



LAUNCH LIKE A BOSS

60 Day Launch Calendars

Launch Events Calendar: *Month One*

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Release 1st Piece of Pre-Launch Content		Warm-Up Advertising Campaign (Objective: Engagement)		
		Release 2nd Piece of Pre-Launch Content		Warm-Up Advertising Campaign (Objective: Engagement)		
		Release 3rd Piece of Pre-Launch Content		Warm-Up Advertising Campaign (Objective: Engagement)		
		Release 4th Piece of Pre-Launch Content		Warm-Up Advertising Campaign (Objective: Engagement)		
		Release 5th Piece of Pre-Launch Content		Continued Lead Generation Advertising Campaign (Objective: Conversion For Free Offer)		

Launch Events Calendar: *Month Two*

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Release 6th Piece of Pre-Launch Content	Continued Lead Generation Advertising Campaign (Objective: Conversion For Free Offer)			
		Release 7th Piece of Pre-Launch Content	Continued Lead Generation Advertising Campaign (Objective: Conversion For Free Offer)			
		Release 8th Piece of Pre-Launch Content	Continued Lead Generation Advertising Campaign (Objective: Conversion For Free Offer)			
	PRE-LAUNCH EVENT			OPEN CART	Sales Advertising Campaign (Objective: Conversion for Sales)	
			CLOSE CART			

Launch Tasks Calendar: *Month One*

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Create Pre-launch Content	Plan Opt-In Offer	Create Ad Campaign #1 (warm-up), Ad Sets (for each audience), and Ad #1	Draft Opt-In Offer	Finish Opt-In Offer	
	Create Pre-launch Content	Create Waiting List Opt-In Page	Monitor & Adjust Warm-up Ads	Draft Opt-In Offer Page	Finish Opt-In Offer Page	
	Create Pre-launch Content	Rough Draft Sales Page Content	Monitor & Adjust Warm-up Ads	Polish Sales Page Copy	Sketch Sales Page Layout	
	Create Pre-launch Content	Build Sales Page	Monitor & Adjust Warm-up Ads	Format Copy on Sales Page	Finish Sales Page	
	Create Pre-launch Content	Create Webinar or Video Series Content	Create Ad Campaign #2 (leads), Ad Sets (for each audience) and Ad #2	Create Webinar or Video Series Content	Create Webinar or Video Series Content	

Launch Tasks Calendar: *Month Two*

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Create Pre-launch Content	Create Webinar or Video Series Content	Set Up Payment Processor	Create Webinar or Video Series Landing Page	Create Webinar or Video Series Landing Page	
	Create Pre-launch Content	Write Launch Week Emails #1 & #2	Set Up Shopping Cart Software	Write Launch Week Emails #3 & #4	Write Launch Week Emails #5 & #6	
	Create Pre-launch Content	Write Launch Week Emails #7 & #8	Create Thank You Page	Write Launch Week Email #9		
	HOST PRE-LAUNCH EVENT	Create Ad Campaign #3 (Sales)	Open Cart & Send Email #1	Send Launch Email #2	Send Launch Email #3	Send Launch Email #4
Send Launch Email #5		Send Launch Email #6	Send Launch Email #7	Send Launch Emails #8 & 9 + Close Cart		

Launch Email Calendar: *Month One*

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			Email Pre-launch Content			
			Email Pre-launch Content			
			Email Pre-launch Content			
			Email Pre-launch Content			
			Email Pre-launch Content			

Launch Email Calendar: *Month Two*

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			Email Pre-launch Content			
		"Mark Your Calendars"		Email Focused On The Struggle		
		Email Focused On What's Possible		Email Focused On The Solution		
		Email Focused On Case Studies		Announce Launch Open Cart + Big Outcome	Product Details	Bonuses (Optional)
Testimonials	Product Demo	FAQ's and Objections	AM: Don't Miss Out PM: Last Chance			