

A desk setup on a white marble background. In the top left, there's a gold-colored chair. In the center, a grey laptop with a faint dollar sign watermark is open. To the right, a gold-colored calculator is visible. In the bottom left, there's a gold pen and several gold paper clips. The entire scene is framed by a thin black border.

Launch Like a Boss

THE LAUNCH PLAN TASKS

LAUNCH LIKE A BOSS

Module 5 | Action Plan

THE LAUNCH PLAN: TASKS

Create the Foundation

3 - 9 MONTHS PRIOR TO LAUNCHING

- Schedule your launch date.
- Clear your schedule for that week (and ideally about one week before and after as well).
- Set a launch goal.
- Brainstorm 8 - 10 content (blog/video/podcast) ideas that subtly sell your course. (You'll use these during your pre-launch.)
- Plan an opt-in offer to attract prospective customers.
- Compile a list of 30 - 100 people/brands with followings interested in your course topic.
- Pitch these people/brands about collaborating during your launch.
- Brainstorm a few fun, exciting events to generate hype around your launch.
(Examples: Webinar, video training series, giveaway, etc.)
- Schedule your favorite launch event(s) idea.

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Pre-Launch

WEEK ONE

- Create pre-launch content
- Share pre-launch content
- Create your opt-in offer
- Start first advertising campaign (optional)

WEEK TWO

- Create pre-launch content
- Share pre-launch content
- Create waiting list page
- Create opt-in offer page

WEEK THREE

- Create pre-launch content
- Share pre-launch content
- Draft sales page content
- Polish sales page copy
- Sketch sales page layout

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WEEK FOUR

- Create pre-launch content
- Share pre-launch content
- Build sales page
- Polish sales page

WEEK FIVE

- Create pre-launch content
- Share pre-launch content
- Create webinar or video series content (optional)
- Start second advertising campaign

WEEK SIX

- Create pre-launch content
- Share pre-launch content
- Finish webinar or video series content (optional)
- Create webinar or video series sign-up page
- Set up payment processor

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WEEK SEVEN

- Create pre-launch content
- Share pre-launch content
- Set up shopping cart software
- Write launch emails #1 - #6

Email Subject #1 _____

Email Subject #2 _____

Email Subject #3 _____

Email Subject #4 _____

Email Subject #5 _____

Email Subject #6 _____

WEEK EIGHT

- Create pre-launch content
- Share pre-launch content
- Create thank you page
- Connect sales page, shopping cart, "thank you" page, and email software.
- Test checkout process.
- Write launch emails #7 - #9

Email Subject #7 _____

Email Subject #8 _____

Email Subject #9 _____

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Launch

WEEK NINE

- Host webinar or video series. (optional)
- Open cart.
- Start third advertising campaign.
- Announce on social media.
- Send launch emails #1 - #4.

WEEK TEN

- Finish sending launch emails (#5 - #9).
- Close cart.
- Welcome your new students!