ASSIGNMENT: SimplePractice Learning is publishing a new course next month called, Treating Health Anxiety. Using this real-life example, can you share what your go-to-market strategy would be?

Here are some additional details:
Course Description
Health anxiety has traditionally been a distressing, debilitating, and costly psychological issue. With much media attention now focused on public health, even those not previously prone to health anxiety might experience fear and uncertainty around health-related concerns. This course will focus on working with clients with health anxiety, with an emphasis on how to conceptualize this anxiety and how to address specific fears.

Learning Objectives
By the end of this workshop, participants will be able to:
- Articulate a unique conceptualization for each of their clients who experience health anxiety.
- Apply the health anxiety conceptualization to address the maladaptive thoughts and behaviors that reinforce clients' anxiety.
- Provide a brief attentional intervention to address over-attunement to body sensations in clients with health anxiety.
- Apply at least three health anxiety interventions to clients who are dealing with health-related anxiety.

GTM STRATEGY FOR TREATING HEALTH ANXIETY
PRODUCT: Treating Health Anxiety course

DESCRIPTION: New course for professionals focused on understanding how to treat patients with health anxiety

MAIN TARGET: Current users; health and wellness professionals targeting health anxiety

POSITIONING: New class, feature

To approach creating messaging and validate my findings, I would:
- Pull all current data from the website and similar classes (web, demo, email, sales pipeline, etc.).
- Interview current users, implementation team, and customer service.
- Send out a survey to collect thoughts on the product and usability experience.
- View competitors and similar class to see how to differentiate.

PRODUCT (CLASS) ADOPTION PLAN
STAGE 1: Awareness
- Update the website/database with the new course to build awareness.
- Update marketing channels (social, email, promotional materials, etc.) to promote and educate our existing and potential customers.
- Create educational deck for internal partners to upsell and create awareness.

STAGE 2: Interest
- Create content (blogs, insights, social media, etc.) to spark interest and relatability to the course and platform use.
- Provide strong support throughout the customer journey.
- Gain lead inquiries through forms and marketing channels that will allow us to send segmented emails to increase product adoption awareness and interest.

STAGE 3: Evaluation
- Offer a free snippet of the course or outline of the objectives to gain sign-up interests.
- Help prospects evaluate our product objectively by helping them see the aspects that differentiate us from the alternatives.

STAGE 4: Conversion
- Identify touchpoints throughout the customer journey that are opportunities to connect with customers.
- Pull analysis to update marketing strategies and optimize accordingly.
- Take the identified pain points and provide solutions so customers are aware of the product's existence and the importance of how it solves their problem.