



ESBA

12 - WEEK LAUNCH STRATEGY

[illegible]

My number one takeaway from this video

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NOTES

- This would be a great opportunity to send people to ManyChat if you use it in your business or want to test it out
- Ad spend is not necessary, but can help to build out a list that is not engaged or has not been contacted in awhile
- Emails sent to your existing list are IN ADDITION TO your weekly email series
- Launch emails will direct people to the sales page AND your group where you'll be going live to talk about your expertise and pitch your product
- PLC (pre launch content) starts 3 days before you launch
 - ✓ W / Th / F for a Monday launch OR
 - ✓ Th / F / M for a Tuesday launch
- Constantly driving traffic to the group and PLCs should create a LOT of momentum - fast.



LAUNCH DETAILS & IMPORTANT DATES

LENGTH OF CART: <input type="checkbox"/> 3 days <input type="checkbox"/> 4 days <input type="checkbox"/> 5 days	LAUNCH DATE: _____	PLC START DATE: _____	CART OPEN DATE: _____ time _____
CART CLOSED DATE: _____ time _____	RUN ADS: <input type="checkbox"/> yes <input type="checkbox"/> no	TYPE OF ADS: <input type="checkbox"/> Retargeting <input type="checkbox"/> Lookalike Audience	FB AD BUDGET: \$ _____

IMPORTANT URLS

Opt in 1: _____

Waitlist: _____

PLC series: _____

Facebook group: _____

Sales page: _____

Cart: _____

Thank you page: _____

Student log in: _____

TIMELINE:

WEEK 1

- ☐ Install your FB Pixel on all landing pages and your website
- ☐ Ask previous students for testimonials OR review past testimonials to use for sales page and email copy
- ☐ Decide on your PLC plan. Options:
 - ✓ Live videos
 - ✓ Pre-Recorded content
- ☐ Decide if you are going to offer an upsell to another product
- ☐ Build your email list
 - ☐ Promote a relevant opt in on your FB page and in your group.
 - ☐ Include the (new) group link in the delivery email for your opt in.
- ☐ Decide on bonuses - leverage your relationships and ask other experts who compliment your course to contribute (does not have to be exclusive)
- ☐ Decide if you are using affiliates - I suggest limiting affiliates to 10-15 heavy hitters with big lists.
 - ☐ Reach out to each potential affiliates
 - ☐ Ask potential affiliates if they'd like to contribute a bonus

WEEK 2

- ☐ Decide on a refund policy/update or create terms & conditions
- ☐ Choose a platform for your course:
 - ☐ Thinkific
 - ☐ Teachable
 - ☐ Kajabi
 - ☐ Self-hosted
- ☐ Set up course platform
- ☐ Create a waitlist page for your product that includes an email opt in for them to be notified when it goes on sale

WEEK 3

- ☐ Create a waitlist page for your product that includes an email opt in for them to be notified when it goes on sale
- ☐ Outline your sales page
 - ☐ Include pain points and resolutions.
 - ☐ Focus on transformation.
 - ☐ Use pictures.
 - ☐ Use testimonials.
- ☐ Draft your sales emails
- ☐ Finalize PLC scripts.
- ☐ Film pre recorded videos if needed.



WEEK 4

- ☐ Start running ads (if you chose to run them)
- ☐ Monitor your ads (if running)
- ☐ Test launch emails
 - ☐ Fix any bugs you find and retest

WEEK 5

- ☐ Begin to map out PLC if it's pre recorded. Schedule time to record videos if needed
- ☐ Draft welcome email for purchasers
- ☐ Outline your launch email copy (see email outlines for inspiration)
 - ☐ Leverage the transformation that they want (based on their pain points): "One of the big problems people are having is to X. Now, I want you think about how YOU would X. What I'm going to do is show you the way you've never done it before - and it will only take you Y time."

WEEK 6

- ☐ Build necessary framework for upsell (if using)
 - ☐ Additional sales page/checkout process
 - ☐ Delivery of bonus
- ☐ Outline your sales page
 - ☐ Leverage paint points, then solve them. Remember to focus on the transformation that your students will have when they take your course

- ☐ Poll Your Audience: “What is your #1 challenge right now?” Give relevant options for your course as potential answers
 - ☐ Share the link to your poll with your affiliates

WEEK 7

- ☐ Build your sales page on your chosen platform.
- ☐ Create launch sequence/automation skeleton in CRM
 - ☐ Create/apply tag for launch
 - ☐ Create purchase tag
 - ☐ Add placeholder for launch emails (if applicable)
 - ☐ DO NOT turn on your sequence yet!

WEEK 8

- ☐ Set up OR prep your current Facebook Group for launch
 - ☐ Description
 - ☐ Header (ie: 3 weeks to go!!)
 - ☐ (pinned) Welcome post
- ☐ Announce your (new) group on your Facebook PAGE.
 - ☐ *OPTIONAL* Begin running retargeting ads
 - ☐ Email your existing list
- ☐ Monitor your ads (if running)

WEEK 9

- ☐ Load launch emails into CRM
 - ☐ Include links to the group for lives if you are doing them
 - ☐ Include link to the sales page when applicable
 - ☐ Remember to double-triple check that you are leveraging their pain points
 - ☐ Test deliverability of all emails
- ☐ Connect with your team and set expectations for email response times and any other manual processes
- ☐ Create canned email responses for questions

WEEK 10

- ☐ *OPTIONAL* Use your poll as a conversation starter in groups: mention poll “no idea this was a challenge for people” and link to join group.
 - ☐ Adjust sales page copy & launch emails based upon poll responses
- ☐ Test the checkout process
 - ☐ Fix any bugs and test again
- ☐ Tech integrations (or hire out)
 - ☐ Sales page & cart
 - ☐ Purchase & platform
- ☐ Double check with affiliates, remind them of their links and that they should be adding people to the list NOW
 - ☐ Send them links to their opt ins so that they can access them easily

WEEK 11

- ☐ Update group cover photo to reflect your PLC & / or “It’s Coming”
- ☐ Begin PLC
 - ☐ PLC #1
 - ☐ PLC #2
 - ☐ During each live, mention “I’m going teach you XYZ tomorrow, so stay tuned.”
 - ☐ Include a link to your group and a time zone converter. Push people to join your group
 - ☐ Leverage their transformation
- ☐ Update the pinned post in your group to reflect the PLC is live
- ☐ Run another test on the purchase process and the onboard email

LAUNCH WEEK

#herewego

- ☐ Monitor FB ads
 - ☐ turn them off at the end of launch!!
- ☐ Update the banners on your page and in your group to indicate what’s happening with the launch:
 - ☐ FREE Training 1 is here! “Learn how to ...”
 - ☐ Does this ever happen to you? Learn how to XYZ!
 - ☐ Join [name of product]!
 - ☐ 1 day left!
 - ☐ Last Chance!
- ☐ Use canned responses to make email more efficient
- ☐ Continue lives through launch to maintain interest and energy level



POST LAUNCH

- ☐ Remember that MANY buyers will not purchase the first time around. Keep nurturing them since they may purchase next time.
- ☐ Return the Facebook banner to the normal group banner
- ☐ Reduce the amount of lives while you focus on your buyers
- ☐ Keep promoting your opt ins to grow your list
- ☐ Turn off Facebook ads



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