

RSL Challenge Day 3 Assignment (continued)

Phase 2: Opt-In Campaign

What freebie can you promote to motivate your target customers to join your list?

(This might just be a PDF version of one of the pieces of content you already planned out, or it could be a video workshop or step-by-step guide that shows your target customers how to get a small, specific result they'd really like to create.)

Phase 3: Sales Campaign

What is the main benefit/result of your product that you'll promote? _____

How will you create urgency to motivate your audience to take action? (deadline, price going up, limited quantity, etc.) _____

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What's your advertising budget? \$_____

If you were 100% certain that every dollar you spend on advertising would result in \$2 - \$5 of profit, how much would you really spend? \$_____

Break your budget down to plan how much you'll spend on each phase.

Phase 1 = 25% of budget

Phase 2 = 50% of budget

Phase 3 = 25% of budget

How much will you spend on phase 1? \$_____

How much will you spend on phase 2? \$_____

How much will you spend on phase 3? \$_____

REMEMBER:

It's okay if you're starting with just a tiny budget. Even a little bit can help improve the results you get this time so that you'll have more to invest in promoting your next launch. **That is how businesses grow!**