

Copywriters Who Think Like A Strategist Get Paid Like An Expert

The step-by-step system to lead client launches with the confidence, tools, and hand-holding practice so you stop shrinking back and start stepping up

The Experience Overview

Lead The Launch is the complete system that transforms experienced copywriters into confident Launch Strategists—the strategic partners clients can't replace with AI. This comprehensive program gives you the exact frameworks, tools, and repeatable processes that command \$8K-\$15K projects, so you stop competing on price and start leading launches with authority. Through proven modules, real-world implementation, and ongoing support, you'll master the strategic thinking that positions you as indispensable while building a sustainable business with fewer clients and higher revenue.

This isn't a course about writing better copy—it's your roadmap to becoming the strategic leader clients desperately need in an AI-saturated market. You'll leave with the confidence, systems, and positioning to lead premium launches from day one.

LEAD the LAUNCH 

Who It's For

Lead The Launch is for experienced copywriters who know that competing on writing alone is a race to the bottom—especially in an AI-dominated market.

This is for you if...

👍 You've been writing for clients for a few years, and you're tired of being left out of the strategic decisions that actually move the needle.

👍 You see the writing on the wall: AI can churn out decent copy in seconds, clients are questioning your rates, and you know you need to offer something a bot never can—strategic thinking, human insight, and the ability to see the bigger picture.

👍 You want to work on bigger projects and command higher rates, but something is holding you back from fully stepping into that strategist identity. Maybe it's confidence, maybe it's not having the right frameworks, or maybe you just don't know where to start.

👍 You've taken courses and learned copy skills, but when it comes to confidently leading launch strategy, positioning yourself as indispensable, and charging what you're actually worth, you still feel like you're not quite there yet.

If you're ready to stop competing with AI and start leveraging what makes you irreplaceable—your strategic brain, your ability to connect dots, and your understanding of human psychology in online launches —then Lead The Launch is your next move.

How It Works

Lead The Launch gives you instant access to the complete strategic system, so you can start transforming your business immediately. Dive into the comprehensive modules at your own pace, implement the frameworks with real clients as you learn, and get live support when you need it through our private community and coaching channels.

Each module includes step-by-step video training, done-for-you templates, real client examples, and hell-a-helpful GPTs that turn theory into action. You'll practice making strategic decisions through real-world scenarios, get feedback on your approach, and build your confidence with every module you complete.

The Outline

PART I: LAUNCH STRATEGY FOUNDATIONS

MODULE 1: The Strategist Identity

Master the mindset shift that positions you as a strategic partner, not just another copywriter

By the end of this module, you will:

- Understand what a Launch Strategist really is (and how it's different from just writing launch copy)
- Grasp the reality of launches and how to stack the odds in your client's favor
- Develop a systems mindset to see how all launch pieces connect
- Complete the mindset shift from scarcity to abundance thinking (and doing)
- Define client success beyond just sales numbers

Implementation tool: Uncover the hidden ways you're already thinking like a strategist (spoiler: you've been leaving money on the table by not claiming this value)

MODULE 2: Launch Baselines

Master launch terminology, math, and offer evaluation so you can speak confidently about launch strategy and spot potential problems before they happen

By the end of this module, you will:

- Decode launch language and funnel systems like a pro
- Evaluate offers using strategic frameworks (not gut feelings)
- Master launch math to set realistic expectations
- Identify the essential components that make or break launches

Implementation tool: The Launch Baselines Doc - Your complete guide to launch foundations, funnel systems, key metrics, and tech terms that positions you as the knowledgeable strategist clients trust

MODULE 3: Mastering Launch Strategy

Master the 4-phase launch system that creates predictable, strategic launches instead of chaotic

scrambles

By the end of this module, you will...

- Master the 4-phase launch system (Pre-launch, Conversion Event, Active Launch, Post-launch)
- Understand why certain strategies work today and when to apply them
- Think about launches as connected systems, not individual pieces
- Make strategic recommendations through real-world scenarios
- Assess if offers are ready to launch or need validation first

Implementation tool: The Launch Strategy Guidebook - The strategic playbook with plug-and-play decision frameworks, word-for-word scripts, and audit strategies that let you diagnose launch problems like a pro (even on your first strategic project)

PART II: The Complete Launch Project

MODULE 4: Prospecting for Premium Projects

Find and land five-figure launch projects who value strategic thinking over cheap copy

By the end of this module, you will:

- Transform your positioning to attract premium clients
- Master the Soft Strategy Approach with 4 levels of involvement (Curious Clara to Launch Leader Lucy)
- Find high-value clients using modern strategies that work in an AI world
- Run discovery calls that demonstrate strategic expertise and naturally lead to proposals

Implementation tools: AI-Powered Positioning & Pitching GPTs - Custom-built AI assistants that craft your strategic positioning and generate personalized pitches that land premium clients (while your competition is still tweaking their "copywriter for hire" bio)

MODULE 5: Pricing, Packages, and Proposals

Command premium rates with value-based pricing and proposals that sell themselves

By the end of this module, you will:

- Build strategic packages that justify \$8K-\$15K price tags
- Master value-based pricing that ties to business impact (not hours)

- Create proposals that lead with strategy and position you as the expert
- Properly scope projects to avoid scope creep and protect your boundaries

Implementation items: The Strategic Pricing Suite - Swipe-and-deploy pricing calculator, packaging templates, and visual funnel maps that help you confidently quote premium rates (and have clients say yes because they can SEE the value)

MODULE 6: Creating Your Launch Roadmap

The powerhouse module where everything clicks—you'll build the exact systems that have clients saying "I can't launch without you"

By the end of this module, you will:

- Create strategic onboarding systems that turn contract signing into immediate momentum (clients feel taken care of before you even start)
- Lead confident 90-minute kickoff calls that extract everything you need while positioning you as the strategic leader they've been looking for
- Create the ultimate launch timeline with clear milestones, deadlines, and deliverable schedules that keep projects organized

Implementation items:

- The Ultimate Launch Matrix - Your complete launch command center that maps out EVERYTHING for the entire project (no matter how complex). This modern system uses smart formulas, timeline GPT, and automated milestone tracking to organize Launch Plans that make clients feel like they hired McKinsey, not a freelancer

MODULE 7: Project Implementation

Execute the actual launch work with confidence - from messaging to writing, to mindset

By the end of this module, you will:

- Transform research into strategic messaging frameworks
- Create professional messaging briefs that guide all copy
- Write high-converting sales pages and launch emails (using SPPS and LCL bonuses)
- Manage your mindset during the intense implementation phase

Implementation Tool: The Messaging Doc GPT - Your AI-powered messaging strategist that transforms messy research into strategic gold and becomes your north star for all copy and strategy deliverables

MODULE 8: Managing The Launch Process

Support launches in real-time and turn results into repeat business

By the end of this module, you will:

- Track metrics that matter and analyze them strategically
- Provide daily launch support without burning out
- Turn launch data into powerful recommendations
- Lead Contingency Plans when launches (and clients) go “off script”
- Lead debrief conversations that secure long-term partnerships
- Transform from project-based copywriter to ongoing strategic partnerships

Implementation tool: The Launch Performance Tracker - The data-tracking system that turns you into the strategist who says "Here's exactly why your launch underperformed and here's my plan to 2X it next time" (hello, long-term retainers)

OKAY, Bonuses, Please

VIP Bonuses

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|--|-------------|
| ★ Sales Page Prep School (write high-converting sales pages) | Value \$997 |
| ★ Launch Copy Lounge (write high-converting email campaigns) | Value \$497 |
| ★ Launch Strategy Workshop with Chelsea Wallace | Value \$597 |
| ★ Client Acquisition Clinic with Jillian Anderson | Value \$697 |

Support Bonuses

- | | |
|---|---------------|
| ★ 6 Weeks 6 Months Q&A Coaching via Private Podcast Feed | Value \$2,997 |
| ★ Lifetime Access to our Private Copywriter Community | Value \$997 |

Regular Price: \$2,997

Today's Case Study Member Price: \$2,497

Why This Shift Matters in 2025-2026

This is an opportunity to position yourself as indispensable in today's market. While other copywriters might compete on price and worry about being replaced by AI, Launch Strategists command premium rates because they deliver strategic thinking that drives results.

The copywriters who evolve into strategic leaders have more opportunities to take on fulfilling projects, earn higher rates, and build long-term partnerships with clients who value their expertise.

**The question isn't whether the industry is changing—
It's whether you're ready to evolve with it or not ❤️**

Answers To Your Questions

Q: I've never done a full launch before. Can I really call myself a Launch Strategist?

A: This is exactly why I created Lead The Launch. You don't need a portfolio of successful launches to start—you need the frameworks and confidence to lead them. The program teaches you everything from launch baselines to debrief strategies, and you'll practice with real scenarios. Many of our most successful members started without any launch experience. Remember: clients hire you for your strategic thinking and ability to see the full picture, not just your past results

Q: How do I find clients who can actually afford \$8-\$15K for strategic services?

A: Module 4 is entirely dedicated to this, PLUS you get immediate access to the Client Acquisition Clinic with Coach Jillian Anderson. Between the two of us, you'll learn the exact modern strategies we're using TODAY to find and secure high-paying projects. You'll master the Soft Strategy Approach that naturally attracts premium clients, plus prospecting methods that actually work in 2025. Here's the key: when you position yourself as a strategist (not just a copywriter), you attract different clients—ones who understand the value of strategic thinking.

Q: What exactly does “launch strategy” include? I'm not sure what I'd actually be selling.

A: Launch strategy includes everything from offer validation and funnel planning to messaging frameworks and performance optimization. In Module 3, you'll master the complete 4-phase launch system. By Module 5, you'll know exactly how to package these services. You're not just writing copy—you're mapping out the entire customer journey, setting KPIs, leading kickoff calls, and making data-driven recommendations. The program gives you done-for-you service packages so you're never guessing.

Q: I already have copywriting clients. Will this help me work with them differently?

A: Absolutely. You'll learn how to introduce strategic elements to your existing client relationships and position current and additional projects at a higher level. You can start applying these skills immediately.

Q: Do I need any specific experience to be the right fit for this?

A: This program is designed for mid-level copywriters who have been working with clients already. Ideally, you're already interested in launches or have been working in the online course creation space, writing any form of sales copy or marketing materials. You don't need launch strategy experience—that's what I'll teach you—but you should be comfortable with copywriting fundamentals and client relationships, as this is a “next-rung-in-your-copy-career” type of program.

Q: I'm swamped with my current client load. How will I find time for this?

A: The beauty of becoming a Launch Strategist is that you work with fewer clients at higher rates. The program is self-paced, so you can learn while managing current commitments. More importantly, the systems you'll implement actually save time—the Launch Matrix alone can cut your project management time in half. Most members find that strategic projects are less draining than churning out copy because you're using your brain differently.

Q: How do I stay relevant and irreplaceable with AI everywhere now?

A: This is THE reason to become a Launch Strategist now. AI can write decent copy in seconds, but it can't see the big picture, understand human psychology, or make strategic decisions based on business goals. Your strategic thinking is your superpower. Clients don't need another copywriter—they need someone who can diagnose why their launch underperformed and create a plan to double it next time. That's what you'll learn to do.

Q: I struggle with imposter syndrome. What if I'm not ready to position myself as an expert?

A: Every single successful Launch Strategist started here. The difference is they had support and frameworks to build their confidence.

Module 1 specifically addresses the identity shift from copywriter to strategist, so you understand how to navigate the waters. But here's what really builds confidence: the hand-holding implementation tools. The Messaging Doc GPT that transforms your research so you know you've nailed the Big Idea and overall pre-launch strategy. The Timeline GPT that creates professional project plans. The positioning GPTs so you know exactly how to talk about yourself.... These tools literally guide you through each step, so you're never second-guessing your next move.

Plus, you get 6 months of coaching where you can bring your real client situations and get guidance on every aspect of your business. The private podcast feed means you're never alone when self-doubt creeps in. Confidence comes from competence and implementation, and this program builds both—with actual tools that do the heavy lifting alongside you.

Q: How is this different from other copywriting courses I've taken?

A: This isn't a copywriting course. Instead, it's a sustainable way forward for copywriters in today's market. Here's the reality: the traditional copywriter role as we know it isn't sustainable anymore. We're absolutely still needed, but we have to evolve. While Sales Page Prep School and Launch Copy Lounge (included as bonuses) strengthen your sales copy skills, *Lead The Launch* teaches you what clients desperately need now—strategic thinking, launch leadership, and the ability to see the full

picture. You're not just learning to write better copy; you're learning to position yourself as the strategic partner that clients actually need in today's AI world.

Q: Dani, you're the sales page girl, but this is in a Google doc. Explain yourself.

A: Gladly. It's totally in the works! But honestly? I'd rather get this in your hands now with the Case Study discount than make you wait for the fancy version. When I do launch it with all the pretty design stuff, the price goes up—but you'll already have everything you need. Same exact program, just without the bells and whistles (and with a much better price tag). Think of it as the "early bird who actually gets the worm" situation.

Recap of Everything You Receive

Lead The Launch Core Training

MODULE 1: The Strategist Identity	Value \$997
MODULE 2: Launch Baselines	Value \$997
MODULE 3: Mastering Launch Strategy	Value \$997
MODULE 4: Prospecting For Premium Projects	Value \$997
MODULE 5: Packages, Pricing, & Proposals	Value \$997
MODULE 6: Creating Your Launch Roadmap	Value \$997
MODULE 7: Project Implementation	Value \$997
MODULE 8: Managing The Launch Process	Value \$997

VIP Bonuses

★ Sales Page Prep School (write high-converting sales pages)	Value \$997
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★ Launch Strategy Workshop with Chelsea Wallace	Value \$597
★ Client Acquisition Clinic with Jillian Anderson	Value \$697

Support Bonuses

★ 6 Weeks 6 Months Q&A Coaching via Private Podcast Feed	Value \$2,997
★ Lifetime Access to our Private Copywriter Community	Value \$997

TOTAL VALUE: \$14,758

Regular Price: \$2,997

Today's Case Study Member Price: \$2,497

Closing Remarks

I created this program because I kept hearing the same two things from talented copywriters:

1. *"I want to be seen as more of a strategist, but I don't feel ready"*
2. *"How do I stay relevant and in-demand in today's market?"*

Here's what I know:

You're already thinking strategically—you care about results, you ask thoughtful questions, you want to understand the bigger picture. The gap isn't your ability; it's having the frameworks and confidence to own that strategic role.

And staying relevant?

In a world where AI can write decent copy in seconds, your strategic thinking is your superpower. It's what makes you irreplaceable.

Clients don't need another copywriter—they need someone who can see the full picture and lead them to success.

You deserve to work on projects that challenge and fulfill you.
You deserve clients who value your strategic thinking, not just your writing.
And you deserve to be paid for the full scope of value you bring to launches.

Lead The Launch will give you the tools and confidence to step into the role you've been wanting—and secure your place as the strategic partner clients can't afford to lose.

Your elevation starts right here.

[Can't wait to see you inside the group!](#)



xx

Dani

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