



A FREE GUIDE

5 Costly Mistakes New Course Creators Make (& *how to avoid them*)

The honest roadmap to launching an online course that actually sells — from someone who's made the mistakes so you don't have to.

WITH TENLEY HELEEN



hi there!

Let's skip the expensive lessons.

If you've been scrolling TikTok watching people "earn passive income in their sleep" from an online course — and wondering why it feels so much harder for you — this is for you.

Here's the truth: launching a course really can be simpler than the internet makes it look. But there are a handful of quiet mistakes that sink most first-time creators before they ever get paid. I've made several of them myself — and I've since helped clients build six- and seven-figure businesses by doing it the right way.

This short guide walks you through the five biggest traps and exactly what to do instead. No hype. No overnight-riches promises. Just the honest shortcuts I wish someone had handed me.

Ready? Let's dive in. →

THE 5 MISTAKES

What quietly sinks most first launches.

One

Waiting until it's "perfect."

THE TRAP — You spend months building the ultimate 12-module course before a single person has paid you. Perfectionism disguises itself as productivity.

DO THIS INSTEAD — Validate first. Pre-sell a beta or a mini-version to a small group, gather real feedback, and improve as you go. Launched-and-imperfect beats polished-and-never-shipped, every time.

Two

Drowning in tech and tools.

THE TRAP — You lose weeks comparing platforms and wiring up integrations instead of teaching and selling. The tech becomes the reason you stall.

DO THIS INSTEAD — Pick one all-in-one platform and keep your stack simple. Let AI draft your outline, sales page, and emails so setup takes days, not months.

Three

Pricing from fear.

THE TRAP — You price low "to be safe," then need an exhausting number of sales to make it worth it — and cheap can actually make buyers trust it less.

DO THIS INSTEAD — Price for the transformation you deliver, not the number of videos. Start higher than feels comfortable; it's far easier to run a promo than to raise a price later.

Four

"Build it and they'll come."

THE TRAP — You launch to silence because there was no audience warmed up and no plan to sell — just one hopeful post and crossed fingers.

DO THIS INSTEAD — Grow an email list before you launch (a free guide like this one is perfect), warm your people with genuinely helpful content, and follow a simple launch sequence. Consistent beats viral.

Five

Believing "passive" means "effortless."

THE TRAP — You expect money in your sleep on day one, try to do everything alone, and burn out before it ever pays off.

DO THIS INSTEAD — Understand the model: the income becomes passive after you do focused work up front and build repeatable systems. Delegate what you can, and it turns into real, recurring income — without you running on empty.

The pattern?

Every one of these mistakes comes from either rushing or overthinking. The creators who win keep it simple, start before they feel ready, and get support instead of white-knuckling it alone.

let's do this together

Want a shortcut past all five?

This is exactly what I coach — helping you get focused, choose the right tools and AI, price with confidence, and launch without the guesswork. If you're building something while juggling real life, let's map your path together.

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tenleyheleen.com · tenley@tenleyheleen.com

WITH TENLEY HELEEN · BUSINESS COACH