

A top-down view of a desk with a white marble pattern. On the desk are several gold-colored items: a calculator, a pen, a pair of earbuds, and a pile of paper clips. A large, semi-transparent dollar sign graphic is centered on the desk. A white rectangular box with a black border is overlaid on the desk, containing the text.

Launch Like a Boss

**THE PROVEN  
THREE-CAMPAIGN  
ADVERTISING STRATEGY**



# LAUNCH LIKE A BOSS

## Module 3 | Visibility & Leads

5. Draft/outline the content of the ad:

---

---

---

---

---

### Phase 2: Lead Generation

*Free offer that requires a small commitment.*

1. What is the value of your free offer? (i.e. how will it help your potential customer? why would they want it?)

---

---

---

2. What is the free offer?

- Video course
- Quiz
- Checklist
- Guide
- E-book
- Trial membership
- Something else: \_\_\_\_\_

# LAUNCH LIKE A BOSS

## Module 3 | Visibility & Leads

3. Call-to-Action:      SIGN UP

4. Draft/outline the free offer:

---

---

---

---

5. Draft the ad that promotes the free offer:

---

---

---

---

### Phase 3: Sales Promotion

*Delivered ONLY to people who opted-in during the 2nd phase.  
These people are being informed about the promotion both in their email  
inbox and with your ads.*

1. What are you really selling? (i.e. not a vacuum, but a clean carpet. Not an online course about gardening, but the *ability* to grow a lush garden.)

---

---

---

---

# LAUNCH LIKE A BOSS

## Module 3 | Visibility & Leads

2. Three ways your customer's life will be changed by the product:

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

3. Why do they need to buy NOW? (Create urgency)

\_\_\_\_\_  
\_\_\_\_\_

4. Call-to-Action: LEARN MORE >> SALES PAGE/BUY NOW

5. Draft your ad:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_