



Thinkific Migration Workbook

Welcome to Thinkific and thanks for considering us to replace your current online course platform. In this workbook, you'll find an easy step-by-step checklist that will help you transition smoothly to the Thinkific platform.

Welcome to your Thinkific Migration Guide!

This workbook is separated into **Milestones** and **Steps**. Each Milestone is a major achievement for you in your migration journey. Follow the steps under the milestone to reach each one. In each step, there will be a checklist for you to track your progress.

Throughout the workbook, there will be links for you to find additional how-to help and for other resources.

1. Follow the steps and click on the links to view relevant help articles
2. Check steps off when you're done them
3. Save the workbook to track your progress

THIS WORKBOOK BELONGS TO:

NAME:

EMAIL:

THINKIFIC WEBSITE:



What's in the guide?

If you ever need a helping hand, we're here for you! Reach out to the [Thinkific support team](#) for help with using your Thinkific account to create, market, and sell your online courses.

[Milestone 1: Create Your Course in Thinkific](#)

[Milestone 2: Pricing Your Online Course](#)

[Milestone 3: Brand Your Course Website](#)

[Milestone 4: The Final Touches](#)

[Milestone 5: Migrate Your Students and Relaunch](#)



MILESTONE 1:

Create Your Course in Thinkific



STEP 1: IMPORT YOUR COURSE CONTENT

You've already got your curriculum and content, now it's time to move it on over! This can seem like a daunting task, but don't worry. Our Bulk Importer is the easiest way to move all of your existing content into Thinkific. After you import your content.

We recommend you start by relaunching an existing product or products to test the Thinkific platform with your existing customers. This is also great for gathering initial feedback. To start your relaunch, you first need to bulk upload your existing curriculum!

Resources:

Looking for step-by-step video tutorials on how to create your course? See our [Fast Track Training](#)

- [Create a new online course](#)
- [Upload video, audio, or pdf lessons using the Bulk Importer](#)
- [Create other kinds of lessons](#)
- [Preview and test your student experience](#)
- [Publish your course](#)



OPTIONAL

STEP 2: CUSTOMIZE YOUR COURSE

We believe the only way to build a sustainable course business is by truly caring about the success of your students and focusing on ways to craft the best learning environment. We help you achieve this in Thinkific by developing features designed to make that easy.

Here are some optional features Thinkific includes that you might want to explore as you are migrating your courses.

Student Engagement Options

- [On-lesson Discussions](#)
- [Create a Student Community](#)

Course Progress Options:

- [Drip Schedules](#)
- [Prerequisites](#)
- [Quiz Completion Percentage Required](#)
- [Video Completion Percentage Required](#)

Course Completion Options

- [Completion Page](#)
- [Certificates](#)



MILESTONE 2:

Pricing Your Online Course

STEP 1: PRICE YOUR ONLINE COURSE

You can recreate your course pricing on Thinkific after connecting a payment processor. Thinkific has flexible pricing options to make migrating your pricing schedule quick and easy.

Resources:

If you want to brush up on course pricing strategies, now's a great time! Read [our guide on course pricing here](#) to get a few new ideas.

- [Integrate with a Payment Processor](#)
- [Add your Primary Price for your Course](#)
- [Enrollment expiry set](#)

OPTIONAL

STEP 2: ADD MORE PRICING OPTIONS

If you're looking for something beyond setting a course's price to be free or a one-time fee, you can explore these optional pricing features to offer more:

- Set your course pricing to be a recurring subscription
- Set your course pricing to be a payment plan
- Add additional pricing options for your course
- Set lessons to be a part your free preview
- Create a coupon to discount your course's price

Pricing Options:

- [Additional Prices](#)
- [Payment Plans](#)
- [Subscription Fees](#)

Additional Options:

- [Free Previews](#)
- [Course Bundles](#)
- [Coupons](#)



MILESTONE 3:

Brand Your Course Website

When you sign up for Thinkific you get a customizable website to sell your online courses with.

If you have your own sales pages and don't wish to use your Thinkific website, you can skip Step 1 below.



STEP 1: CHOOSE A THEME AND RE-CREATE YOUR PAGES

Themes are collections of styles that control how all parts of your Thinkific website look to site visitors and student users. You can select a Theme for your site and set your it live by selecting the **Publish** button.

Next, you can edit your homepage and course landing pages. Thinkific's landing pages offer lots of section choices for course information including instructor bios, curriculum overview, bonuses, upsells, and more.

Resources

Use Unsplash or Pexels to find free stock photography

Use Canva to create images and other designs for free

- [Preview and Select a Theme from the Theme Library](#)
- [Edit your Theme Settings: styles, colors and fonts](#)
- [Edit Your Home Page](#)
- [Edit Your Course Landing Page](#)



OPTIONAL

INTEGRATE THINKIFIC WITH YOUR EXISTING WEBSITE

We want to make it as easy as possible for you to link your external website with your Thinkific landing pages, checkout, and more.

You can also use custom domains and white labeling to ensure your Thinkific site looks and feels exactly like your brand.

Linking between your site and Thinkific

- [Link your existing website in your site header](#)
- [Remove Thinkific branding](#)

If selling your courses from your own sales pages:

- [Redirect from your Thinkific site to your external sales page](#)



MILESTONE 4:

Final Touches

STEP 1: CONNECT YOUR TOOLS WITH THINKIFIC

Thinkific makes integrating your favourite business tools quick and easy. We recommend integrating with a payment processor, email marketing tool, ad tracking, and reporting tools.

If we don't have a direct integration with your tool of choice, chances are, you can use [our Zapier integration](#) or [Site Footer Code](#) to make it happen!

- [Integrate with a payment processor](#)
- [Integrate with an email marketing tool](#)
- [Integrate with an advertising or analytics tool](#)

STEP 2: SET UP YOUR TEAM ROLES

As you scale your course business, Thinkific's tools make it easy for you to bring people aboard. Add multiple instructors and site administrators so you can easily delegate work.

Thinkific is also great with partner programs so you can reward partners and affiliates with sales commissions.

- [Create & assign course admins to products](#)
- [Invite your teammates to join you as site admins](#)
- [Share revenue with affiliate partners](#)
- [Share revenue with content partners](#)

OPTIONAL

STEP 3: SET UP EMAIL NOTIFICATIONS

Thinkific makes it easy to set up and automate personalized emails to your students to help you boost engagement and completion rates in your courses.

Use these automated emails to welcome and congratulate students, share important news and information, and to check in on students on a weekly basis.

- [Site Welcome Email](#) customized and enabled
- [Course Welcome Email](#) customized and enabled
- [Course Completion Email](#) customized and enabled
- [Weekly Reminder Emails](#) customized and enabled



MILESTONE 5:

Migrate Your Students & Re-launch!



STEP 1: IMPORT & ENROLL YOUR STUDENTS

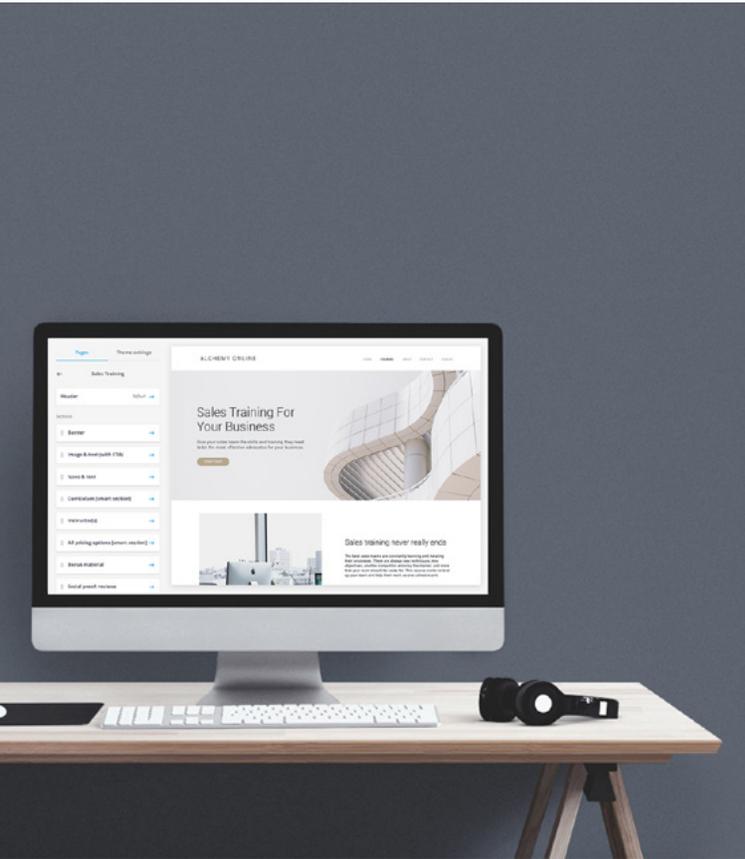
After you've migrated your content and created your Thinkific courses, you're ready to launch your new course website to your existing customers!

There's a few different ways you can do this. Students can always enroll themselves in your Thinkific courses, but here are some other options to make this process smoother:

- [Bulk import student accounts](#)
- [Bulk enroll users into their existing courses](#)

Alternatives:

- [Have our team import your students for you](#)
- [Give existing students a 100% off Coupon](#)
- [Create & enroll students in courses manually](#)



Congratulations!

You've migrated all your content, and are now ready to launch your new Thinkific course website! Use your Thinkific website's URL to drive traffic to your course from blogs, emails, ads, etc.

As you go forward, if you have any questions at all, please let us know. We want you to find the success you set out to achieve with online courses. If you need any help, [contact Thinkific Support](#).