

# LAUNCH PLAN

## Pre-launch

- Write a series of educational and promotional blog posts

## Webinar

- Registration pages
- Thank you page
- Add promo bars to your site
- Create template for the webinar
- Write copy for your webinar sales page
- Write webinar content
- Create a workbook for your webinar
- Write copy for your welcome email sequence
- Write copy for your follow up emails
- Make a list of fast acting bonuses
- Build opt-in pages with countdown timer

## Your launch

- Research your idea
- Outline your course modules and lessons
- Choose name and title for your course
- Create your coming soon cover page
- Complete your course content outline
- Create slides for your modules
- Create workbooks and downloadable materials
- Build your sales page
- Record your content
- Edit and upload your videos
- Set up your course in Thinkific
- Write launch emails including what's holding you back email, cart open and announcement email, FAQ email, case study emails, cart opening and cart closing emails

# LAUNCH PLAN

## Images you'll need to create

- Webinar image
- Webinar Workbook Image
- Webinar Replay Image
- Course Images
- Course Module Images
- Facebook Group Cover Photo
- Cart Open and Cart Closing Images
- Social Media Images