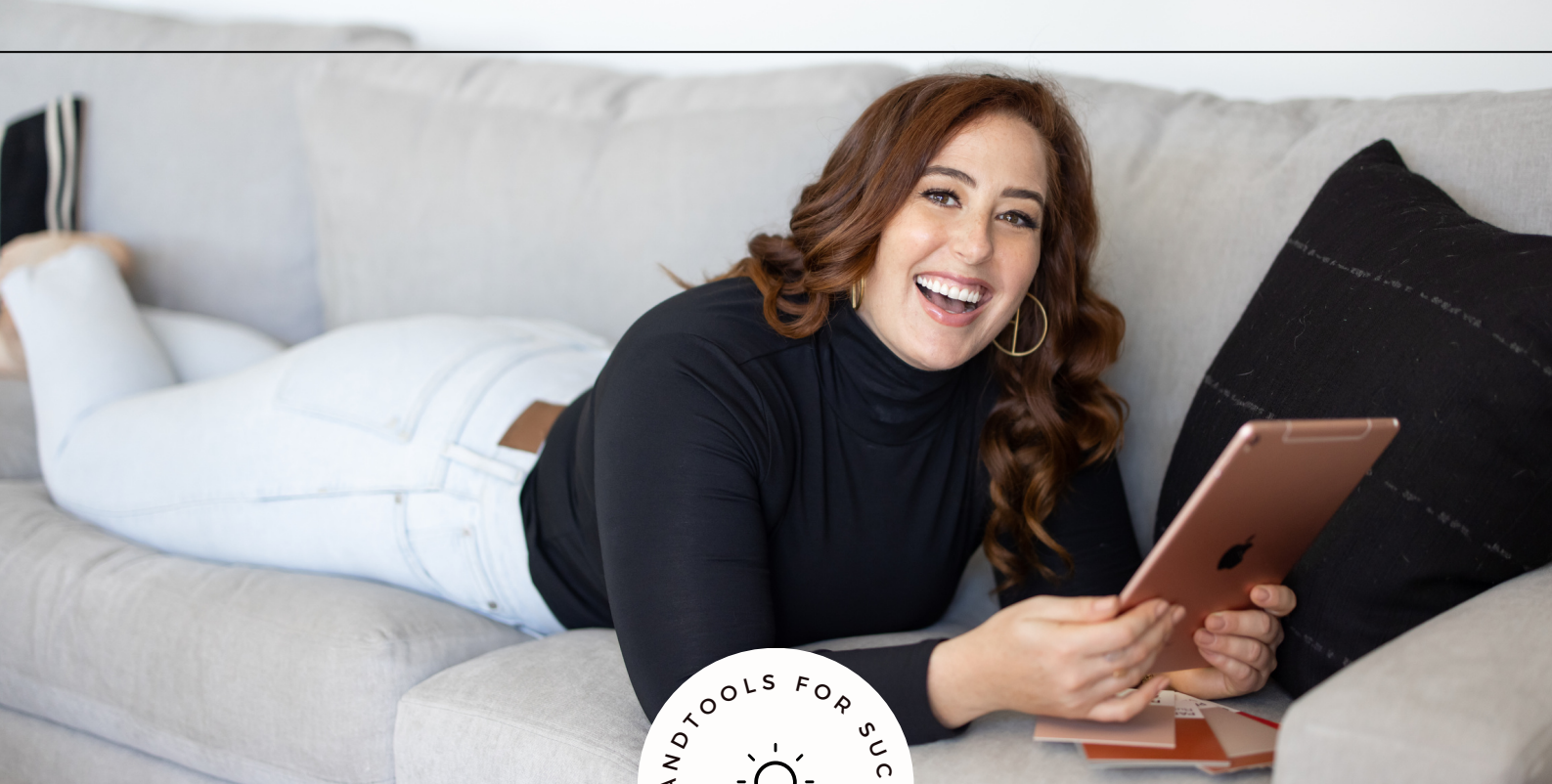


A woman with long, wavy brown hair is sitting on a light-colored couch. She is holding a laptop on her lap and a clear plastic cup with a straw to her lips. She is wearing a dark long-sleeved top and leopard print pants. The background is a blurred interior space with shelves and decorative items.

✦ EMAIL COURSES WITH EASE ✦

Two Week Building Plan

GUIDE



Hello, fabulous course creators! I'm Brea Galper, your go-to gal, the owner, and lead designer of Style & the Storyteller. As a passionate brand strategist and developer, I've dedicated my career to arming solopreneurs and small business owners with the digital tools they need to truly shine.

This 14-day action plan was designed for you, to turn your dream course into a reality. It's all about taking a step-by-step approach, planning your days and making the best use of our incredible course tools. It's been meticulously crafted to help you organize your time, use course materials effectively, and lay out a clear path towards your goal.

My ultimate goal? To help you map out your journey from desk to digital, ensuring you're equipped, inspired and excited to launch your course. No guesswork, no overwhelm – just a straightforward plan that works.

So, get ready to unleash your potential, and let's start this transformative journey together. Here's to your upcoming success!



Building Plan Checklist

This checklist + plan is designed to navigate the creation of your very own email course. It's your playbook to follow for ensuring your days are productively aligned with your course creation goals.

monday | day 01

TOTAL TIME: 45 MINUTES

NOTES

- ☐ Module 1: Lesson 1.1
- ☐ Module 1: Lesson 1.2
- ☐ Module 1: Lesson 1.3

tuesday | day 02

TOTAL TIME: 1-2 HOURS

NOTES

- ☐ Plan Course Content
-
-

wednesday | day 03

TOTAL TIME: 1-2 HOURS

NOTES

- ☐ Name Your Course
-

thursday | day 04

TOTAL TIME: 50 MINUTES

NOTES

- | | | |
|--------------------------|----------------------|-------|
| <input type="checkbox"/> | Module 2: Lesson 2.1 | |
| <input type="checkbox"/> | Module 2: Lesson 2.2 | |
| <input type="checkbox"/> | Module 2: Lesson 2.3 | |
| <input type="checkbox"/> | Module 3: Lesson 3.1 | |
| <input type="checkbox"/> | Module 3: Lesson 3.2 | |
| <input type="checkbox"/> | Module 3: Lesson 3.3 | |
| <input type="checkbox"/> | Module 3: Lesson 3.4 | |

friday | day 05

TOTAL TIME: 2-3 HOURS

NOTES

- | | | |
|--------------------------|------------------|-------|
| <input type="checkbox"/> | Content Planning | |
| | | |
| | | |

monday | day 08

TOTAL TIME: 2-3 HOURS

NOTES

- | | | |
|--------------------------|-----------------|-------|
| <input type="checkbox"/> | Video Recording | |
| | | |
| | | |

tuesday | day 09

TOTAL TIME: 2-3 HOURS

NOTES

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Module 4: Lesson 4.1

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☐

Module 4: Lesson 4.2

.....

wednesday | day 10

TOTAL TIME: 2-3 HOURS

NOTES

☐

Build Your Course

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thursday | day 11

TOTAL TIME: 30-45 MINUTES

NOTES

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Test Driving

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.....

.....

friday | day 12

TOTAL TIME: 2-3 HOURS

NOTES

☐

Publish + Party

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Thank You!



We're so excited for you to take the plunge into the world of course creation, and we couldn't be more thrilled to cheer you on every step of the way and we hope this 14-Day Building Plan helps you with your course creation goals!

We're wholeheartedly committed to your entrepreneurial journey and we're 100% invested in your success. We see your goals, your dreams and your brave determination. We're always here to support you with the inspiration and tools you need for your business to thrive.

Our guide, our course, they aren't just pieces of content. They're your stepping stones, your boosters on this road to success. We've got high hopes that they'll become your north star, guiding you on this epic journey.

So thank you for taking the time to delve into this guide. Our sincerest wish is that it not only intrigues you, but it lights a fire in you to chase your dreams. Let's turn those business dreams into your reality.

