

# 6 Week Launch Schedule

## Before Launch Begins

- Select Date and Time to start the Program
- Choose your Launch Event date. (launch event is what to raise interest and sell your program through i.e webinar, 5 day challenge, summit)
- Write Sales email sequence to promote your program/offer to your list to run AFTER LAUNCH EVENT.
- Purchase affiliate program/set up. Get Affiliates on board

## 6 Weeks

- Block out two days to a week in your booking calendar immediately after launch webinar to hold conversations about the program
- create Program Sales Page

## 5 Weeks

- Create a Table of Value and Payment Plans
- Create launch event registration page.
- Create email reminder sequence for event registrations
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- Create FB ads graphics for launch event and program

## 4 Weeks

- Write Sales email sequence to promote your program/offer to your list to run AFTER LAUNCH EVENT.
- Invite warm leads into your program by private messages or email
- send social media promos, and email promos to affiliates.

## 3 Weeks

- Create Launch Event Powerpoint
- Make video to invite people to launch event
- Set up FB event in Group and on business and personal pages, Invite friends, Have call to action & post regularly to

## 2 Weeks

- Create FB ads for Launch Event
- Make sure entire sequence for sales of program from Launch is working. Check everything
- Promote daily on Social media until launch date

## 1 Week

- Test complete signup process. Make sure everything is set to go.
- Launch with Launch Event
- Take Enquiry Calls
- Recording sent within 24 hours
- run FB ADS for program registrations

## 1 Week After

- Send out thank you cards to affiliates and sign ups