

A top-down view of a desk with a white marble pattern. On the desk are a gold calculator, a gold pen, several gold paper clips, and a grey square graphic with a gold dollar sign. The entire scene is framed by a black border.

Launch Like a Boss

THE LAUNCH PLAN
CONTENT

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THE LAUNCH PLAN: CONTENT

Pre-Launch

WEEK ONE

Important message: New product coming out on [date]!

- Produce one piece of collaborative content on someone else's podcast, YouTube channel, or blog.
Collaborator: _____
- Produce one piece of high-quality, course-relevant content on your own podcast/channel/blog.
Title: _____
- Schedule social media posts that introduce your course topic.
Concept #1 _____
Concept #2 _____
Concept #3 _____
Concept #4 _____
Concept #5 _____
Concept #6 _____
Concept #7 _____
- Email your list to share your content and announce the upcoming launch.

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WEEK TWO

Important message: A bit of backstory... (the challenge you faced)

- Produce one piece of collaborative content on someone else's podcast, YouTube channel, or blog.
Collaborator: _____
- Produce one piece of high-quality, course-relevant content on your own podcast/channel/blog.
Title: _____
- Schedule social media posts that introduce your course topic.
Concept #1 _____
Concept #2 _____
Concept #3 _____
Concept #4 _____
Concept #5 _____
Concept #6 _____
Concept #7 _____
- Email your list to share the challenge you were facing.

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WEEK THREE

Important message: How I overcame _____ (the continuation of last week's story)

- Produce one piece of collaborative content on someone else's podcast, YouTube channel, or blog.
Collaborator: _____
- Produce one piece of high-quality, course-relevant content on your own podcast/channel/blog.
Title: _____
- Schedule social media posts that introduce your course topic.
Concept #1 _____
Concept #2 _____
Concept #3 _____
Concept #4 _____
Concept #5 _____
Concept #6 _____
Concept #7 _____
- Email your list to share how you overcame the challenge.
- BONUS: Share the behind the scenes of your course development.

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WEEK FOUR

Important message: Tutorial/instructional

- Produce one piece of collaborative content on someone else's podcast, YouTube channel, or blog.
Collaborator: _____
- Produce one piece of high-quality, course-relevant content on your own podcast/channel/blog.
Title: _____
- Schedule social media posts that introduce your course topic.
Concept #1 _____
Concept #2 _____
Concept #3 _____
Concept #4 _____
Concept #5 _____
Concept #6 _____
Concept #7 _____
- Email your list and share a valuable tip (or several) that relates to your course topic.
- BONUS: Share the behind the scenes of your course development.

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WEEK FIVE

Important message: Life would be awesome if you solved your problem/reached your goal.

- Produce one piece of collaborative content on someone else's podcast, YouTube channel, or blog.
Collaborator: _____
- Produce one piece of high-quality, course-relevant content on your own podcast/channel/blog.
Title: _____
- Schedule social media posts that introduce your course topic.
Concept #1 _____
Concept #2 _____
Concept #3 _____
Concept #4 _____
Concept #5 _____
Concept #6 _____
Concept #7 _____
- Email your list to share an inspiring success story.
- BONUS: Share the behind the scenes of your course development.

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WEEK SIX

Important message: Why do you want to learn _____?

- Produce one piece of collaborative content on someone else's podcast, YouTube channel, or blog.
Collaborator: _____
- Produce one piece of high-quality, course-relevant content on your own podcast/channel/blog.
Title: _____
- Schedule social media posts that introduce your course topic.
Concept #1 _____
Concept #2 _____
Concept #3 _____
Concept #4 _____
Concept #5 _____
Concept #6 _____
Concept #7 _____
- Email your list and ask them what their "why" is.
WHY do they want to learn about
_____?
- BONUS: Share the behind the scenes of your course development.

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Launch

WEEK SEVEN

Important message: The new course is available!

- Produce two articles/videos/podcast episodes
 1. Announce your new course on your blog/channel/podcast
Title: _____
 2. "How to _____" or "The fastest way to _____"

- Schedule social media posts.
 - Concept #1 _____
 - Concept #2 _____
 - Concept #3 _____
 - Concept #4 _____
 - Concept #5 _____
 - Concept #6 _____
 - Concept #7 _____

- Send launch emails. (one per day for the first six days of your launch week)
 - Email #1 _____
 - Email #2 _____
 - Email #3 _____
 - Email #4 _____
 - Email #5 _____
 - Email #6 _____

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WEEK EIGHT

Important message: Don't miss out!

- Produce two articles/videos/podcast episodes
 1. Helpful/valuable information that relates to course topic
 2. Last chance!

- Schedule social media posts.
 - Concept #1 _____
 - Concept #2 _____
 - Concept #3 _____
 - Concept #4 _____
 - Concept #5 _____
 - Concept #6 _____
 - Concept #7 _____

- Send launch emails. (3 - 4 on the final day of your launch)
 - Email #7 _____
 - Email #8 _____
 - Email #9 _____
 - Email #10 _____