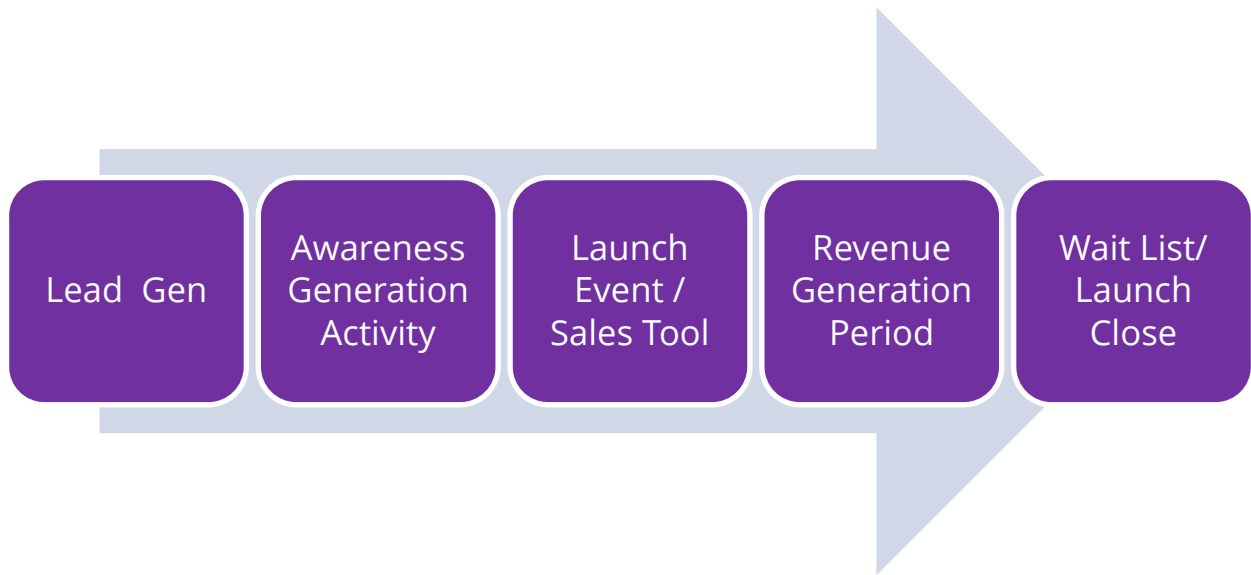


Product or Service Launch Blueprint

Launch Date: _____

Product/Service to be Launched: _____



Lead Gen	Awareness	Launch Event	Rev Gen	Launch Close
Joint Ventures Affiliates Facebook Ads Ambassadors Speaking Referrals Webinar Networking Social Media (FB, IG, LI) Video Marketing Direct Mail Podcast	Video Series 3-5 Day Challenge	Master Class Webinar Intro Event	Sales Calls Nurture Sequence Sales Page	Emails Sales Calls

Remember to use the coordinating launch Excel spreadsheet to determine exact dates for emails specific to the launch event

To have an effective launch, you need the following:

- A marketing list
- A strategic launch plan
- An offer
- Promotions and marketing
- Technology
- KPIs, Data and Metrics to validate launch success

Launch Phases

- Pre-Pre launch (planning and preparation time)
- Pre-Launch (promotion time)
- Launch (when the “cart” is open)
- Post Launch (wrap up)

12 Weeks before Launch – The Pre-Pre-Launch Period

- Create Your Key Messages Document
 - Challenge
 - Implications and Impact
 - Overcome Conventional Wisdom (disruption)
 - Proven Solution
 - Solution Promise
 - Target Audience
 - Social Proof
- Develop the Product or Service
 - What is the product/service?
 - Who is it for EXACTLY?
 - How will it solve their problem?
 - Why should they gain access to it NOW?
- Determine the Product or Service Properties
 - Is this a passive, leveraged or active offering?
 - What must be included to ensure that they get the ultimate goal or result?
 - What is the value of the product or service?
 - What will you make it available for?
 - What number do you need to sell to feel like your launch was a success?
- Clarify the Modality of the Product or Service Offering
 - Hybrid
 - Book/workbook

- Audio
- Video/webinar
- Live event or access
- Online interactive course
- Set Your Launch Goals – logically based on numbers and reach
 - How many people to do desire to enroll
 - At what price point
 - For what Audience of One?
- Determine Joint Venture, Ambassadors or Affiliate Partners (who's going to help you spread the word?)
- Determine advertising budget (are you using FB, IG or LI for advertising? How much are you committing to your launch?)
- Have graphic designer create all images to be used on emails, social media, in print
 - 1400px by 1400px for IG
 - Website banner
 - Facebook Group Header Image
- Determine Pre-Launch Awareness Generating Activity
 - 3-5 Day Challenge
 - 3 Part Video Training Series
- Determine Launch Introduction Activity (aka Launch Event)
 - Webinar/Master Class
 - Teleseminar
 - Intro Event
- Set up all support software needed for launch
 - Landing Pages: OptimizePress/ Leadpages/ ClickFunnels/ ActiveCampaign
 - CRM: Infusionsoft/ Ontraport/ ActiveCampaign
 - Facebook Ad Pixel
 - ManyChat (FB Messenger Sequencing)
 - Evergreen Webinar Platform: Easy Webinar / Webinar Jam / Stealth Seminar
 - Live Webinar (Virtual Event): Zoom / GoToMeeting/ WebEx
 - Scheduling Platform: ScheduleOnce / Accuity / Calendly
- Determine Core Launch Team
 - Copy Writer
 - Ads Strategist
 - Admin Support
 - Marketing or Project Manager

- Technical Virtual Assistant
- High Ticket Closer or other Sales Team Support
- Create Launch Plan and Calendar
 - Map all emails for entire launch period
 - 8-10 Emails to get registrants
 - 4-6 Emails once they register to get them to show up
 - 4 Emails to get people to watch the replay
 - 6-8 Emails after launch event "open cart"
 - If launch period is 12 weeks = 28 emails
 - Map all online outreach for entire launch period
 - Map all offline outreach/promotion for entire launch period
 - Map all text message outreach for entire launch period
 - Map all phone outreach for entire launch period
 - Map all ManyChat/ FB Messenger outreach for entire launch period
 - Map all live videos (FB/IG) you plan to do during entire launch period

8 Weeks before Launch – The Pre-Launch Period

- Write (or designate) your marketing copy
 - Sales page copy
 - Social media updates
 - Create Facebook Event
 - Emails (see below)
 - E-zine mentions
 - Post cards or flyers
 - Phone scripts
- Shoot all Promotional Video
 - 1-minute videos
 - 30 second videos
 - 3-minute videos
 - Content videos for 3-day video series
 - Video for opt in page
 - Video for thank you page
 - Video for sales page
- Buy Vanity URL
- Create and edit your pages. (for awareness generating activity and launch event)
 - Opt-in

- Thank You
- Launch Page/Sales
- Preview Formation/Automation and Set Up
- Publish your opt-in page (include a video)
- Publish your thank you page
 - Add video
- Publish your sales page
 - Add video
- Create or Have Copy Writer Create All Marketing Copy for entire launch based on your key messages document (also refer to copy creation checklist)
 - Broadcast messages to entire list to register preview event
 - Email 1
 - Email 2
 - Email 3
 - Email 4
 - Email 5
 - Email 6
 - Email 7
 - Email 8 (Last Chance to register)
 - Broadcasts to Specific areas/groups (where applicable)
 - Email 1
 - Email 2
 - Last Chance to register
 - Affiliate Swipe Copy
 - Solo Mailer (2 choices)
 - E-zine Update (2 choices)
 - Tweets (minimum of 10)
 - Facebook updates (minimum of 4 choices)
 - Social Media Updates
 - Tweets
 - Facebook
 - LinkedIn Message
 - Reminder Emails for Registrants of preview launch event
 - Immediately
 - Week Before
 - Day Before
 - Day of
 - 1 hour before
 - 15 minutes before (text if possible)

- After Preview Event Sequence
 - Immediately after
 - Next day with recording/replay
 - 2 days After (first promo ending)
 - 5 days After
 - 7 days after (last chance/cart closing)
- More Solos to those who didn't register for preview event to watch replay
 - Email 1
 - Email 2
 - Email 3
 - Email 4
- Click No Buy/Abandoned Cart Emails (for those who take a look but don't register)
 - At least 4-5 emails over 3-5 days
 - What happened? 2 hours after click
 - What's the issue? Next day after click
 - FAQ 2 days later
 - I saw you peeking – 2 days later
 - It's move or lose time – 2 days later
- Book and hold speaking engagements

(continued on next page)

4 Weeks before Launch

Determine Your Pre-Launch Activity: video series or challenge (choose one)

- 3 Day Challenge
 - Set Up Challenge Opt-In Page
 - Set up Challenge Thank You Page
 - Determine Activities to Be Given and How Shared (FB group, video, email, automate where applicable)
 - Day 1 Content, Worksheet, Video/Audio
 - Day 2 Content, Worksheet, Video/Audio
 - Day 3 Content, Worksheet, Video/Audio
 - Create challenge workbook (great stick strategy)
- 3-Part Video Series (you'll be sharing the 1st 5 of your 7 tips for the preview content of your new product or service)
 - Write script for intro video (tell your story and set the stage for the series, teach first point, tell them what next video is about)

- 5 Tips: Intro, about you, the problem and what they will walk away from series with
- 7 Tips: intro, about you, the problem, what they will walk away with and tips 1 + 2
- Record video 1
- Write script for video 2 (the next two points)
 - 5 Tips: 30 second recap on first video, Tips 1 + 2
 - 7 Tips: 30 second recap on first video, Tips 3 + 4
- Record video 2
- Write script for video 3 (the next two points)
 - 5 Tips: 30 second recap on second video, tips 3+ 4
 - 7 Tips: 30 second recap on second video, tips 5+6
- Record video 3
- Write Webinar (final points are shared in a webinar)
 - 5 Tips: Recap first 4 tips, tip 5, social proof, offer
 - 7 Tips: recap first 6 tips, tip 7, social proof, offer
- Record Webinar (make evergreen and appear as if live)
 - Take questions as a part of it so it appears like you're live or you can just do the webinar live (will not be able to make an evergreen launch if you go live)
- Create Facebook Group or start talking about your challenge or video series in your Facebook group
- Send 3 solo mailers specifically for challenge or video series
- Reach out to JV partners with swipe copy to promote challenge or video series
 - Create content and leaderboard for promotion partners to keep them engaged and spreading the word
- Promote upcoming challenge or video series on FB, IG and LI (ads optional)

2 Weeks before Launch

- Start your challenge or video series
 - (start it the week before your preview webinar/teleseminar/intro event) Run it so that they get the videos every 2 days or the challenge daily for 3 days leading up to the webinar
 - For example: Webinar on the 15th, so the challenge is 10-13 with a 2 day break before finale/webinar
 - For video series: Webinar 15th, video 1 drops on the 8th, video 2 on the 10th, video 3 on the 12th, finale is webinar on the 15th

Week of Launch



Goal is to get people to the webinar/teleseminar/intro event

- Submit Press Release to all PR contacts plus on Social Media
- Hold your call/webinar/intro event/ tele-seminar as planned
- Release your launch email sequence
- Set up scheduling tool with availability to speak with people interested in your new program
- Remind JVs that launch event is coming and to consider one last push
 - Update their leaderboard
 - Remind them of the incentives
- Create an extra freebie to collect additional contact info (address and phone number) and send it as a stick strategy for them to show up to launch event
 - Get immediate download
- Set up Retargeting ads
- Attend networking events
- Hold previously booked speaking engagements
- Flood Social Media
 - Facebook
 - Facebook Ad (run for a week budget of \$300-500)
 - Daily Facebook Live for 3-5 minutes
 - Linked In
 - Group Posts
 - Email to all contacts announcing call/video/etc.
 - Tweet

Launch Day

- Send 3 reminders to registrants
 - 9 am "Today is the Day"
 - 7 pm "See you in 3 Hours"
 - 6:45 pm "We start in 15 minutes, are you logging on?"
- Go Live on Facebook and Instagram to get some last-minute registrants
- Hold Live Webinar/Teleseminar/Intro Event
- Go into Facebook group following the webinar/masterclass to capture/respond to audience responses and feedback
- Ask all JVs to mail one last time and post on social media for last minute registrations

Day After Launch



- Start call campaigns to each registrant (include some of the feedback from your group) – make sure you collect phone as a part of your opt in
- Send email with link to replay for registrants
- Send email to rest of list giving them the option to hear replay or come to encore presentation
- Hold first set of discovery calls /wrap up sessions
- Start running retargeting ads

Week After Launch Event

- Hold Encore presentation of launch webinar/ teleseminar
- Call campaigns to all low hanging fruit and previous discovery sessions
- Continue with discovery sessions to enroll attendees
- Check in with all JVs to see if they have new leads for you
- Networking
- Speaking
- Social Media
 - Facebook
 - Facebook Ad
 - LinkedIn
 - Group Posts
 - Email to all contacts announcing call/video/etc.
 - Tweet

Two Weeks After Launch Event

- Finalize new enrollees
- Send welcome gifts and packets
- Prepare to start program this week or next week
- Open up wait list for those who missed the launch (unless this is moving to an evergreen sequence)