

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 belongs to:

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

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.

THINKIFIC SUPPORT

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Milestone 1: Create your Thinkific course

The screenshot shows the Thinkific dashboard interface. On the left is a dark sidebar with the Thinkific logo and a search icon. Below the logo are several menu items: 'DESIGN YOUR SITE', 'MANAGE LEARNING CONTENT' (with a sub-menu for 'Courses', 'Categories', 'Instructors', 'Video library', 'Publication requests', and 'Share revenue'), 'MARKET & SELL', 'SUPPORT YOUR STUDENTS', 'SETTINGS', and 'VINCENT'S ACCOUNT' (with a 'GIVE A MONTH FREE' button). At the bottom of the sidebar are links for 'Preview website', 'Blog', 'Help center', and 'Updates'. The main content area is titled 'Courses' and has tabs for 'Courses', 'Memberships & Bundles', and 'Re-order'. A search bar is present with the text 'Search courses by name or instructor'. There are also buttons for 'GRID' and 'LIST' views, and a 'PLAYER SETTINGS' button. The course grid displays eight cards, each with a food-related image, a title, the number of courses, and a status (e.g., 'PUBLISHED', 'DRAFT').

MILESTONE 01

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

[SUPPORT ARTICLE](#)

Upload media lessons using the Bulk Importer

[SUPPORT ARTICLE](#)

Create other kinds of lessons

[SUPPORT ARTICLE](#)

Preview and test your student experience

[SUPPORT ARTICLE](#)

MILESTONE 01: OPTIONAL EXTRA

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

STUDENT COMMUNITIES

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

The screenshot shows the 'Pricing' configuration page in the Thinkific interface. At the top, there's a dark blue header with a close button (X), the word 'Courses', and the course title 'An introduction to super food smoothies'. Below this is a navigation bar with tabs for 'Curriculum', 'Bulk importer', 'Settings', 'Drip', 'Pricing' (which is active), and 'Publish'. The main content area is split into two columns. The left column has 'Primary pricing' and 'Set additional pricing' options. The right column is titled 'Pricing' and contains a 'Primary pricing' section with a 'SAVE' button. Under 'Primary pricing', there's a description: 'Set the initial pricing option that will be displayed on the course landing page.' There are three radio button options: 'Free', 'One-time payment' (which is selected), and 'Subscription / Membership'. The 'One-time payment' option has a sub-section for 'Your primary price' showing 'One-time payment of \$5.00' and a 'COPY LINK' button. Below this are the 'Subscription / Membership' and 'Monthly payment plan' options. At the bottom of the pricing section, there's a light green banner that says 'You can also accept one-time payments with Stripe.' with 'CONNECT STRIPE ->' and 'NO THANKS' buttons.

MILESTONE 02

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

[SUPPORT ARTICLE](#)

Add your primary price for your course

[SUPPORT ARTICLE](#)

Set enrollment duration

[SUPPORT ARTICLE](#)

Publish your course

[SUPPORT ARTICLE](#)

MILESTONE 02: OPTIONAL EXTRA

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

[SUPPORT ARTICLE](#)

Set your course pricing to be a payment plan

[SUPPORT ARTICLE](#)

Add additional pricing options for your course

[SUPPORT ARTICLE](#)

Set lessons to be a part your free preview

[SUPPORT ARTICLE](#)

Create a coupon to discount your course's price

[SUPPORT ARTICLE](#)

Sell multiple courses as a package with Bundles

[SUPPORT ARTICLE](#)

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.



MILESTONE 03

Step 1: Choose a theme and recreate 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 make 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

[SUPPORT ARTICLE](#)

Edit your theme settings: styles, colors, and fonts

[SUPPORT ARTICLE](#)

Edit your home page

[SUPPORT ARTICLE](#)

Edit your course landing page

[SUPPORT ARTICLE](#)

MILESTONE 03: OPTIONAL EXTRA

Step 2: 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

Change your site URL:

CHANGE YOUR SITE URL AND SITE NAME

Milestone 4: The final touches



MILESTONE 04:

Step 1: 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.

Customize and enable site welcome email

[SUPPORT ARTICLE](#)

Customize and enable course welcome email

[SUPPORT ARTICLE](#)

Customize and enable course completion email

[SUPPORT ARTICLE](#)

Customize and enable weekly reminder emails

[SUPPORT ARTICLE](#)

MILESTONE 04: OPTIONAL EXTRA

Step 2: 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

[SUPPORT ARTICLE](#)

Integrate with an email marketing tool

[SUPPORT ARTICLE](#)

Integrate with an advertising or analytics tool

[SUPPORT ARTICLE](#)

MILESTONE 04: OPTIONAL EXTRA

Step 3: 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

[SUPPORT ARTICLE](#)

Invite your teammates to join you as site admins

[SUPPORT ARTICLE](#)

Share revenue with affiliate partners

[SUPPORT ARTICLE](#)

Share revenue with content partners

[SUPPORT ARTICLE](#)

Milestone 5: Migrate your students & relaunch!



MILESTONE 05

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

[SUPPORT ARTICLE](#)

Bulk enroll users into their existing courses

[SUPPORT ARTICLE](#)

Have our team import your students for you

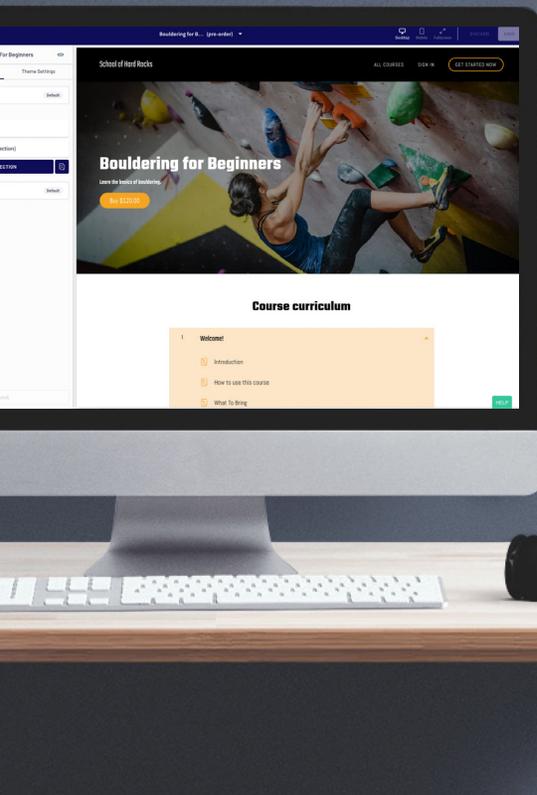
[SUPPORT ARTICLE](#)

Give existing students a 100% off Coupon

[SUPPORT ARTICLE](#)

Create & enroll students in courses manually

[SUPPORT ARTICLE](#)



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:

[THINKIFIC SUPPORT](#)