

SHE  
LEADS  
DAILY

# LAUNCH PLAN

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# LAUNCH TIMELINE

Create a timeline that will outline the date of each item you plan promote during your launch and when you plan to promote/launch them.

Item: \_\_\_\_\_ Launch Date: \_\_\_\_\_

Description: \_\_\_\_\_



## TACTICS & STRATEGY

Use this section to fill in the strategies you will use and the tactics they will involve.

### Strategy #1:

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### Strategy #2:

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# WEBSITE AUDIT-FOR LAUNCH

Use this section to determine what updates/changes will need to be made to your site to get ready for the launch.

## Site Revision #1:

\*Notes: \_\_\_\_\_  
\_\_\_\_\_

## Site Revision #2:

\*Notes: \_\_\_\_\_  
\_\_\_\_\_

## Site Revision #3:

\*Notes: \_\_\_\_\_  
\_\_\_\_\_

## Site Revision #4:

\*Notes: \_\_\_\_\_  
\_\_\_\_\_

## Site Revision #5:

\*Notes: \_\_\_\_\_  
\_\_\_\_\_

## Site Revision #6:

\*Notes: \_\_\_\_\_  
\_\_\_\_\_

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# LANDING PAGE & COPY

Use this section to outline the copy and components that will be a part of your landing page for the launch.

## Landing Page Components

1. Set-up a title at the top of the page

Copy: \_\_\_\_\_

2. Insert an image representing the launch

3. Insert a tagline that tells people who the launch is for and what it is

Tagline: \_\_\_\_\_

4. Insert the benefits of the launch and how it will help your customers:

Benefits: \_\_\_\_\_

5. Below that, share an in-depth description of the launch item:

Copy: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

6. If available, insert any testimonials you have regarding this service/product.

7. Set up a clear CTA to get people to opt-in:

Copy: \_\_\_\_\_

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# SALES & MARKETING STRATEGY

*Instructions: Create a goal for the total amount of sales you would like to make and by when.*

Goal 1: \_\_\_\_\_ Deadline: \_\_\_\_\_

Goal 2: \_\_\_\_\_ Deadline: \_\_\_\_\_

Goal 3: \_\_\_\_\_ Deadline: \_\_\_\_\_

*Instructions: List how many sales you have to make in order to reach that goal*

Sales needed for Goal 1: \_\_\_\_\_

Sales needed for Goal 2: \_\_\_\_\_

Sales needed for Goal 3: \_\_\_\_\_

Based on that information, determine how much you will need to promote your launch and use the section below to fill that in

*Instructions: Determine which platforms you will use to promote your launch, how you will promote it, and the dates you will post regarding the launch.*

Platform 1: \_\_\_\_\_

Strategy: \_\_\_\_\_

Dates: \_\_\_\_\_

Platform 2: \_\_\_\_\_

Strategy: \_\_\_\_\_

Dates: \_\_\_\_\_

Platform 3: \_\_\_\_\_

Strategy: \_\_\_\_\_

Dates: \_\_\_\_\_

Platform 4: \_\_\_\_\_

Strategy: \_\_\_\_\_

Dates: \_\_\_\_\_



# EMAIL STRATEGY

Use this section to create your email strategy for the launch.

## **Email 1 Copy**

*Instructions: Use this email to introduce the launch item to your subscribers.*

Create a title/subtitle for the email at the top: Introducing....

Insert an image related to the launch

Insert copy that will catch their attention: Have you ever.....Do you struggle with....Would you like to.....Then [insert launch item] is for you! List Benefits.

Make an exclusive offer with a limited time frame.

Insert CTA Button: Interested? Learn more! [Link to landing page]

## **Email 2 Copy:**

Insert title: Wondering if [insert launch item] is for you?

Share testimonials or what kind of results/benefits people can expect.

Share a story/personal experience on how you relate to this issue and are an expert in it.

Reminder of exclusive offer.

Insert CTA Button: Get the offer! [Link to landing page]

## **Email 3 Copy:**

Insert title: Don't miss out on this exclusive offer!

Share frequently asked questions.

Announce that this is their last change.

CTA Button: Get the offer! [Link to landing page]



## TO-DO LIST

*Instructions: Create a list of things you need to do for your launch in the order they need to be done in.*

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