



Launch Like a Boss

**LAUNCH ASSETS
CHECKLIST**

LAUNCH LIKE A BOSS

Module 4 | Generating Sales

LAUNCH ASSETS CHECKLIST

In order to launch, you have to have certain web pages, emails, and other content created. Here's a checklist to help you keep track of each of these items!

WEB PAGES

- Course home page
- Wait list signup page
- Sales page
- Checkout page
- Thank you page
- Up-sell page (optional)
- Down-sell page (optional)

EMAILS

- Enrollment is now open!
- How _____ will change your life
- What you get
- Testimonials
- Bonuses (optional)
- FAQ's
- Sneak peek inside the course
- Last day to join
- Last chance!

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OTHER ASSETS

- Promo graphics
- Promo social media posts

WEBINAR

optional

- Webinar outline
- Webinar slide deck template
- Finished webinar slide deck
- Webinar sign-up page
- Webinar hosting software
- Webinar promo graphics
- Webinar promo posts
- Webinar-related emails

VIDEO SERIES

optional

- Four videos (filmed & edited)
- Video watch web pages
- Video-related emails
- Video series sign-up page
- Video series promo posts
- Video series promo graphics