

Checklist For Launching Your Programme

Here is the truth girlfriend. You can't approach your launch with a left brained check it off attitude. You gotta be fired up All the damn time when you are in the sales activity zone.

You have created this incredible offer so don't fuck it up now. Keep the love flowing, the right energy, focus and end in mind.

As you step up so does the resistance. The negative thoughts come in thick and fast but this time...They feel so damn real!

This isn't the time to hustle in the way that you think.
Now is the time to stop. Grab your journal and write out WHY you do what you do.

Why this programme, product or service IS the bomb.

Get your head in the game and fire up. This will also give you the fresh ideas of how to keep getting your message out there.

So remember to tick this stuff off with the commitment & fire that you got you outta bed this morning!

This means that DAILY you create a video, a live stream, an email, or all of the above in order to give value, teach, motivate empower and inspire (and entertain; be aspirational!) and remind people why to buy.

You might also like to run FACEBOOK ADS to your key livestreams or videos, or of course even to an optin gift that then gives them the freebie PLUS starts selling to them / directing them to the below sort of content and sales page.

I have collated my launch for this programme below so you can see it in action! And yes...For sure you can use my stuff as a template to get you started!

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Title of your amazing offer / programme / product	
Tagline	
Launch date timeline	
Goal to hit	
Bonuses to knock their socks off	
Offer	
Why should someone sign up? I mean WIIFM?	

People already interested to follow up	People to shoulder tap	People who will share your programme for you

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Now you have started the launch race! It is time to show up everyday. Here are some ideas to get your message out there:

- ✓ NUMBER #1- You must ask for the sale. Expect to get NO's. Expect the Yes's. Keep Swinging. Do what it takes. If you feel stuck, disheartened or fearful. Step away. Journal you reality. Remember why you want people to sign up.
- ✓ Create a TEASER about your offer, whereby you tell people what you're 'thinking of' doing and essentially ask them to say HELL YES :) video is best for this, but written update / email is fine.
- ✓ Post this on Facebook, share it to all your social platforms (your chosen 3) and email it out if you have a list already. If you don't have a list then you should be using THIS sheet to launch your list as well!
- ✓ Create a Sales page and video
- ✓ Check again that it is a bloody amazing offer...Do you need to add another bonus?
- ✓ Have you added scarcity and limited time specials?
- ✓ Show up on FB every day with a call to action on your launch. Not a salesy, used car man post. But a heart connected written from your journal post.
- ✓ Share on FB personal page
- ✓ Create a video highlighting the programme and why people need it.
 - ✓ Boost it
 - ✓ Run an advert to it
 - ✓ Retarget to video views

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- ✓ Post in groups about the event (don't just share)
- ✓ Go LIVE in FB on your page everyday during the launch period. Talking around the themes, solve their problems, show them your passion and how much you actually give a crap!
- ✓ Shoulder tap at least 5 business girlfriends to share your event on their personal page & business page
- ✓ Send numerous emails to your database- (Get over it. They have joined you to hear what you have to say. And you have created something for them right? So what's the problem?)
- ✓ End ALL your out- going emails with a PS: Did you know about my new programme?
- ✓ Write a blog with a call to action being your programme
- ✓ Become a guest on someone else's newsletter to promote your programme (then reciprocate)
- ✓ Create a meme campaign for a week around your programme explaining the benefits
- ✓ Schedule in at least 2 networking events to go to showcase your programme
- ✓ Ask past attendees to promote it for you offering a special deal
- ✓ Write a from the heart post each day to your FB page with a call to action for the programme. Using the top 5 problems and solutions from above.

Some of the actions can be repeated over the course of 3-5 weeks.
This keeps your content fresh and your mind thinking.