LAUNCH CHECKLIST: TIMELINES

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The goal of this quick-review checklist is for you to map out your timelines and know the crucial dates for your launch so you can plan your emails accordingly.

For instance, if you have a 10-day cart open period with a webinar to kick off the launch and only one email list, you don't need 20 emails.

However, if you have a 5-day challenge preceding your launch start, you'll need approximately 3-5 emails to promote sign-ups to the challenge, then 5 challenge emails and then, the actual sales emails.

Planning

What date will you start your launch? This date is also known as your "cart open" date?

_____

What date will you end your launch aka "close the cart"?
Note: Ideally 10-14 days is a great launch window and gives you enough time to offer value and also, reach an optimum number of people.

_____

When will you start promoting your webinar?
Note: If you're doing a webinar to kickoff your launch, you'll want at least 7-10 days to promote the webinar and 3 webinar invite emails to fill it up.

_____

LAUNCH CHECKLIST: TIMELINES

Are you doing a challenge? If yes, how many days will the challenge run?
Note: If you're doing a challenge to kick off launch, you'll need additional emails for promoting signups to the challenge and then the challenge emails themselves.

No

Yes _____

Will you be promoting your offer to different segments of your email list? If yes, do you want to tailor those emails to each segment?

No

Yes

What, if any, bonuses will you be offering during the cart open period?

Early Bird Bonus: _____
_____

Mid-Cart Bonus: _____
_____

Cart Close Bonus: _____
_____

LAUNCH CHECKLIST: TIMELINES

Launch Line Up

Launch Dates

Cart Open:

Cart Close:

Webinar Launch

3x webinar invite emails

3x webinar show-up emails

7-10 post-webinar sales emails, depending on cart open time

5-Day Challenge Launch

3x challenge invite emails

5x challenge emails

7-10 post-challenge sales emails, depending on cart open time

Key Sales Emails

Pitch email

Social Proof/Case Studies Email

Frequently Asked Questions Email

Objection Demolition Emails

Competitive Advantage Emails

Bonus Breakdown Emails

Last Chance Emails

Now that you've got your emails outlined, complete the Email Sequence Outline to map out your individual emails.