



## LAUNCH WITH CONFIDENCE LAUNCH PLANNING CHECKLIST

### Launch Details

Kick-Off Launch Group:

Kick-Off Launch Topic:

Kick-Off Launch Date:

Open Cart Date: Close Cart Date:

Paid Advertising Budget if any:


### Launch Goals

List Building Goal:

Launch Income Goal:

Number of Registrants needed:


### Program Details

Ideal Client:

Name of Program:

Program Price:


## Promotional Content Details

Content Date:

Content Title:

Content Date:

Content Title:

Content Date:

Content Title:

Content Date:

Content Title:

## Launch Marketing Assets

- Launch Landing Page
- Launch Thank You Page
- Program Sales Page
- Program Thank You Page
- Pre-Launch Emails
- Launch Emails
- Sales Emails
- Schedule Live Testimonials
- Social Media Promotional Graphics and Content
- Facebook Page Promotional Graphic
- Facebook Group Header Promotional Graphic
- Paid Advertising Setup (Retargeting with Offer)
- Paid Advertising Setup (Cold Audience with Launch Event)