

HOMework

WRITE YOUR LAUNCH EMAILS LESSON 1

LESSON 1

LAUNCH STRATEGY

ACTION STEPS

Step 1

Outline your offer and use the Deconstructed Offer worksheet to identify key benefits, outcomes, objections and beliefs.

Step 2

Outline and create your launch plan using the Launch Checklist – Timelines.

Step 3

Get clear on YOUR audience: who are they and why do they need what you're offering?