

CONTENT PROMOTION PLAN

TWO WEEKS BEFORE LAUNCH DATE

- ➔ Publish a related blog post and invite people to sign up to the I'm Interested list
- ➔ Start dropping hints on social media about your launch and telling people they can sign up to the I'm Interested list

ONE WEEK BEFORE LAUNCH DATE

- ➔ Publish a related blog post and invite people to sign up to the I'm Interested list
- ➔ Tell people on social media about your launch and invite them to sign up to the I'm Interested list and get any early-bird bonus offers like free trainings, free downloads, etc.
- ➔ Start your free training series (if you have one) so that by the end of the free training series, they can purchase the offering as soon as it launches

ON LAUNCH DAY

- ➔ Send out an email to your I'm Interested list, telling them that registration has officially opened and showing them how to purchase
- ➔ Publish a related blog post and invite people to check out the course - also tell them about any early-bird bonus info available (you can also choose to only make the bonus offer available to your I'm Interested email list as more incentive to sign up to be on the list)

ONE DAY BEFORE EARLY-BIRD BONUS OFFER ENDS (IF YOU HAVE ONE)

- ➔ Send out a reminder email to everyone on the I'm Interested list so they know the early-bird bonus offer ends tomorrow

THE MORNING/AFTERNOON THE EARLY-BIRD BONUS OFFER ENDS (IF YOU HAVE ONE)

- ➔ Send out a reminder email to everyone on the I'm Interested list so they know the early-bird bonus offer ends today/tonight

ONE WEEK AFTER LAUNCH DAY*

- ➔ Publish a related blog post and invite people to check out the course

** Do this each week leading up until registration ends.*

TWO DAYS BEFORE REGISTRATION ENDS

- ➔ Send out a reminder email to everyone on the I'm Interested list so they know the registration ends in a couple days
- ➔ Send out a reminder email to everyone on your main email list so they know the registration ends in a few days (in case they didn't happen to see you mention that you had opened registration for something in the first place... they might be a new subscriber or something)

ONE DAY BEFORE REGISTRATION ENDS

- ➔ Send out a reminder email to everyone on the I'm Interested list so they know registration ends tomorrow

THE MORNING THAT REGISTRATION ENDS

- ➔ Send out a reminder email to everyone on the I'm Interested list so they know registration ends tonight

THE NIGHT THAT REGISTRATION ENDS

- ➔ Send out a reminder email to everyone on the I'm Interested list so they know registration ends tonight

1-2 HOURS BEFORE REGISTRATION ENDS

- ➔ Send out a reminder email to everyone on the I'm Interested list so they know registration ends in 1-2 hours

The best part about all this is, you can schedule every single one of these emails before hand. Your entire launch strategy is put on autopilot and now you just need to start engaging with people and get the word out on social media and within your own community.

If you use advanced software, such as [Infusionsoft](#), you can even send out a reminder email to the people who click the link to go view your landing page for the offering. These are hot, hot leads that you should follow up with if your software allows.

You can also do this in [Aweber](#), by creating a separate segment based on the people who clicked a specific link in a past broadcast.

RESOURCES & TOOLS TO USE BEFORE & DURING YOUR LAUNCH

OPT-IN, LANDING & SALES PAGES

- ➔ [LeadPages](#)
- ➔ [OptimizePress](#)

EMAIL LIST PROVIDERS

- ➔ [Aweber](#)
- ➔ [Infusionsoft](#)
- ➔ [Mailchimp](#)