

# Launch Event Checklist

## Event Set Up

- ☐ 30 days out from event start organic and paid lead generation - fill your Facebook group
- ☐ Do the mindset and ideal client work
- ☐ Create name for workshop and outline titles for the individual lessons
- ☐ Create/update event registration landing page
- ☐ Create/update event registration confirmation email sequence
- ☐ Create/update event registration confirmation text message (optional)
- ☐ Create duplicate registration landing page for Facebook ads
- ☐ Update links landing page on Instagram profile
- ☐ Create/Update and turn on website pop up
- ☐ Create graphics (see list below)
- ☐ Write/update emails
  - ☐ 3-6 promotional/reminder emails to send to full list
  - ☐ Replay delivery and pitch emails
  - ☐ Replay delivery email no pitch (for clients)
  - ☐ 5-8 follow up emails (1/day for 5 days, plus additional emails for cart closing/replay going away)
- ☐ Write/update text messages
  - ☐ 3-6 promotional/reminder text messages to send to full list
  - ☐ Replay delivery and pitch text
  - ☐ 5-8 follow up texts (1/day for 5 days, plus additional texts for cart close/replay going away)
- ☐ Schedule all emails and text messages
- ☐ Create promotional posts for social media, start posting 2 weeks out
- ☐ Set up event in Facebook group and invite group members
- ☐ Change facebook group cover graphic, include registration link in the caption of the image
- ☐ Update Facebook group entry question to direct people to register, i.e. "Have you registered for the upcoming Masterclass, Manifest \$1K in a Weekend? Leave your email address below to receive the workbook and details"
- ☐ Schedule the count down posts in the facebook group and on public social media platforms
- ☐ Write workbook content
- ☐ Schedule live interviews to hold with current clients
- ☐ Create/Update program sales page
- ☐ Create/Review program onboarding systems (be ready to accept tons of clients)
- ☐ Sales team start conversations and connect calls with Facebook group members

## Event Graphics

- ☐ Branded logo for event
- ☐ Imagery for launch event registration page
- ☐ Facebook cover graphics:
  - ☐ Announcing the event with dates and "click here to register"
  - ☐ Event schedule days 1-5
  - ☐ Event schedule days 1-9
- ☐ Email Header (often can reuse the Facebook cover graphic, depending on your email CRM system)
  - ☐ Announcing the event with dates and "click here to register"
  - ☐ Event schedule days 1-5
  - ☐ Event schedule days 1-9
- ☐ Launch Promo post graphics, square, 3-5 versions
- ☐ Launch Promo story graphics, vertical, 3-5 versions
- ☐ Launch Countdown post graphics, square, 1-7 days to go + "starts today"
- ☐ Launch Countdown story graphics, vertical, 1-7 days to go + "starts today"
- ☐ Workbook
- ☐ Homework graphic, square, days 1-5 (optional, can also just use the colored background posts in FB group)
- ☐ Visual summary graphic(s), square, days 1-5 (used to summarize your lesson from each day)
- ☐ Client Testimonial graphics, square, 8-10
- ☐ Cart Open post graphic, square
- ☐ Cart Open story graphic, vertical
- ☐ Program benefits post graphics, square
- ☐ Program benefits story graphics, vertical
- ☐ Fast action bonuses post graphic, square
- ☐ Fast action bonuses story graphic, vertical
- ☐ Sign up bonuses post graphics, square
- ☐ Sign up bonuses story graphics, vertical
- ☐ Cart Closing post graphic, square
- ☐ Cart closing story graphic, vertical
- ☐ Congrats new client post graphic, square
- ☐ Other fun "check-in"/engagement graphics

## During Event

- ☐ Tag registrants in live videos
- ☐ Track event stats
- ☐ Hold giveaway draws each day
- ☐ Save live videos, homework, summary and testimonial posts in the Facebook group Guides section
- ☐ Host replay watch parties of each live video
- ☐ Post graphic congratulating people as they become clients

## Event Wrap Up

- ☐ Redirect registration page URL to waitlist page - create a duplicate of the registration page and update header graphic and any copy on the waitlist page if needed
- ☐ Set up waitlist emails and stop any live launch event email sequences
- ☐ Turn off website pop up
- ☐ Update the link on Instagram
- ☐ Record total views/comments on the videos in the facebook group
- ☐ Download the live videos and save into client portal
- ☐ Delete videos and homework/summary posts from facebook group along with the associated Units
- ☐ Update group cover to generic cover graphic
- ☐ Update group questions

### **Congratulations on grabbing your Launch Event Checklist!**

You are welcome to use the Launch Event Checklist over and over again for all of your own online launches.

Let us know in the [Launch Lovers Community](#) when you're launching so that we can support and cheer you on.

If you are looking for more in depth Launch event strategy and support, [connect with me on a free Launch Event Clarity session.](#)

Here's to your successful launch!!

xo Shelley Brook  
Lover of all things Launch ♥

