



Pre-Publish Checklist for Creators

There are a lot of things you'll need to decide and start finalizing before you publish your SMS program. You might not need to check off every single item on this list, but you should at least consider them before the big day when you hit "publish"!

PHASE 1: NEW SIGNUP

Create your account

In Settings, you can invite team members to your account.

Set a program publish date in the future

Setting a realistic publish date helps you take a good, honest look at your calendar and plan backward for how you will work to create all the content needed for your first SMS program.

Create new program

The Programs page is where all the programs you create can be accessed. To get started with creating a program, click on Create New Program.

PHASE 2: DESIGNING AND BUILDING CONTENT

Define your objective

Make sure that everything you include- from how you design the delivery of messages to the content itself- helps your participants benefit in the way you intend.

Organize your content

Think about the best order to present your content, and group related themes, topics, and activities together.

Set your cadence

You can choose to send your program's messages daily, on weekdays or weekends only, or on specific days of the week.

You can always change this setting, but it may have significant content implications the later you wait to change it.

Finalize program assets

Program assets are resources to help participants accomplish each day's task and ultimately achieve the program's objective.

Whether including audio files, video files, pngs, pdfs, links, surveys or forms, finalize your program's assets before beginning to write the SMS content.



Write SMS content.

Written SMS messages are a great way of reinforcing important ideas and concepts and can encourage participants to apply those ideas via tasks or activities.

Preview the Mobile Experience.

In Create, use the Preview Mobile Experience feature to view what content you've added to each day/topic. This allows you to view your program in the same way your participants will on their mobile device.

PHASE 3: SUBMITTING CONTENT FOR REVIEW

Review your program

Ensure all replies have a response, check for typos /grammatical errors, and upload any attachments/links that you're sharing to individual messages. Our team will put your program through a technical and content review, but you are essentially ensuring quality control.

Remember to use the Preview Mobile Experience feature in Create to experience your program in the same way your participants will on their mobile device.

Submit your program for review

Our review team will put your program through a technical and content review to ensure that no major technical flaws exist and your program's content does not violate our content policies.

Wait for feedback from our team

We'll provide you feedback through a program review table explaining where any issues can be found, what types of issues they are, and specific notes for resolving each issue.

Refine and revise your program

Using the feedback provided, you can refine and revise your program as needed.

Submit updates for review

Once you've updated the program, you can resubmit for review.

Wait for program approval and final authorization

Once a program is approved, the phone numbers for SMS and WhatsApp will be assigned and you can publish your program.

PHASE 4: PUBLISHING YOUR PROGRAM

Publish your program!

Once you've published your program, you can start promoting and selling your program.

In Sales, you can see all of the orders placed for any program within your account.