LAUNCH
PLANNER +
CHECKLIST

READY TO 2X YOUR NEXT LAUNCH?!

Our Launch Checklist is designed to guide you through every step of creating a structured and impactful launch. Whether you're introducing a new product, service, or revamping an existing offer, a meticulously planned launch is key to captivating your audience and maximising your results.

This checklist will not only streamline your process but give you clarity into your strategy, helping you to map out each phase with confidence.

Get ready to elevate your business with a launch!

Lisa

LAUNCH TIMELINE

1 PRE-LAUNCH

30-90 DAYS OUT

Where you get your audience ready to purchase!

2 LAUNCH

DOORS OPEN

When your cart is open! The 7-10 day launch period that your offer is available to purchase.

3 POST-LAUNCH

THE WEEKS POST DOORS OPEN

The weeks post launch to analyse and reflect.

PRE-LAUNCH

EXAMPLE CALENDAR

MONTH 1 - PRE LAUNCH

Mon	Tue	Wed	Thu	Fri	Sat	Sun
						1
2	3	4	5	6	7	8
		Pre-launch Content				
9	10	11	12	13	14	15
		Pre-launch Content				
16	17	18	19	20	21	22
		Pre-launch Content				
23	24	25	26	27	28	29
		Pre-launch Content				
30	31					

MONTH 2 - LAUNCH

Mon	Tue	Wed	Thu	Fri	Sat	Sun
						1
2	3	4	5	6	7	8
		Purchase ready content				
9	10	11	12	13	14	15
		Purchase ready content				
16	17	18	19	20	21	22
		Waitlist Launch		*Launch Week*		
23	24	25	26	27	28	29
		Launch Week				
30	31					

LAUNCH PLANNER

MONTH :

YEAR :

MON	TUE	WED	THU	FRI	SAT	SUN

NOTES

LAUNCH PLANNER

MONTH :

YEAR :

MON	TUE	WED	THU	FRI	SAT	SUN

NOTES

PRE- LAUNCH CHECKLIST

- [ ] FINALISE LAUNCH CALENDAR DATES

- [ ] WORK OUT GOALS FOR THE LAUNCH PERIOD

- [ ] CREATE + OPTIMISE SALES PAGE FOR LAUNCH

- [ ] CREATE A LEAD MAGNET FOR PRE-LAUNCH PERIOD + WELCOME SEQUENCE

- [ ] CREATE PRE-LAUNCH EMAIL PLAN TO GO OUT TO YOUR LIST

- [ ] PLAN AND CREATE YOUR PRE-LAUNCH SOCIAL MEDIA CONTENT

- [ ] CREATE A WAITLIST (*IF APPLICABLE*)

- [ ] PUT A COUNTDOWN ON YOUR WEBSITE

- [ ] PLAN A LAUNCH EVENT (SUCH AS A FREE WEBINAR, CHALLENGE, INSTAGRAM LIVE ETC.)

- [ ] CHANGE WEBSITE POP UP + LINK IN BIO ON SOCIAL MEDIA PLATFORMS TO PROMOTE WAITLIST

- [ ] REACH OUT TO POSSIBLE AFFILIATES

Content Plan
14+ DAYS OUT FROM LAUNCH

[This content may start as early as 60-90 days out from your launch and will be relevant to share right up until 14 days out from the launch. Don't forget to share lots of value to position yourself as an authority in your industry!]

✔ **Problem aware content** - help your audience recognise problems they have and share advice, value, knowledge *(your unique approach) that can start to help them*

✔ **Educational content** - relevant to your audience's interests and needs

✔ **Address common misconceptions** (myth vs reality)

✔ Your **personal journey** that relates to your offer - to connect with your audience

✔ **Introduce your business, your brand values and mission**

✔ **Understanding their pain points** - empathise and show that you understand their challenges

✔ Start to **share teasers** of what's coming...

✔ **BTS content** -Share insights into the making of your product or the planning of your service to build excitement and interest

NOTES:

Content Plan
0-14 DAYS OUT FROM LAUNCH

[this is the content that is going to get your audience purchase ready in the 2 weeks leading up to doors opening!]

- ✔ **Social proof -** *such as transformation case studies*

- ✔ **User testimonials focused on solutions** - *similar to social proof but shorter and more direct.*

- ✔ **Teasers**

- ✔ **How [Product/Service] solves their problems**

- ✔ **Countdown** to launch - *such as daily countdown posts or stories on social media platforms, to keep your audience engaged*

- ✔ The **unique benefits** they can experience

- ✔ The **transformation** they can experience

- ✔ Highlight **unique features** of your offer - *demonstrating the value for money or the ROI of your product/service*

- ✔ **User-Generated Content** - *to show real-life examples of your product or service in use.*

NOTES:

LAUNCH INFO.

GOALS FOR THE LAUNCH:

STRATEGIES YOU WILL USE TO MARKET YOUR UPCOMING LAUNCH?

LAUNCH EVENT DETAILS *(webinar, instagram live, event etc.):*

THE
LAUNCH!

LAUNCH CHECKLIST

- [ ] CREATE + FINALISE EMAILS - TO SEND FREQUENTLY (DAILY?!)

- [ ] CREATE SOCIAL MEDIA CONTENT PLAN AND POST DAILY!

- [ ] SEND OUT REPLAY TO LAUNCH EVENT (IF APPLICABLE)

- [ ] CAPTURE TESTIMONIALS AND SOCIAL PROOF AND SHARE ACROSS SOCIAL MEDIA + EMAILS

- [ ] INCLUDE SPECIAL OFFERS AND BONUSES

- [ ] RUN PAID META ADS

- [ ] CONTACT YOUR WAITLIST! (MESSAGE THEM DIRECTLY)

- [ ] UPDATE WEBSITE BANNER/POP UP + LINK IN BIO TO LINK TO SALES PAGE

- [ ] CREATE EMAIL LIST SEGMENTS FOR ANYONE WHO SIGNS UP TO YOUR OFFER ((DON'T FORGET THIS SO THAT IF SOMEONE PURCHASES SO THEY NO LONGER RECEIVE EMAILS)

- [ ] CREATE NEW EMAIL SEQUENCE FOR ANY ONE SHOW SIGNS UP TO YOUR OFFER

- [ ] LEAVE IN REACTION TIME - ADD IN EXTRA BONUSES/INCENTIVES IF THINGS ARE SLOW

LAUNCH *Tips*

- **Build-in reaction time** (if things aren't going to plan make changes half way through the launch - add in new bonuses, a call with you, extra incentives etc.)

- Understand you will often get a spike of sales in the first 1-2 days of launch and then often it will be slow until the last 1-2 days of launch

- Make sure to **TEST** everything! Walk through the whole customer journey and check all links/emails etc. are working correctly.

- If you are using Zapier make sure to set up any automation and TEST them pre-launch

- Don't forget about your new clients/customers! Make sure they are onboarding and supported during this launch period.

- **The more planned, the bigger the launch!**

Launch Week
CONTENT TO SHARE

[Doors are open! Get excited! Remember you need to show up this week every single day and really bring a high level of energy, you've got this!]

- ✔ **Launch announcement!**

- ✔ **Case studies, testimonials,** lots of **social proof!**

- ✔ The **benefits** + **features** of your offer

- ✔ The **transformation** they can expect

- ✔ Overcoming **objections**

- ✔ **Wins** others have experienced

- ✔ **Final countdown**

- ✔ **Help your audience to close the gap** between where they are right now and how easily they can get to where they want to be

NOTES:

POST-
LAUNCH

KEY METRICS FOR POST-LAUNCH ANALYSIS

SALES REVENUE
Track how much revenue your offer generated during the launch period.

CUSTOMER ACQUISITION COST
Divide the total marketing expenses by the number of customers acquired

CONVERSION RATE
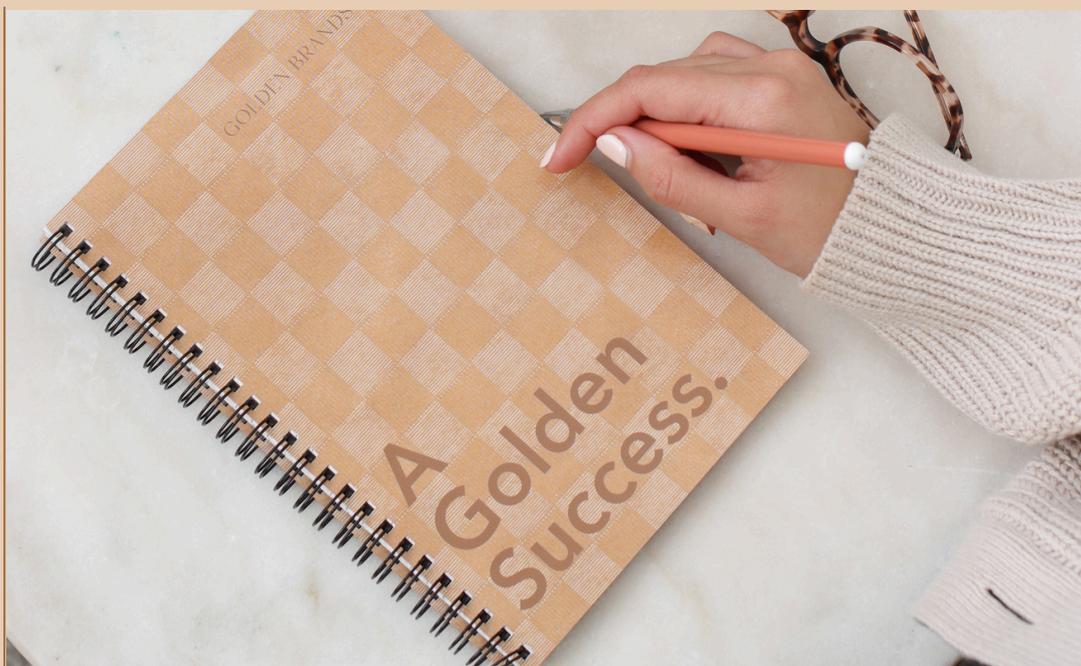*This measures how well your launch converted interested prospects into buyers.*

WEBSITE TRAFFIC
Look at the volume of traffic to your launch pages or site and compare it to previous periods.

EMAIL OPEN & CLICK THROUGH RATES

Congratulations on finishing this workbook

★

- Masterclass Workbook -
2 x Your Next Launch
with Lisa Macale, Golden Brands

WATCH THE MASTERCLASS HERE