A successful launch starts with a simple, yet organized plan. Whether you plan to sell physical products, launch courses, or offer consulting, the following workflow outlines the steps of executing a basic launch.

The various components of a basic online launch include:

1. Drive Traffic to a Lead Magnet
2. Deliver Lead Magnet in Exchange for Email
3. Build Rapport, Authority, and Trust via Valuable Email Autoresponder Sequence
4. Introduce Offer
5. Sell
6. Funnel Customers into Followup Offers and/or Future Offers