

DAY 4

Messaging for launches

[Watch Day 4 training](#)

Share what you come up with in the Facebook Group!

1. **Review:** Look at your top of funnel content from the last 30 days: let's see what your audience's behavior is telling us

- ☐ What topics are getting the most engagement? (comments, saves, likes, views)
- ☐ What questions have people asked from your content?
- ☐ What topics have attracted the most new followers?

2. **Decide:** If you had to create a webinar based on this data, what would be the topic?

Headline structure:

,

How **[IDENTITY]** Can **[RESULT/PROBLEM or SYMPTOM THAT WILL END]** Without
[THING THEY DON'T LIKE DOING.]