WORKSHEET: Crafting A Simple and Effective Launch

Date	Email	
	Launch Announcement	Pre-Launch Window
	Cart is Open	Launch Window
	Cart is Closed	

This is the basic format that any launch will take. The only three email events that you absolutely must have are pre-loaded for you. Don't be constrained by the number of lines there are to fill in – depending on what you're selling and to whom, you may need more and fewer emails than there is space for here – and that is totally fine!