	Images of your Course Platform to use in Introductory Lesson Video (will be provided by WBA)	
	Video Script for Marketing / Lead Magnet Videos	
	You Tube channel for your business (not personal) for hosting "Unlisted" course Videos	
	Videos loaded into You Tube – Use proper titles and video settings	

Course Content

√	ITEM	NOTES
	Table of Contents	
	Video Link list – for all final videos – provided according to WBA instructions	
	Overviews – Word format	
	Transcript – Branded/Copyright - PDF format (optional)	
	Resources – Branded/Copyright - in approved formats	
	Exercises – Word format	
	Action Steps for after Lessons / Modules (optional)	
	Journal prompts (optional)	
	Log metrics (optional)	
	Upload Files posted on Member Portal (optional)	
	Other -	

Sales/Delivery - Information & Content

√	ITEM	NOTES
	Company logo – at least 300 px wide and 300 px high	
	Course Price	
	Course discount prices for creating discount Promo Codes – Word format	
	Short Course Description for Shopping Cart / Receipt - Word	
	Course Delivery email content - based on WBA email Template	
	List of course milestone "tags" - to trigger Infusionsoft email campaigns (optional)	
	Company's administrative email address for all automated communications and alerts	
	Social Media URL (for the social media platform thumbnail graphic)	
	Bank account info for sales revenue deposits	