create. leverage. launch.
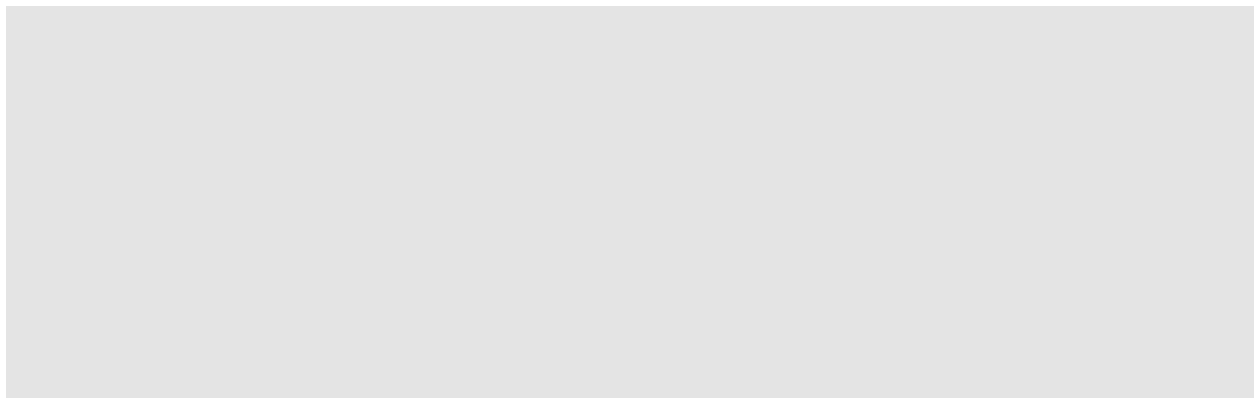
Launch

Planning

Workbook

pre-launch

1. Your pre-launch is when you are going to hammer out majority of the tasks during your launch.

2. Guide through creating each step with this section.

3. Once you make it through the pre-launch, you will be set up for implementation of the launch.

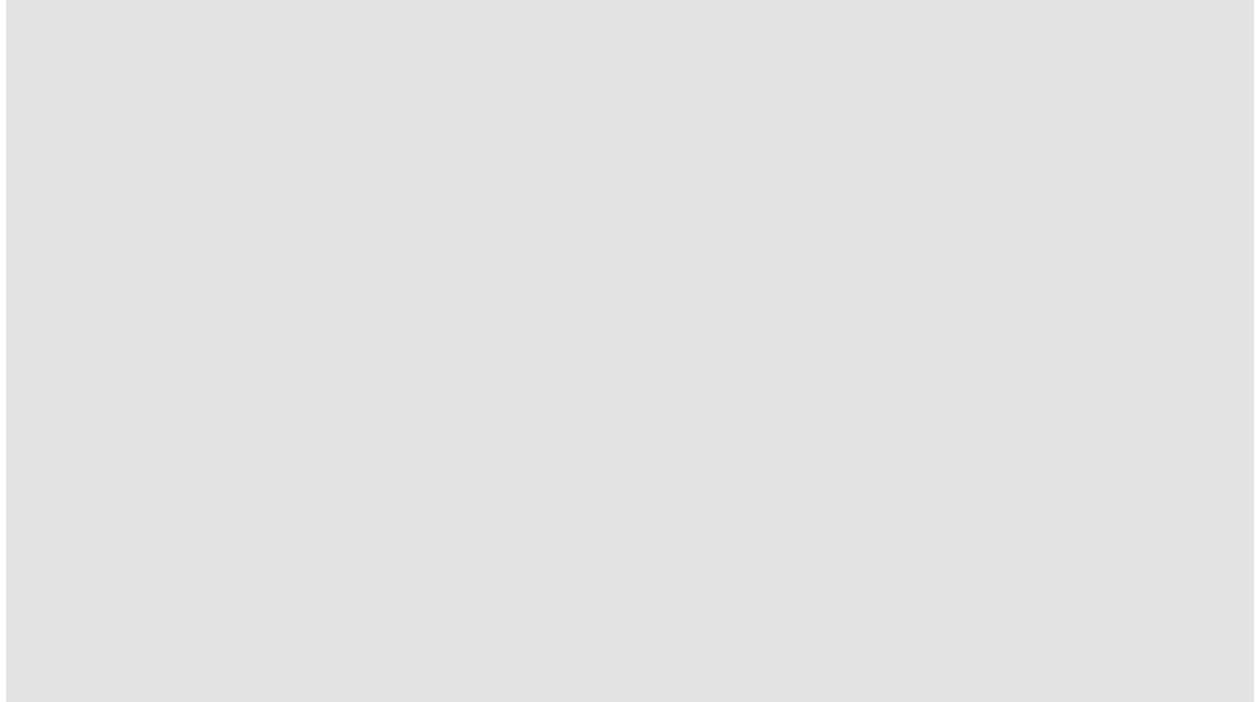# launch mission

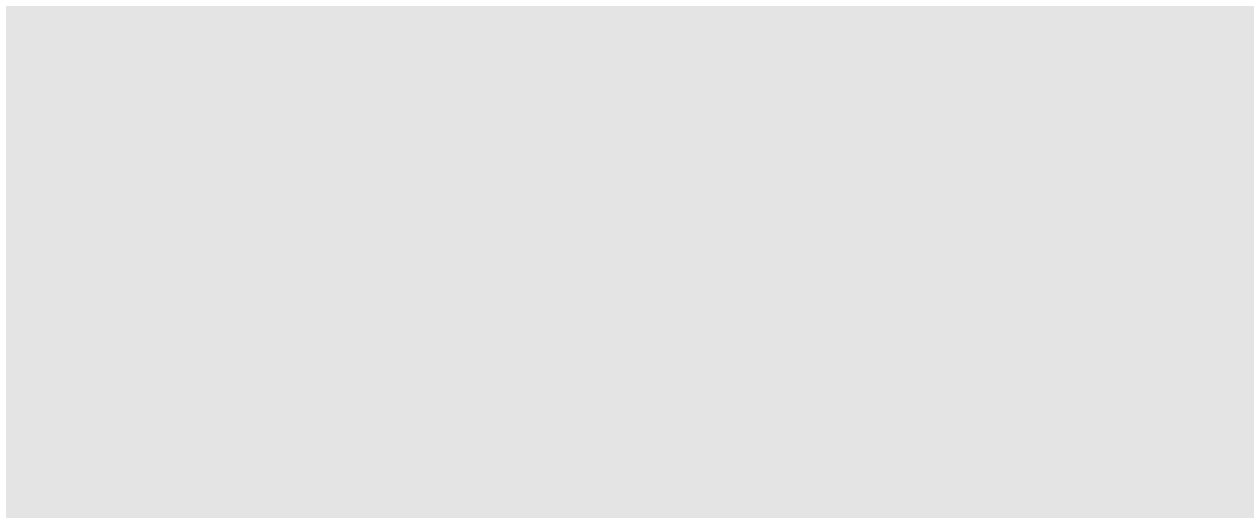State what your launch mission is.

your offering

Describe what type of product you will be offering:

What will you teach in your product.
(Use bullet points to describe each topic you will cover)

Bonuses + Extras that you'll include in your launch.
{ fast action bonuses, special pricing, VIP package }

Guest Experts you could invite to increase value + support.

Describe what you will cover in your promotional series.
Decide if you will offer a challenge, video series, webinar(s), contest, ect.
(Topics, videos, trainings, pdfs)

goals / dates

Date for Launch: _____

Number of new list subscribers: _____

Number of signups desired (buyers): _____

Potential Earnings: _____

Date Cart Opens: _____

Date Cart Closes: _____

Date Bonuses Go Away: _____

Date Affiliate Emails Start: _____

Date for Affiliate Payout: _____

Affiliate Commission Percentage / Fee: _____

List of potential media outlets to contact:

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

Setup

List of potential blogs for guest posts during launch:

_____

_____

_____

_____

_____

List of potential affiliates to help with launch:

_____

_____

_____

_____

_____

Launch Pages that need setup during your pre-launch:

- Opt-in / Teaser
- Thank You Page (After opt-in sign up)
- Promotion Content Pages
- Webinar Optin
- Webinar Thank You Page
- Webinar Watch Page
- Salespage (Set up a page for special pricing & regular pricing)
- Thank You Page (After they make their purchase)
- Product Delivery Page / Members Only Site

Email Marketing System List Setup:

- List for Affiliates who said yes
- Opt-in for promotional series
- List for Free Webinar
- List for those who buy / signup

Email Marketing System Form Setup:

- Waiting List Optin { Early Promotion }
- Promotional Series Form
- Free Webinar Form

Emails that need to be created for promotional calendar:

Before Launch – one week before the launch, heads up about the series coming soon.

Day Series Launches – Announces series, sends to opt-in page to register for series.

Promo Emails for Content Release (for those who have not opted-in from your list) – Create emails for each content release you have.

Promo Emails for Content Release (for those who optedin) – Create emails for each content release you have.

Promo Email Free webinar Announcement – Send to a new opt-in page / list that you can promote to.

Thank you email for free webinar (for those who have optedin)
- Autoresponder that goes out immediately

Reminder to sign up for free webinar (for those who have NOT opted-in) - Send 2 days before

Reminder to sign up for free webinar (for those who have NOT opted-in) - Send 1 day before

Reminder to sign up for free webinar (for those who have NOT
 opted-in) - Send 2 hours before

Reminder to attend free webinar (for those who have optedin) - Send 1 day before

Reminder to attend free webinar (for those who have optedin) - Send morning of webinar.

Recording & Cart Open – Send immediately after webinar

Cart Open Announcement – Send to Promo series list.

Thank You Email – Autoresponder that sends immediately after purchase.

Sales email about special pricing – create 2-3 emails about the special pricing offer, about the program and how it works. Send to free webinar list and promo lists.

Bonus Offers + Fast Action Disappearing Reminder - this might be one email or several in a series that creates urgency to sign up.

Cart closing reminder – send to free webinar list and promo lists.

FINAL chance email – create the urgency that they

MUST sign up now. Last chance.

content marketing

Affiliate Emails that need to be created:

Affiliate heads-up #1 – two weeks before the launch with launch schedule dates.

Affiliate heads-up #2 – 1 day before the launch.

Affiliate Ready, Set, GO! #3 – Day of launch

Affiliate Check In # 4, 5, & 6 – During Promo Launch

Affiliate Salespage #7 - When cart opens

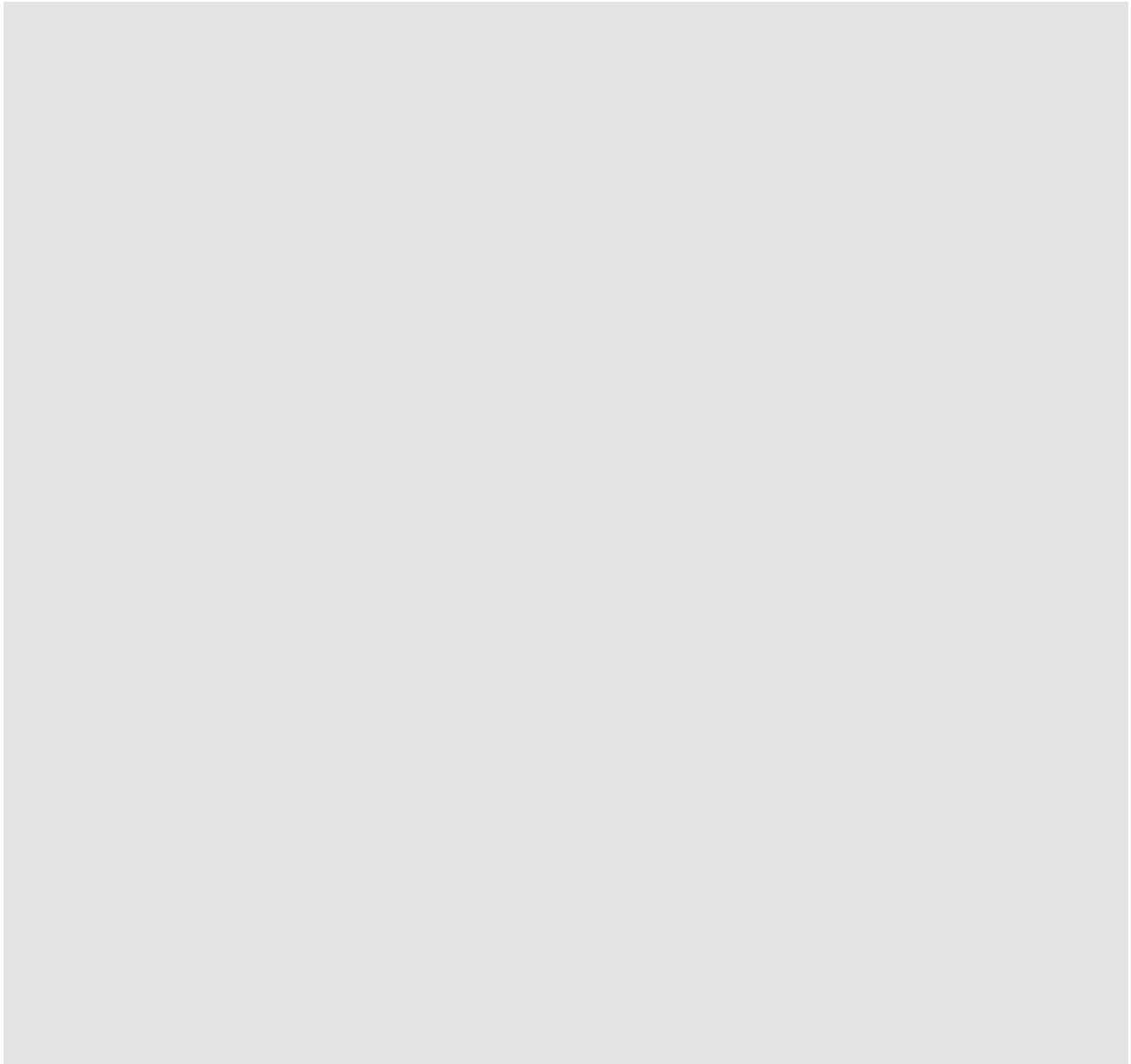**Affiliate Salespage #8** – Reminder cart closing

Affiliate Thank You #9 – Letting them know the success and thanking them for the launch

social planning

Blogging | Interviews | Guest Blogging Schedule

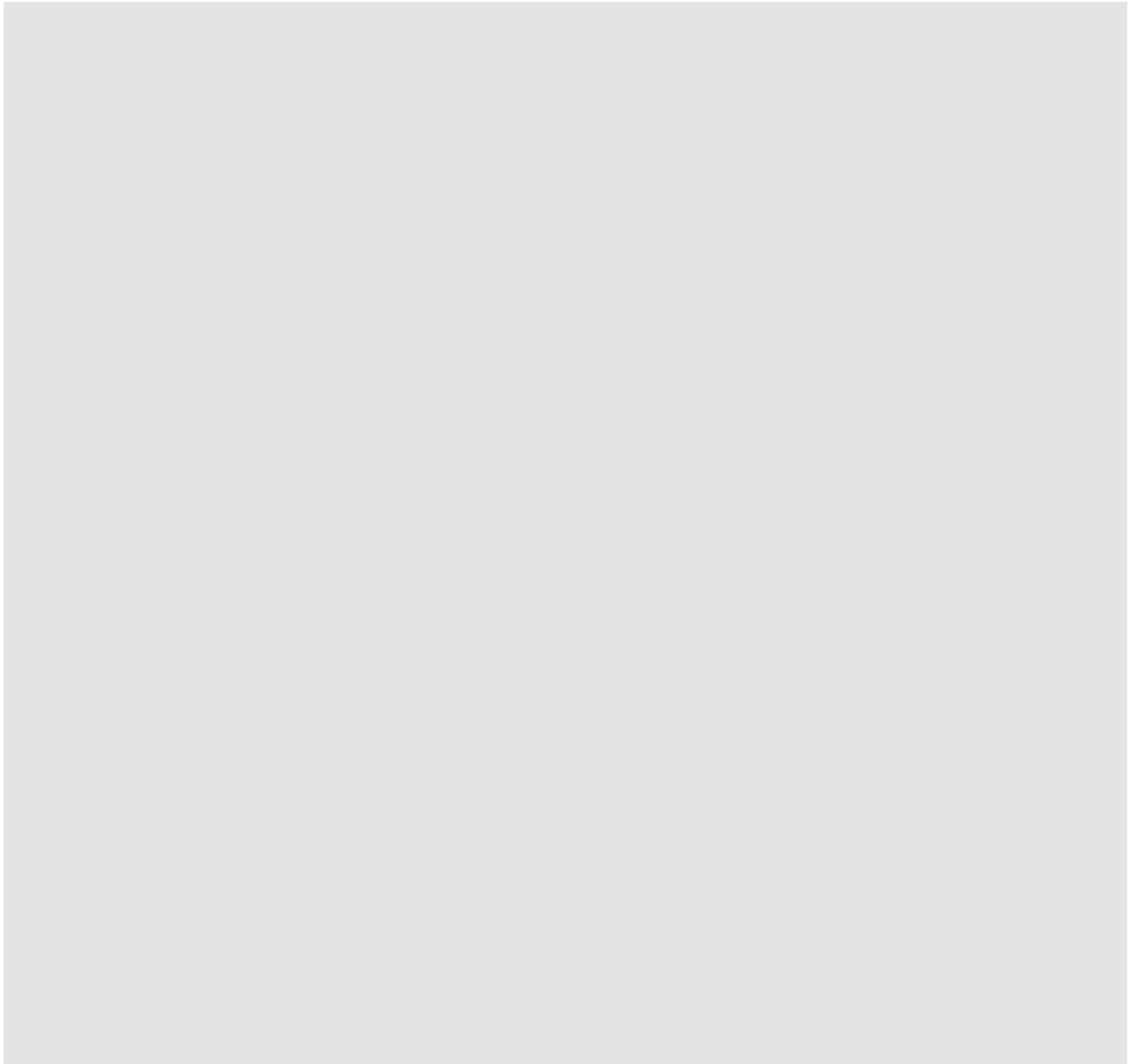| DATE	TOPIC

(5-7) Potential Facebook Ads – Write Ads for your promotional series to opt-in, your webinar / free webinar to opt-in, and retargeting for your salespage.

Wording for social posts + images that need to be created.
- Announcing Launch Coming Up
- Announcing the release of the series
- Free Webinar
- Cart Open / Cart Closing

testing time!

CONGRATS!

You made it this far. Now is the time to test absolutely everything you have before releasing anything.

Pretend you are a potential buyer (or have a friend pretend).

Test your opt-ins, every link, affiliate links, product purchase process.

launch

Now that it is time to launch your product. Almost everything is done except for these items. Don't die out now. You are almost to the finish line!

1. Keep up on the social chatter about your launch!

2. Send all emails (if they are not already queued up!)

3. Stay in contact with affiliates, keep them excited about the launch.

4. Release launch pages & content with your promo calendar.

5. Implement EVERYTHING.

post launch

Wohooooo!!! You made it! We are almost there!

Just a few more items to take care of.

1. Celebrate! You did it!

2. Deliver | Interact | Bond with your new customers

3. Ask for testimonials for website / salespage.

4. Launch Again!

Ali Rittenhouse

She has a talent for unpacking digital mysteries into simple steps even non-geeks can master.

Ali is on a mission: to activate a new generation of tech-powered trailblazers--women who bust stereotypes, break glass ceilings, build six-figure empires from their living room sofas, and show the world who's boss.

She offers training and coaching for women entrepreneurs and their