Launchpad — Master Onboarding Script

Launchpad — ONE ONBOARDING CALL

CALL LENGTH: Approximately 50 minutes. One shared script for LTO and no-LTO customers.

PURPOSE: Confirm the customer's goal, product and responsibilities; select or validate the business foundations; agree the marketing strategy and launch path; review the 120-Day Action Plan; confirm support, first actions and handoff.

START HERE — SPECIALIST DELIVERY GUIDE

Follow Activation Points 1–10 in order. Read the spoken wording naturally; bracketed instructions are internal. Deliver only the applicable LTO/no-LTO branch, then return to the shared flow.

LTO = Athena records a completed LTO onboarding call. Confirm existing work and fill gaps. A booked, cancelled or no-show call is not completed onboarding. No-LTO = no completed call; guide the customer through the decisions using the platform. Missing or incomplete LTO work follows the no-LTO instruction for that item.

PRE-CALL: Review the automatic summary, purchased agreement, intake, goal, prior decisions, niche, offer, business/domain, access, infrastructure, campaign and action-plan status. Open the platform, community, relevant tools, approved case-study library, PRIME booking route and NPS form. Prepare recommendations from verified information; do not invent completed work.

TIMING: 1 = 3 min; 2 = 4; 3 = 8; 4 = 5; 5 = 5; 6 = 10; 7 = 4; 8 = 4; 9 = 3; 10 = 4. Total = 50 minutes. Saved LTO time can be used for questions or incomplete foundations. Keep demonstrations focused. For work that cannot finish live, agree the action, owner and deadline and include it in the handoff; do not create a routine second onboarding call.

DELIVERY KEY: Black = spoken script. Blue on green = internal action. Orange = tie-down/decision. Pale yellow = approved proof cue. Blue on light blue = customer placeholder. Navy = heading.

ACTIVATION POINT 1 — WELCOME, WHY & CALL FRAME (3 minutes | 0–3)

Hey {name}, great to meet you! Where are you calling in from today?

[Build brief rapport. Confirm what they most want to leave with today.]

LTO — I've reviewed {verified previous work}. We'll confirm what still applies and fill any gaps today.

NO LTO — We'll choose your starting business direction together and show you how to use the platform and support.

By the end of this call, you'll know who you're selling to, what you're offering, how you'll generate opportunities and what to do next.

What's the main outcome you want from this investment? Why does it matter now? If we fast-forward 120 days, what would make this a success? How much time can you realistically commit each week?

[Confirm {goal}, {time commitment}, background and biggest constraint. Ask whether speed or a structured learning pace is the priority; use that in the launch recommendation.]

Tie down — Are those the right priorities for us to build around?

ACTIVATION POINT 2 — BUSINESS MODEL, PRODUCT & RESPONSIBILITIES (4 minutes | 3–7)

NO LTO / RECAP NEEDED — We're AI Acquisition. We help you build an AI business: choose a market, offer a solution to a real problem, generate opportunities, close clients and deliver using the platform and AI tools. We provide the system and support; you operate the business.

LTO — You already know the model. Let's confirm what your Launchpad support includes and what you'll own.

Inside Launchpad, you have a defined 120-day journey, a private cohort, your Cohort Manager and daily office hours, 6 automated campaign launches, 1 custom AI agent and milestone activation calls, plus your personalised action plan.

[Confirm the purchased agreement and explain relevant inclusions. Do not promise dedicated Business Consultant support.]

We provide the tools, processes, AI, campaign infrastructure, support and plan. You make the decisions, complete the actions, keep sales availability open, attend calls and follow up. The system supports your work; it cannot run the whole business for you.

[PROOF CUE: Use one short approved case study relevant to their background and goal if helpful. Do not invent a result.]

Tie down — Is it clear what we provide and what you're responsible for?

[Resolve any expectation mismatch before continuing.]

ACTIVATION POINT 3 — PLATFORM WALKTHROUGH & LOGO/WEBSITE SETUP (8 minutes | 7–15)

[Verify login and screen-share only the essential locations. LTO: show what is new and confirm access; no-LTO: give the concise walkthrough below.]

This is your home base. Your Action Plan shows what to do next and links to the training for each task. Tick off actions and courses as you complete them; completed courses count towards your AI Certificate.

Resources and Important Links take you to office hours, weekly expert coaching and your included milestone activation support and the community. Post here for questions, feedback, site reviews, blockers or wins.

The AI Acquisition platform contains your onboarding, Niche Researcher, Offer Builder, CRM, AI Automation Library, Hiring Portal, Sales Call Analyser and Jordan AI, your 24/7 business assistant. We'll use the decision tools next rather than touring every feature.

Your Cohort Manager leads the cohort and provides two hours of office hours each business day during the 120-day journey.

You can use the platform, training, community, existing group coaching and office hours before the cohort begins. Bonuses are here too, including the complimentary PRIME business setup, tax and business credit consultation we'll arrange before we finish.

Tie down — Can you access these areas, and do you know where to ask for help?

[Fix simple access issues live. Assign complex issues to support with an owner and deadline.]

LIVE PLATFORM SETUP — [Guide the client through these screens; for verified completed LTO work, confirm the saved result instead of rebuilding it.]

Let's open the Logo Builder, enter {business name} and your brand preferences, generate the options and select/save your logo. Next, open the Website Builder, confirm {business name}, {niche}, {offer}, contact details and the selected logo, then generate and review the site together. Save the chosen version and confirm the remaining publishing/domain step.

[If niche, offer or business name is undecided, open the tools now and complete/save the logo and website immediately after Activation Points 4–5. Do not build around unconfirmed inputs.]

Let's also open the platform's Acquisity integration settings. Once your Acquisity subscription is active, we'll retrieve the API key from your account, add it to the platform's designated API-key field and verify the connection.

[Keep the key private; client self-entry or secure guided screen sharing. If not yet subscribed, return to this field during Activation Point 6 and complete the integration.]

Tie down — Can you see your saved logo and website, and do you understand how Acquisity connects to the platform?

ACTIVATION POINT 4 — CONFIRM NICHE & OFFER FOR CAMPAIGN CREATION (5 minutes | 15–20)

Your niche is who you sell to; your offer is what you sell and the problem it solves. These are starting decisions, so we want a clear direction without getting stuck trying to make them perfect.

LTO — You selected {existing niche} and {existing offer}. What have you done with them? Have you spoken to prospects or tested the offer? Does this still fit your experience and goals?

[Keep a strong existing decision. Separate an untested strategy from an execution problem; lack of activity alone does not mean the niche is wrong. Change only with a clear reason.]

NO LTO / MISSING FOUNDATION — Let's use the Niche Researcher and Offer Builder with your background, time and goals. Who do you understand or want to serve? What problem could you credibly help them solve?

[Complete relevant intake fields, review the tool's recommendations and recommend one niche and one offer. While it processes, explain the recommendation or use the approved proof cue. Prefer a proven B2B lead-generation/growth-engine offer where it fits; do not force it.]

I recommend {niche} because {experience, demand, budget and problem fit}. For that market, I recommend {offer}: it solves {problem} using {AI solution}, with {proposed pricing} and {delivery approach}.

[Confirm who buys, what they receive, how delivery works and why the value supports the price. Use evidence rather than unsupported certainty.]

Tie down — Are you happy to confirm {niche} and {offer} as your starting direction?

[Record both. If a decision needs further work, record the exact unresolved item, owner and deadline rather than marking it confirmed.]

[Save/confirm the selected niche and offer in the platform fields used for campaign creation, including the target audience and offer details. Show the client the saved values and confirm the campaign will be created from these inputs. A verbal agreement alone is not completion.]

Tie down — Are {niche} and {offer} correct in the platform and approved for your campaign build?

ACTIVATION POINT 5 — PURCHASE & CONNECT THE MAIN DOMAIN (5 minutes | 20–25)

Let's confirm {business name} and purchase the main domain for your website. This is separate from the outreach domains and inboxes we'll set up in Acquisity.

ALREADY OWNED — [Confirm the domain, ownership, account access and connection status. Keep a suitable existing domain; do not purchase it again.]

NOT PURCHASED — [Walk the client through searching availability in the approved domain-purchase route. Review the exact domain spelling, purchase price, renewal terms and any selected extras. Let the client confirm and enter payment securely, then verify the purchase completed and the domain appears in their account. Do not request passwords or payment details.]

Let's connect {domain} to the website we selected and check the saved domain and publishing status.

[Use the supported website/domain connection flow. Finish the logo and website if deferred until the business decisions were confirmed. Save the site, check the domain connection and distinguish saved, published and DNS-pending status.]

Tie down — Are you happy with your business name and domain, and can you see the purchase and website status?

[If propagation or generation is pending, record the exact step, owner and deadline for confirmation.]

ACTIVATION POINT 6 — ACQUISITY SUBSCRIPTION & LIVE SETUP (10 minutes | 25–35)

Now let's set up Acquisity so the campaign can send outreach and route opportunities to you.

[Follow this checklist live. For existing LTO setup, verify every item and complete only the gaps.]

1. SUBSCRIBE — Open Acquisity with the client, show the current subscription price, inclusions and terms, and guide them through subscribing and secure self-entry of payment. Verify the subscription is active. If already subscribed, verify the active plan; do not create a duplicate subscription.

2. PURCHASE OUTREACH DOMAINS — Guide the client through the supported Acquisity domain-purchase flow. Review spelling, quantities, current cost and renewals before they approve the purchase. These are outreach domains, separate from the main website domain. Confirm purchase and provisioning status.

3. PURCHASE/PROVISION INBOXES — Guide the client through selecting and purchasing inboxes for those domains, reviewing the current package/cost and quantity. Confirm the inboxes appear and explain any provisioning/warm-up status before launch. Use the approved setup for the purchased package; the source individual-tool configuration is 10 outreach domains with 3 inboxes each (30 total).

4. ADD THE ACQUISITY API KEY — Retrieve the client's key through the supported account flow, have them enter it in the AI Acquisition platform integration settings and verify the connection. Complete the API-key step introduced in the platform walkthrough.

5. CONNECT GOOGLE CALENDAR — In the Acquisity/AI SDR settings, guide the client through Google authorization, select the correct calendar, set genuine availability and confirm booking/opportunity routing.

6. CONNECT ZOOM — Guide the supported Zoom authorization/connection and verify the meeting configuration with the connected Google Calendar. Confirm how the client will receive booked-call notifications.

7. ADD THE AI SDR TEMPLATE — Open the AI SDR template/settings, add the approved template for {selected campaign method}, personalise it with confirmed niche, offer, business details and booking information, and save/enable it. Preview the saved template and confirm the reply/booking flow. If the method is not yet confirmed, finish this item immediately after Activation Point 7; do not enable a mismatched template.

8. VERIFY — Check subscription, domain/inbox status, API connection, AI Sales Agent/AI SDR, saved template, calendar, Zoom, availability and notifications. Show where the client monitors conversations and opportunities.

Tie down — Can you see what is connected, what is still provisioning and where booked calls and replies will appear?

[Use secure self-entry, supported invitations or guided screen sharing. Never capture credentials, API keys or payment details in the notes. Do not describe pending domains, inboxes or connections as live. Assign provisioning/warm-up or technical blockers to an owner with a completion/update deadline.]

IF THE CLIENT CHOOSES INDIVIDUAL TOOLS — [Explain the supported alternative before purchase: main domain; 10 outreach domains; 3 inboxes per domain; Instantly Hypergrowth; Calendly; Apollo; MillionVerifier; n8n. Record the choice and actual integration requirements. Do not purchase an Acquisity subscription without their agreement.]

ACTIVATION POINT 7 — MARKETING STRATEGY & CAMPAIGN STATUS (4 minutes | 35–39)

Now let's agree how you'll generate opportunities for {business name}.

Podcast is a value-first relationship approach, typically with more conversations and lower initial buying intent. Workshop is an educational approach with a different balance of volume and intent. Direct goes straight to the problem and outcome, often with higher intent and lower volume.

[Explain only enough to make an informed choice. Use the currently supported method names in the platform; record the exact selection for fulfilment and the Cohort Manager.]

Based on {goal}, {time commitment} and {niche}, I recommend {method} because {specific reason}.

LTO / EXISTING STRATEGY — If {existing method} still fits and has been agreed, we can retain it. Has anything material changed?

Tie down — Are you happy to use {method}, and clear on how the initial conversation becomes a sales opportunity?

[Record method, reason, audience and target location.]

CAMPAIGN PREPARED — Let me show you the actual audience, representative leads, messaging and AI follow-up prepared around {niche} and {offer}.

CAMPAIGN PENDING — We've now agreed the inputs for your campaign. The platform/team will prepare the targeting, leads, messaging and follow-up from these decisions. Here is where you'll see the build and status.

[Show only available work; never present a sample or draft as the customer's finished campaign. Assign remaining build actions and confirm the completion/update deadline.]

You have 6 automated campaign launches. The platform handles the build and launch process. Your role is to understand what is running, monitor conversations, follow up and attend opportunities. A lead list does not guarantee a sale.

[Now return to the AI SDR settings if the template step was deferred. Add, personalise and save the approved template for the confirmed method; verify the preview and booking flow.

Confirm the platform niche/offer fields are saved and correct, then submit/confirm the campaign-creation step through the supported workflow. Show the actual build status.]

ACTIVATION POINT 8 — 120-DAY ACTION PLAN & JOURNEY (4 minutes | 39–43)

[Open the customer's generated plan and confirm it reflects today's decisions. If it is still generating, show the existing journey framework, agree the immediate actions and assign final plan delivery/review to the receiving owner with a deadline. Do not describe a generic framework as a completed personalised plan.]

This plan is built around {goal} and {time commitment}. Let's focus on your first actions, what the team is preparing and how the journey progresses.

Before the cohort starts on the 1st of {month}, you can use the platform, training, AI, community, group coaching and office hours and work through the pre-launch actions. We'll confirm your actual cohort details in the platform.

Month 1 is foundations, campaign activation and initial traction. Your private cohort and weekly journey, sales and performance sessions begin. Month 2 focuses on discovery, objections, follow-up and closing. Months 3 and 4 continue sales while adding onboarding, delivery, proof, retention and scaling after the first client. If you haven't closed yet, the first paid client remains the priority.

At day 120, we review progress and agree the continuation plan. Months 5–12 retain platform, training, AI, community, recordings, unused campaign-launch entitlement and the ongoing group-review support included in your membership.

You can work ahead without moving cohorts or rewriting the original journey. Your Cohort Manager checks progress and helps keep you accountable. Keep genuine calendar availability, attend opportunities and complete the actions; AI cannot do those commitments for you.

[If discussing the source benchmarks, explain that top movers' first deals inside 30 days and average first deals within 60 days are historical benchmarks, not promised outcomes.]

Your immediate priorities are {action one}, {action two} and {action three}. The team's next actions are {team action}, owned by {owner}, with an update by {deadline}.

Tie down — Can you talk me through what you'll do first and where you'll go if you get stuck?

ACTIVATION POINT 9 — CLIENT LAUNCH CHOICE & HANDOFF (3 minutes | 43–46)

You can choose to launch as soon as your campaign is ready, or launch with the cohort. Which fits your preferred pace?

LAUNCH WHEN READY — Once the campaign build, domains/inboxes, sending readiness, API integration, saved AI SDR template, Google Calendar, Zoom, availability and messaging

checks are complete, we can proceed with the agreed activation. You can handle opportunities while using training and support.

LAUNCH WITH COHORT — We'll prepare the setup and keep the campaign pending until the relevant cohort launch point so you can learn the process alongside the group.

[Explain the trade-off, recommend a path based on the customer's goals and time, then let them choose. Record their choice and the agreed readiness conditions. A ready campaign is not automatic permission to launch earlier than they selected.]

Tie down — Would you like to launch when the campaign is ready or with the cohort?

[Record launch preference, campaign/readiness status, owner and completion/update deadline. Do not launch around unresolved setup, provisioning or warm-up blockers.]

Your Cohort Manager is your primary person for the cohort and community, leading the cohort and providing two hours of office hours each business day during the 120-day journey. We'll introduce you and pass over the full decisions and setup status so you don't have to repeat them.

ACTIVATION POINT 10 — QUESTIONS, PRIME, NPS & CLOSE (4 minutes | 46–50)

Let's recap: your niche is {niche}, your offer is {offer}, your business is {business name}, your marketing method is {method}, and your launch path is {launch path}. Your first three actions are {actions}. Any unfinished setup is assigned to {owner}, with an update by {deadline}.

What questions do you have about the plan, campaign, support or next steps?

[Resolve essential questions. Confirm who owns any unanswered item and when the customer will hear back.]

Your enrollment includes a complimentary consultation with PRIME Corporate Services to review your business setup, structure, taxes, business credit and future goals. Even if you have an LLC, they can review what you have. Do you have your calendar open so we can arrange it?

[Use the current approved booking route. If booking cannot finish live, send the route and record the follow-up owner.]

I've sent the feedback survey in the chat. Could you check that it opens and share your rating and any feedback? It takes about 20 seconds and helps us improve onboarding.

NPS Survey: https://airtable.com/appIBrM2thxuVw0nM/pagqy6TEiTICk4yHo/form

[Invite completion now; if they prefer later, agree when.]

Tie down — Are you clear on what happens next, what you own and who to contact for support?

Great. You have a clear starting direction and next steps. I'm looking forward to seeing you put the plan into action.

[Send the written recap and introductions. Confirm cohort and support details. Onboarding is one call; no routine second onboarding appointment.]

POST-CALL — ATHENA HANDOFF & COMPLETION

Complete the existing Athena handoff form with LTO completion status; goal/time/constraints; product entitlements; niche and offer; business/domain/assets; logo and website saved/published/domain status; main-domain purchase; Acquisity subscription; outreach-domain/inbox purchases and provisioning; API integration verified (never record the key); Google Calendar and Zoom connections; saved AI SDR template; infrastructure and access; selected method and reason; campaign status; 120-Day Action Plan status; launch path and readiness; cohort details; customer first actions; team actions, owners and deadlines; support introductions; PRIME booking; NPS status; and unresolved questions/blockers.

Pass build, launch and action-plan dependencies to the Cohort Manager and relevant fulfilment owner. Keep pending work open until verified complete. Never mark a pending domain, connection, campaign, plan or launch as finished.

END OF LAUNCHPAD — SINGLE-CALL ONBOARDING