

# Ready, Set, Launch!

## Challenge Day 4 Assignment

### Profit Projections

Current list size: \_\_\_\_\_

Most online launches convert anywhere from 1% - 10% of their list to buy. How many sales can you expect?

Email subscribers \_\_\_\_\_ x 0.01 = \_\_\_\_\_ 1% SALES

Email subscribers \_\_\_\_\_ x 0.05 = \_\_\_\_\_ 5% SALES

Email subscribers \_\_\_\_\_ x 0.10 = \_\_\_\_\_ 10% SALES

How much will you sell your product for? \$ \_\_\_\_\_

How much revenue will your sales produce?

1% Sales \_\_\_\_\_ x price \$ \_\_\_\_\_ = \$ \_\_\_\_\_

5% Sales \_\_\_\_\_ x price \$ \_\_\_\_\_ = \$ \_\_\_\_\_

10% Sales \_\_\_\_\_ x price \$ \_\_\_\_\_ = \$ \_\_\_\_\_

## RSL Challenge Day 4 Assignment (continued)

Now, let's see what happens if you advertise your launch...

Generally, we can attract new leads (email subscribers) for about \$3.00 each with Facebook ads. For the sake of simplicity, let's suppose you spend \$300 on advertising and attracted 100 new subscribers.

\_\_\_\_\_ Current email subscribers  
+ 100 new subscribers  
= \_\_\_\_\_ Total subscribers

Total subscribers \_\_\_\_\_ x 0.01 = \_\_\_\_\_ 1% SALES

Total subscribers \_\_\_\_\_ x 0.05 = \_\_\_\_\_ 5% SALES

Total subscribers \_\_\_\_\_ x 0.10 = \_\_\_\_\_ 10% SALES

How much revenue will your sales produce if you invest \$300 in advertising?

1% Sales \_\_\_\_\_ x price \$ \_\_\_\_\_ = \$ \_\_\_\_\_

5% Sales \_\_\_\_\_ x price \$ \_\_\_\_\_ = \$ \_\_\_\_\_

10% Sales \_\_\_\_\_ x price \$ \_\_\_\_\_ = \$ \_\_\_\_\_

## RSL Challenge Day 4 Assignment (continued)

Then, just subtract the \$300 you spent on ads to figure out how much **profit** you would actually earn.

So, would advertising increase your profits?

YES

NO

### Create Your Launch Calendars

1.a. What type of CONTENT (blog posts, videos, etc.) do you plan to create for your pre-launch? \_\_\_\_\_

1.b. How many pieces of long form content will you be creating? \_\_\_\_\_

1.c. Now, on your launch **Events** calendar, schedule when these pieces of content will go live.

1.d. On your launch **To Do** calendar, schedule when you will create each of these pieces of content.

RSL Challenge Day 4 Assignment (continued)

2.a. Which social media platforms will you be promoting your launch on?

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

2.b. Schedule days on your launch **To Do** calendar to batch create your social media updates.

3.a. How will you advertise your launch? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3.b. Map out each of your advertising campaigns on your launch **Events** calendar.

(Hint: I normally run my first campaign (warm-up) for 3 weeks, my second campaign (opt-in) for 5 weeks, and my third campaign (sales promotion) for 1 week.)

## RSL Challenge Day 4 Assignment (continued)

4.a. What emails do you plan to send to you list, leading up to your launch?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_

4.b. Go schedule each of these emails on your launch **Emails** calendar now.

5.a. What emails will you send during your launch?

1. \_\_\_\_\_
2. \_\_\_\_\_

## RSL Challenge Day 4 Assignment (continued)

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

5.b. Schedule you launch emails on your **Emails** calendar as well.

6.a. What other miscellaneous tasks will you need to do, leading up to your launch?

(For example: create sales page, film sales page video, write ads, create product, etc.)

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

RSL Challenge Day 4 Assignment (continued)

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

6.b. Now, go schedule your miscellaneous tasks on your launch **To Do** calendar so you actually do them!

Planning to advertise your launch?

Confident you have the skills to get the best results for your money?

Confident you can successfully convert the leads you get into buyers?

I show the Launch Like a Boss students exactly how I do each of these vital steps for my personal marketing clients.

If you'd find this training and support beneficial, then I invite you to join us for the next LIVE session of the program! (But hurry, because enrollment closes soon!)

[www.GillianPerkins.com/Launch-Like-a-Boss/](http://www.GillianPerkins.com/Launch-Like-a-Boss/)