



INSTRUCTIONS

WRITE YOUR LAUNCH EMAILS LESSON 2

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LESSON 2 YOUR MARKETING MESSAGE

Action Step #4

It's time to **survey your audience!** In the Bonus Resources section of this action plan, we've provided a List of Must-Ask Survey Questions, which you can use to gather relevant information.

If you'll be using written survey questions, we recommend using a survey tool like Typeform, SurveyMonkey or Google Forms. Once you've set up your form, send it out to people who fit your ideal audience. These could be past clients, people on your email list, or people in Facebook Groups. The most important thing to consider is that these people fit your ideal customer profile.

If you'll be interviewing in person, we recommend using a recording software like Zoom or Skype.

For more details on how you can conduct market research interviews, refer to the [Master Market Research ACTION PLAN](#).

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Action Step #5

Complete your survey or interviews to **collect and curate social proof and credibility boosters to share with your prospects**. We recommend interviewing or compiling responses from at least five to seven of your audience members, so you can really understand their experiences. What kind of words did they use? What was going on in their life? What were they struggling with? What kind of results have they seen?

Action Step #6

Now that you've compiled your answers, it's time to **complete the Marketing Message Worksheet** so you can get absolutely clear on what your audience needs to hear from you, and you can have all the information you need to write your emails in one place.

To complete this worksheet, you'll want to use a combination of your survey/interview results, the Deconstructed Offer Worksheet, and your own knowledge and expertise about this audience and this offer that you're going to be launching.



LESSON 2

YOUR MARKETING MESSAGE

ACTION STEPS

Step 4

Survey your audience. Use the List of Must-Ask Survey Questions to gather relevant information.

Step 5

Collect and curate social proof and credibility boosters to share with your prospects.

Step 6

Complete the Marketing Message Worksheet to get clear on what your audience needs to hear from you and you can have all the information you need to write your emails in one handy place.