GET YOUR DUCKS IN A ROW
The more clarity you have around what you’re selling, to whom, how it works, and what they’ll get – the easier it will be to launch.

Who is it for?
______________________________________

What are you selling?
______________________________________

When is it available?
______________________________________

Where do people buy it?
______________________________________

How does it work?
______________________________________

SET A LAUNCH GOAL
Before you start to hammer out the logistics of your launch it’s important to set a launch goal. Your goal needs to be specific so you know if your launch was successful.

My launch goal is:
______________________________________

______________________________________

______________________________________

MAKE A TIMELINE
Determine when your offering will be delivered and work backward from there based on how long your want your promotion period to be for.

Start date: ___________________________

End date: ___________________________

SOFT LAUNCH
☐ Make a list of past clients or warm leads you might launch to first.

☐ Make a list of peers who will help you share your offering.

☐ Make your ask or offering to these select groups of people

MAKE A MARKETING PLAN
☐ Gather your assets – where will you share your offering

☐ Implement the plan – write, design, delegate, and produce all the pieces

☐ Buy advertising

☐ Make your PR pitches

☐ Launch!

DEBRIEF
What worked? What didn’t? What will you do differently next time?
______________________________________

______________________________________

______________________________________

When will you launch next?
______________________________________

How will you engage between launches?
______________________________________

______________________________________