

A top-down view of a desk with a white marble pattern. On the desk are several items: a gold calculator, a gold pen, a stack of gold paper clips, a grey laptop with a gold dollar sign on its lid, and a pair of gold headphones. The items are arranged in a way that suggests a professional or business setting.

Launch Like a Boss

**BUILD YOUR  
LAUNCH TEAM**

# LAUNCH LIKE A BOSS

Module 4 | Generating Sales

## BUILD YOUR LAUNCH TEAM

### 1. How do you want your launch team to help you?

- share your promotional posts
- write reviews of your products
- email their network
- share about your launch on their social media accounts
- test your product
- other: \_\_\_\_\_
- other: \_\_\_\_\_
- other: \_\_\_\_\_

### 2. How will you reward your launch team for their support?

- free product
- 1-on-1 consultation
- a behind-the-scenes experience
- public praise
- giveaways
- other: \_\_\_\_\_
- other: \_\_\_\_\_
- other: \_\_\_\_\_

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### 3. Where will you promote your launch team opportunity?

- your Facebook group
- your social media
- your email newsletter
- your personal connections
- other people's Facebook groups
- other: \_\_\_\_\_
- other: \_\_\_\_\_
- other: \_\_\_\_\_

### 4. Plan out emails to send your launch team.

Subject: \_\_\_\_\_  
Main idea: \_\_\_\_\_

\_\_\_\_\_

Subject: \_\_\_\_\_  
Main idea: \_\_\_\_\_

\_\_\_\_\_

Subject: \_\_\_\_\_  
Main idea: \_\_\_\_\_

\_\_\_\_\_

Subject: \_\_\_\_\_  
Main idea: \_\_\_\_\_

\_\_\_\_\_

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*(launch team emails, continued)*

Subject: \_\_\_\_\_

Main idea: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Subject: \_\_\_\_\_

Main idea: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Subject: \_\_\_\_\_

Main idea: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Subject: \_\_\_\_\_

Main idea: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### **5. Create an agenda for launch-team-related events.**

When will you send emails, deliver complimentary products, request reviews, or ask your team members to share your promotional posts?

Date: \_\_\_ / \_\_\_ / \_\_\_ Event: \_\_\_\_\_

Date: \_\_\_ / \_\_\_ / \_\_\_ Event: \_\_\_\_\_

Date: \_\_\_ / \_\_\_ / \_\_\_ Event: \_\_\_\_\_

Date: \_\_\_ / \_\_\_ / \_\_\_ Event: \_\_\_\_\_

Date: \_\_\_ / \_\_\_ / \_\_\_ Event: \_\_\_\_\_

Date: \_\_\_ / \_\_\_ / \_\_\_ Event: \_\_\_\_\_

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## LAUNCH TEAM INVITATION SWIPE COPY

Hey [name]!

Could you help me out with something? I've noticed that a lot of [type of people] are struggling with [problem], so I'm developing a new \_\_\_\_\_. [or: writing a book about \_\_\_\_\_]

It's going to be launching in a couple months, and I have big dreams that it can change many people's lives for the better. Would you be willing to help me get the word out? If so, I'd like to invite you to be a part of my launch team!

As a team member, you'd get a free \_\_\_\_\_, get to see the behind the scenes of what goes into launching a [product like this] online, and have the chance to win some awesome prizes (like \_\_\_\_\_)!

In exchange, I'd appreciate an honest review from you, and for you to share the product on your social media when it launches.

Would you be willing to help me out? Let me know if you have questions!

Sincerely,

Your name