



Launch Like a Boss

**HOMework 3.3**

**GENERATING  
VISIBILITY**

# LAUNCH LIKE A BOSS

Module 3 | Visibility & Leads

## HOMEWORK 3.3 GENERATING VISIBILITY

- ❑ Choose your #1 visibility strategy for your upcoming launch.
- ❑ Outline your basic strategy:
  - How much content? (videos/week, # of ads, etc.)
  - What CTA will your content primarily promote?
  - Budget?
  - Will you hire someone to help you?