



# **INSTRUCTIONS**

## **WRITE YOUR LAUNCH EMAILS LESSON 1**

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### LESSON 1 LAUNCH STRATEGY

#### Action Step #1

Launches that fail to bring in sales often to have the same problem: a lack of strategy. This is why your first action step this month (before we begin writing!) is to **outline your offer and use the Deconstructed Offer worksheet to identify key benefits, outcomes, objections and beliefs.**

When outlining your offer, remember to go deep. Keep in mind that the initial investment of time outlining your offer will ultimately save you time when you are ready to write your emails!

Here are some example questions you can ask yourself when outlining your offer:

- What is your course going to include?
- How many modules? How many lessons?
- How many worksheets? Why are those important?
- Why have you included these specific lessons and modules?

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### Action Step #2

For the next stage of planning, you'll outline **and create your launch plan using the Launch Checklist – Timelines**. Outlining this information will help you to begin thinking about how many emails you need.

Use the worksheet to outline the following:

- When are you going to open the cart?
- When are you going to close the cart?
- What kind of bonuses are you offering?
- How are you going to create urgency?

### Action Step #3

Your final action step in this lesson is to **get clear on YOUR audience**. Who are they? Why would they need what you have to offer? We'll be using this information in the next lesson, so take some time to think about this.





## LESSON 1

### LAUNCH STRATEGY

## ACTION STEPS

### Step 1

Outline your offer and use the Deconstructed Offer worksheet to identify key benefits, outcomes, objections and beliefs.

### Step 2

Outline and create your launch plan using the Launch Checklist – Timelines.

### Step 3

Get clear on YOUR audience: who are they and why do they need what you're offering?