Marketing Launch/Campaign Checklist

6 to 8 Weeks till Launch

1. Determine your goals
2. Decide on your launch date – and make it public for accountability!
3. Map out the timeline for your blog plan, pre-content pieces, email newsletters, early bird offer, open cart emails, social media
4. Create a Waitlist sales page to collect emails of interested participants
5. Set your pricing for early bird offers, tiered pricing and/or full price
6. Set out your refund policy and guarantee
7. Recruit any affiliates, joint ventures or people who will provide general support
8. Plan your public relations campaign, including guest posts, podcast interviews, public speaking events and news media interviews.
9. Plan your social media marketing plan, ensuring you're targeting the platforms where you're ideal client is hanging out. Is it Facebook page and groups, YouTube, Twitter, LinkedIn or Pinterest? Balance the promotional versus value content. Then schedule a week's worth of content.
10. Pull together your team. Ask yourself where you need the most amount of help (launch strategy and sequencing, copywriting, tech help, mindset, admin, Facebook ads, customer service) and ensure you have those people in place

Five Weeks till Launch

1. Commit to what systems will need to be used for the membership site, webinars, videos, conference calls, payment processing, landing pages, emails and affiliates.
2. Develop your storytelling hooks and messaging to use throughout your sales pages, blog posts, emails and social media.
3. Write and build your sales page, sales thank you page (this will be your ``sales goal'' page for Google Analytics), refund policy, and terms and conditions.
4. Collate all testimonials and case studies
5. Set up your email marketing system, including uploading welcome and pre-launch content (this will depend on the type of pre-launch content you deliver)
6. Write pre-launch blog posts and pre-launch email newsletters
7. Set up Google Analytics and Google goals
8. Set up a metrics document to allow you to track what did and didn't work to help you improve your next launch. If you don't know this, it will hinder the future growth of your business.

Four Weeks Till Launch

1. Write early bird email sequence (open for 3-10 days) and open cart emails (open for 3-14 days)
2. Set up your email autoresponder for people who purchase your program
3. Launch your PR and social media campaigns (previously planned).

4. Develop an advertising plan – Facebook, Google or display advertising. Facebook ads are relatively cheap and a great way to retarget your pages. Ensure you have all creative elements designed and content uploaded early enough to be approved by Facebook so they start on time.
5. Start talking about your launch and drive fans and subscribers to join your early bird VIP list (ie, your waitlist)
6. Send out Launch Blog Post 1 and Launch Newsletter 1

Three Weeks Till Launch

1. Set up your payment system and connect to any other systems required. If using PayPal, make sure you have contacted them to advise of projected income. If you don't and you make a LOT of sales, PayPal has been known to hold your money due to what they deem as suspicious activity.
2. Schedule a week's worth of social media content (the reason for doing one week at a time is to allow you the space to change and adapt as you learn more about the people consuming your pre-launch content).
3. Send out Launch Blog Post 2 and Launch Newsletter 2
4. Start a daily mindset and self-care practice that will help keep a positive outlook when faced with challenges, avoid self sabotaging behavior, and to help you attract that which you truly desire during this launch.

Two Weeks Till Launch

1. Continue to implement your plan
2. **Follow up on ALL leads (check your email stats and social media shares/likes/comments)**

One Week Till Launch

1. Ensure early bird email sequence (open for 3-10 days) and open cart emails (open for 3-14 days) are set to trigger
2. Triple test everything – your sales page, thank you page, payment gateways, membership site and all email sequences before pressing `GO'

Launch Eve

Self-care!

Launch Day and beyond

1. Change Waitlist button on sales page to Buy Now button.
2. Send out your ``Doors are now open'' email
3. Post on Facebook, Facebook groups, Instagram, Twitter and Google+ about the doors to your program now being open
4. Keep on top of customer care emails
5. Refund any money promptly and don't take refunds to heart

6. Continue your daily mindset and self-care practice

Post Launch

1. Send out your close cart emails
2. Once cart closes, ensure waitlists are flicked on.
3. Pay affiliates and JV partners
4. Send thank you notes or gifts to anyone who helped contribute to the success of your launch. A handwritten note can go a long way.
5. Review your metrics documents to determine what did and what didn't work to improve your next launch.
6. Deliver your program
7. REWARD YOURSELF! You've done a stellar job and deserve to celebrate