



**1. Outline Campus Goals**

- Purpose: The Problem You Solve
- Goals: Revenues, Reach Headcounts
- Strengths: Big Fat Claims
- Campus Descriptions (3)

**2. Pick Your Business Model**

- Big Picture (3)
- How Do You Want to Charge for Courses? (3)
- Are You Offering Membership Levels? (3)

**3. Setup The Campus Stack**

- Pick Managed Hosting - Domain Name
- Campus Plugin Stack (6)
- Configure Shopping Cart or Membership Plugins (4)
- Add Required Community Plugins (9)
- Decide on Campus Theme Design (4)
- Integrate Email Marketing Automation - ActiveCampaign
- Add/Integrate any additional Tools/Services (5)
- SEO/AD/Webmaster Tools (3)

**4. Create A Course Checklist**

- Document Course Goal (44)
- Create a Lesson-Topic Map (5)
- Decide on Course Access Rules \$
- Build Out Quizzes and Assignments

**5. Build Learning Tracks**

- Create Track Categories (3)
- Map Course Order
- Structure Certification
- Attach Badging & Gamification
- Build Levels For Social Groups

**6. Add Course Content**

- Capture & Organize Digital Exhaust
- Courses, Lessons, Lesson Topics Quizzes Assignments
- Configure Course Options (8)
- Configure Badges and Scoring

**7. Market Your Campus Community & Courses**

- Email Marketing Tagging and Automations
- Free Community Membership
- Sell a Course/Member Upgrade (26)
- Leverage a Support & Onboarding Email Series (3)
- Promote Badging & Gamification Notifications
- Use Activity Tracking Automations
- Engage Members In the Community
- Post Content and Activities to Social Networks
- Stream Live and Captured Content
- Capture Digital Exhaust
- Set Automatic Affiliates

**8. Community Rewards & Engagement**

- Think Like a Customer (6)
- Intertwine Rewards/Badges + Social (5)
- Leverage Bartles Member Types (4)
- Encourage Member Interaction & Sharing (4)
- Get Feedback & Measure Engagements