



Product Launch Budget Planning Sheet

Product Launch Name:

Product Launch Manager:

Product Launch Full 12 Week Window:

- Pre Pre Launch Dates:
- Pre Launch Dates:
- Launch Event Dates:
- Post Launch Dates:

Product Launch Sales Goal in Dollars:

in Programs:

Product Launch Sales Actual:

Product Launch Budget Plan:

What We Need

| <u>Team Member</u> | <u>Need to Hire</u> | <u>Already On Team</u> | <u>Budget Forecast/Payment</u> |
|----------------------------------|---------------------|------------------------|--------------------------------|
| <i>For Example: Launch Coach</i> | <i>Yes</i> | <i>No</i> | <i>\$1,500.00</i> |
| Project Manager | | | |
| Graphic Designer | | | |
| Copy Writer | | | |
| Inside Sales Rep for Follow up | | | |
| Sales Closer for Sales Calls | | | |



| <u>Team Member</u> | <u>Need to Hire/Obtain</u> | <u>Already On Team/Assigned</u> | <u>Budget Forecast/Payment</u> |
|---|-----------------------------------|--|---------------------------------------|
| | | | |
| Technical VA (automation set up in CRM) | | | |
| Facebook Ad Manager | | | |
| Facebook Ad Spend | N/A | N/A | |
| Instagram Ad Spend | N/A | N/A | |
| Linked In Ad Spend | N/A | N/A | |
| Automation Software: for Landing Pages | | | |
| Zoom for Launch Event | | | |

(please also consult the full product launch checklist)