MODULE 1
The Whole Launch Picture

MAPPING OUT YOUR LAUNCH TIMELINE

Whether you're doing a blockbuster style launch or an evergreen launch, take a few moments to map out the flow of your launch.

EXAMPLE MONTH 1 - DOING THE PRE-WORK

Sunday	Monday	Tuesday	Weds	Thursday	Friday	Saturday
	Write sales page draft				Get sales page feedback	
	Flesh out videos			Record pre-launch videos		
	Set up tech side of things / opt-in pages				Test order process / login / downloads	
	Write emails for each of the videos / promos			Write emails for during the registration period		

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EXAMPLE MONTH 2 - PRE-LAUNCH & REGISTRATION PERIOD

Sunday	Monday	Tuesday	Weds	Thursday	Friday	Saturday
	Promote & release video 1 - about you	Test order process / login / downloads		Video 2 - part one of teaching video - ask for comments	Final touches on sales page writing	
	Video 3 - part two of teaching video			Invite to live call		
	Live Call + Shopping Cart Opens	Send call recording + link to sales page		Send testimonial email / reminders		
			From the heart email			
	Cart closes in 48 hours email		Last call email		Official first day in the course	

ANOTHER EXAMPLE CALENDAR: EMAILS

Sunday	Monday	Tuesday	Weds	Thursday	Friday	Saturday
	Email #1 Content			Email #2 Content		
	Email #3 Content			Email Invite to attend		
	Reminder to attend call email	Email with recording + link			Email with case study	
			From the heart email			
Cart closes email	Program starts email					

FILL IN THE BLANKS MONTH 1 - DOING THE PRE-WORK

Sunday	Monday	Tuesday	Weds	Thursday	Friday	Saturday

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FILL IN THE BLANKS MONTH 2 - PRE-LAUNCH

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

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TYPES OF DELEGATION FOR YOUR LAUNCH

The following are different services you might decide to invest in to help bring your launch together professionally.

<u>Graphics design</u>

-Logo

-Sales page design

-Opt-in page design

-PDF design

<u>Copywriting</u>

-Opt-in page copy

-Email copy

-Sales page copy

<u>Technical</u>

-Setting up opt-in pages

-Setting up shopping cart

-Setting up members area/downloads

-Email auto-responder set-up

-Videography

<u>Support</u>

-Virtual assistance for customer service

-Project / launch management

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LAUNCH PROCESS CHECKLIST

Use this checklist to ensure all of your launches run smoothly. You can also take a look at these tasks and decide who you might need to hire and hand these off to.

Pre-work Checklist:

- Create squeeze page / coming soon page to collect email addresses
- Come up with the name for the product
- Design a logo or decide on branding for the course
- Flesh out the pre-launch content and sequence
- Create pre-launch content (video, audio, text)
- Upload pre-launch content to your launch site
- Write sales page or record sales video
- Design sales page look and feel
- Gather fresh testimonials and add to sales page
- Schedule live event / webinar and create squeeze page
- Set up shopping cart
- Set up membership area
- Write all of the launch sequence emails (cart open, reminder, cart close)

Affiliates Checklist (optional):

- Set up affiliate system from a technical standpoint
- Create an affiliate outreach "hit list" of people to approach

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- Write an invitation email to send to possible affiliates
- Create an affiliate resource page (inside affiliate system)
- Write sample emails for key pieces of the launch (pre-launch content and sales page)
- Write sample social media share messages
- Create any graphics necessary to help affiliates share
- Email affiliates before the launch with your tentative timeline
- Keep communicating with affiliates to let them know how the launch is going, their stats, new sample copy

Pre-Launch Period Checklist:
- Announce the first piece of free content to your main email list & have them join this "interest" list
- Release each piece of content on the launch site, allowing time for people to consume it
- Share each piece of content on social media sites
- Promote the live event via social media and email
- Upload live event recording and send to interest list
- Optional: run Facebook ads to your first piece of content

Registration Period Checklist:
- Test the shopping cart by buying your program/product. (Use a coupon and pay $1 in case you need to test several times.)
- Send yourself a sample email and test the links to the sales page.

- Test the members area / content delivery, to make sure everything is smooth for your customers.
- Once the launch is underway, let people know the program closing date, and handle customer support questions. (Budget time for this.)
- On the last day, send a reminder email that the shopping cart will close.
- Create a "get on the waiting list" squeeze page, and have all the pages on your program site forward to it.

Program Creation Checklist:
- Create the content you've delivered and upload to the members only area
- Send an email each time you release new content
- Ask for feedback and listen to your members to make sure everything is running smoothly

Follow-up Checklist:
- Ask for feedback and testimonials via email (60 minutes)
- Do a launch "post-mortem" to figure out what worked, what didn't, and how you can make your launch even more successful next time.
- Do a program "post-mortem" to figure out what inside the course could be improved or done better next time.
- Send affiliate payments