

LOQUY BUSINESS BONUS

The Academy Launch Checklist

Fourteen days from “I have courses” to “my academy is open.” Domain and branding on day one, delivery tested by day four, doors open on day eleven.

14 DAYS

6 CHECKPOINTS

1 OPEN ACADEMY

A course is a product. An academy is a place.

One course sells once

A single course is a one-time transaction: someone buys it, finishes it, and leaves. There is nowhere for them to go next, so every new student starts from a cold pitch.

An academy holds them

An academy is your courses under one name, one domain, one catalog page. Students who finish one course see the next one waiting — and the brand they trust is yours, not a marketplace's.

Why only 14 days

Everything an academy needs already exists in Loquy Business — course pages, welcome emails, magic-link access, certificates. This checklist just assembles the pieces in the right order.



Entry requirement

At least two courses generated in Loquy and watchable end to end. That is all you need to start Day 1.

Fourteen days at a glance

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DAYS 1–2 IDENTITY	DAYS 3–4 PLUMBING	DAYS 5–7 CATALOG	DAYS 8–10 PRE-LAUNCH	DAYS 11–14 LAUNCH WEEK
Name the academy	Customize the welcome email	Build the catalog page	Send the waitlist message	Open + announce
Claim the domain	Test magic-link access end to end	Set the pricing ladder	Cut 3 teaser posts from lessons	Q&A and FAQ
Brand colors on your Loquy pages	Certificates + quizzes on	Test every buy button	Schedule them for launch week	Last call, close, welcome
DONE WHEN One brand, one domain	DONE WHEN Enrollment works without you	DONE WHEN Catalog live, prices set	DONE WHEN Waitlist sent, posts queued	DONE WHEN Window closed on time

Then one more date on the calendar: Day 30 — the review that tells you which course to build next.

DAYS

1-2

CHECKPOINT 1 · ACADEMY IDENTITY

Give it a name, a home, and a look

- ☐ **Name the academy, not a course.** Pick a name wide enough to hold every course you will ever make on this topic — “The Garden Design Academy,” not “Pruning Roses 101.” Say it out loud; if it sounds like a place people enroll in, keep it.
- ☐ **Claim the domain.** Buy the matching domain (or a close .com variant) and point it at your Loquy pages. One web address on every post, email, and business card from now on.
- ☐ **Set brand colors and logo on your Loquy pages.** Choose two brand colors, add your logo, and apply them across your course pages so every page a student sees looks like the same school.
- ☐ **Write the one-line promise.** “[Academy name] teaches [who] to [do what].” This line goes at the top of the catalog page on Day 5 and in every announcement after that.



Done when Someone landing on your domain sees one brand and one promise — not a pile of unrelated courses.

DAYS

3-4

CHECKPOINT 2 • DELIVERY PLUMBING

Make enrollment work without you

- ☐ **Customize the welcome email.** Set your own from-name and reply-to address, and rewrite the first line in your voice. The default template works; the customized one sounds like your academy.
- ☐ **Test magic-link access end to end.** Enroll with a spare email address, open the welcome email, click the magic link, and confirm you land in lesson one. If any step needs an explanation, fix that step.
- ☐ **Turn on certificates and quizzes.** Enable the completion certificate and at least one quiz per course. Finishers who earn something share it — and Day 30 needs completion data to work with.
- ☐ **Run the whole journey once more.** Enroll, welcome email, magic link, lesson one, quiz, certificate — in a single sitting, as a stranger would. Note anything confusing and fix it today, not launch week.



Done when A stranger could enroll tonight and reach lesson one without ever emailing you for help.

DAYS

5-7

CHECKPOINT 3 · CATALOG + PRICING LADDER

One page that sells the whole school

- ☐ **Build the catalog page.** Every course on one page under the academy name: title, one-line outcome, and an enroll button for each. Order them the way a student should take them, not the order you made them.
- ☐ **Set the pricing ladder.** One entry course priced to say yes to, your core courses in the middle, and an all-courses bundle at the top. Three rungs is plenty — each rung should make the next one look sensible.
- ☐ **Make the bundle the obvious pick.** Price the bundle below the sum of its parts and label it clearly — “every course, plus everything we add later.” The academy’s best offer should be the academy itself.
- ☐ **Test every buy button.** Each course and the bundle: click, check out, land in the right course. One broken button quietly costs you students all launch week.



Done when The catalog is live at your domain, every price is set, and every button has been tested.

DAYS

8-10

CHECKPOINT 4 · PRE-LAUNCH

Warm the room before you open it

- ☐ **Send the waitlist message.** Email your list and message your warmest contacts: the academy opens on Day 11, here is the name, the promise, and one line per course. Ask one question — “want the link the moment it opens?”
- ☐ **Cut three teaser posts from your lessons.** Pull one genuinely useful idea from three different courses — a myth busted, a checklist, a before/after. The slides are already written; each post is a lesson excerpt, not an ad.
- ☐ **Schedule the teasers for launch week.** One each on Days 11, 12, and 13, each ending with the academy name, the domain, and the closing date of the opening window.
- ☐ **Set your launch-week calendar.** Block the four days now: open and announce on Day 11, engage on Day 12, Q&A on Day 13, close on Day 14. Decide tonight the exact hour the window closes.



Done when The waitlist message is sent and three teaser posts are written and scheduled.

DAYS
11–14

CHECKPOINT 5 · LAUNCH WEEK

Open, announce, answer, close

- ☐ **Day 11 — Open.** Doors open in the morning. Send the launch email to the waitlist first, then announce on every channel: the promise, the catalog link, the founding-student offer, the closing date.
- ☐ **Day 12 — Announce again, personally.** Teaser two goes out. Message waitlist members who have not enrolled yet, individually. Answer every comment and DM — collect the questions, they feed tomorrow.
- ☐ **Day 13 — Q&A.** Publish an FAQ post answering the week's real questions — including who the academy is not for — and host a short live Q&A. Mention plainly: the opening window closes tomorrow.
- ☐ **Day 14 — Close.** Last-call email a few hours before the deadline, then close the founding window exactly on time. Send every new student a personal welcome the same evening.

☒ **Done when** The window closed on schedule and every enrolled student received a personal welcome.

DAY
30

CHECKPOINT 6 · THE THIRTY-DAY REVIEW

Let completion rates pick your next course

☐ **Pull completion rates by course.** Thirty days after launch, check each course: how many students started, how many finished, how many passed the quiz and earned the certificate.

☐ **Highest completion = your strongest topic.** The course people actually finish is the one they want more of. Its sequel — the advanced version, the next step — is your next Loquy generation.

☐ **High enrollment, low completion = fix, don't replace.** The topic pulls but the course loses people. Find the module where students stop, re-cut it into shorter lessons, and re-test the journey.

☐ **Ask your finishers one question.** Email everyone who earned a certificate: "What should the academy teach next?" Their answers, weighed against your completion data, set the next 14-day cycle.

☒ **Done when** You can name, in one sentence, the next course your academy will add — and why the data says so.

THE ACADEMY IS OPEN

Fourteen days built the school. Every course after this takes an afternoon.

The domain, the brand, the plumbing, the catalog — that work is done and never repeats. From now on, growing the academy is one motion: open Loquy, generate the course your Day 30 review pointed to, add it to the catalog.

OPEN LOQUY AND GENERATE THE NEXT COURSE

Same checklist. Bigger catalog.