



# Copy Creation Checklist for a Product or Service Launch

Here is a list of the copy you need for product or service launches.

## **BROADCAST/ PROMO MESSAGES**

*To your entire list for a preview call/webinar – 4 messages over 2 weeks*

- Email 1
- Email 2
- Email 3
- Email 4 – Last Chance to Register

## **WEB PAGES**

- Opt-In Page for Preview Call/webinar
- Thank You after Opt-In
- Sales Page
- Thank You after purchase

## **REMINDER EMAILS FOR REGISTRANTS**

*For after they register for preview call/webinar*

- Immediately
- Day Before (or 2 Days Before)
- Day Of
- 4 Hours Before
- 15 Minutes Before (+ text message reminder if you have that ability)

## **SOCIAL MEDIA BLURBS**

- Facebook Posts
- Instagram Copy with Images
- LinkedIn Posts
- Tweets (at least 10)

*(more on next page)*



## **AFFILIATE PROMOTIONS**

*Swipe Copy for other people to promote your preview call/webinar*

- Tweets
- Facebook Posts
- Solo Mailers (3 options)
- Ezine Update

## **AFTER CALL SEQUENCE**

*Reinforce the call to action from your preview call/webinar to purchase your product or service*

- Immediately After
- Next Day with Recording
- 3 Days After (first promo ending)
- 7 Days After

## **CLICK NO BUY EMAILS**

*If they click to Order but don't purchase. At least 2-3 emails over 7-10 days.*

- What's the issue? (next day after click)
- FAQ (2 days later)
- I saw you peeking (2 days later)
- It's move it or lose it time (2 days later)