



LIVE LAUNCH PLAN 🚀

Leah Tip: For the Full Live Launch Training go to Call Replays > 2024 > August

Pre-Launch Phase (up to 3 months before your Live Launch)

3 Months Before Launch: Planning & Preparation

- **Week 12-11: Define Your Course**
 - Identify the target audience and their pain points.
 - Outline the course content and modules.
 - Set clear learning outcomes.
- **Week 10: Market Research**
 - Conduct surveys or interviews with your target audience.
 - Analyze competitors' courses.
- **Week 9: Course Creation**
 - Start creating course content (videos, worksheets, etc.).
 - Set up your course platform (Teachable, Kajabi, etc.).

2 Months Before Launch: Content Creation & Building Buzz

- **Week 8-7: Continue Course Creation**
 - Complete the recording of video lessons.
 - Create additional course materials (PDFs, checklists, etc.).
 - Plan and Create Bonuses
- **Week 6: Build Your Audience**
 - Start a lead magnet campaign (free eBook, webinar, etc.).
 - Create a dedicated landing page for the lead magnet.
 - Promote on social media, your website, and through email marketing.
- **Week 5: Pre-Launch Content**
 - Plan a content calendar for blogs, podcasts, and social media posts.
 - Create valuable, shareable content related to your course topic.

4 Weeks Before Live Launch: Pre-Launch and List Building

- **Week 4: Engage with Your Audience**
 - Host a live Q&A session or a free webinar.
 - Share behind-the-scenes content to build excitement.
 - Start an email nurture sequence for your lead magnet subscribers.
 - Provide value and tease the course launch.
- **Week 3: Finalize Course Content**
 - Ensure all course materials are complete and uploaded.
 - Test the course platform for any issues.
 - Prep and Get Ready to Promote Live Webinar
- **Week 2: Launch Sequence Preparation**
 - Promote Live Webinar EVERYWHERE (Write and Schedule Webinar promotion emails and posts)
 - Plan your launch week emails and social media posts.
 - Create urgency and exclusivity (e.g., limited-time bonuses).

Launch Phase (September)

1 Week Before Launch: Soft Launch & VIP Access

- **Day 1-2: Soft Launch**
 - Offer early access to a VIP group (previous customers, email subscribers).
 - Collect testimonials and feedback.
- **Day 3-7: Pre-Launch Hype**
 - Share testimonials and success stories.
 - Continue engaging content and countdown posts on social media.

Week 2: Official Launch Week 🚀

- **Day 1: Launch Day**
 - **HOST LIVE WEBINAR**
 - Send a launch email to your entire list.
 - Announce on social media and go live to share the news.
- **Day 2-4: Ongoing Promotion**
 - Share daily content related to the course.
 - Highlight features, benefits, and bonuses.
- **Day 5-7: Closing the Cart**
 - Create urgency with countdowns and reminders.
 - Address common objections and FAQs through emails and live sessions.

Week 3: Post-Launch (IMMEDIATELY AFTER CART CLOSES)

- **Day 1-2: Follow-Up**
 - Send thank you emails to new students.
 - Share next steps and community groups.
- **Day 3-7: Evaluation and Feedback**

- Gather feedback from new students.
- Analyze launch metrics (sales, traffic, engagement).

Post-Launch Phase (AFTER CART CLOSES)

- **Week 1: Student Engagement**
 - Host a welcome webinar for new students.
 - Encourage community interaction.
- **Week 2-3: Course Improvement**
 - Implement feedback and make necessary adjustments to the course.
- **Week 4: Reflect and Plan**
 - Reflect on the launch process.
 - Plan for ongoing promotion and future launches (Take notes and make adjustments now; you think you'll remember, but I promise, it gets fuzzy!)

Tools & Platforms

- **Email Marketing:** [FloDesk](#)
- **Course Platforms:** Teachable, Kajabi
- **Webinars:** Zoom, WebinarJam
- **Social Media:** Instagram, Facebook, Pinterest

Key Tips

- **Map it ALL Out:** Use [the giant marketing calendar](#) to create your entire pre-, live-, and post-launch plan.
- **Engage Early:** Build relationships and trust with your audience well before the launch.
- **Content Calendar:** Stick to a consistent posting schedule to maintain interest and engagement.
- **Bonuses & Urgency:** Use limited-time bonuses and deadlines to encourage quick action.

Call to Action

- **Join the Waitlist:** Encourage your audience to [join the waitlist](#) for exclusive updates and bonuses.
- **Interact:** Ask questions and encourage engagement through comments and messages.
- **Share:** Encourage your audience to share your lead magnets and launch content with their network.

