

Launch Phase Checklist

Created by d.Mark "Dave" Wheeler of gps-SpeakerMarketing.com
 - incorporating information and ideas from Jeff Walker's 2014 book "Launch"

Pre-preLaunch

Email with:
 Announcement
 Favor / Survey

Date Sent: _____

Survey Ready

Email Created [p.76]

[ch.10 p.126]

JV's Setup

Swipe Files
 Launch Schedule
 Rules / Contract
 JV blog
 JV Email List

PreLaunch - Videos & Emails

* Day 1	* Day 3	* Day 5
Why	What	How
Title: _____	Title: _____	Title: _____
Release Date: _____	Release Date: _____	Release Date: _____
Video Created <input type="checkbox"/>	Video Created <input type="checkbox"/>	Video Created <input type="checkbox"/>
- Show Oppty [p.91]	- Thanks [p.93]	- Thanks [excited] [p.94]
- Position (why listen)	- Recap	- Recap Oppty
- Teach	- Case Study	- Recap Position
- Raise Objections	- Teach	- Short Case Study
- Foreshadow # 2	- Crush Objections	- Answer Top Q's
- Call2Action	- Tease # 3	- Foreshadow # 2
- blog comment	- Call2Action - comments	- Big View
- social media		- How2Make it Happen
Video Uploaded <input type="checkbox"/>	Video Uploaded <input type="checkbox"/>	- Pivot 2 Offer / Soft Landing
Email 2List Created <input type="checkbox"/>	Email 2List Created <input type="checkbox"/>	- Seed Scarcity
Email 2List Sent <input type="checkbox"/>	Email 2List Sent <input type="checkbox"/>	- Call to Action - comments
		Video Uploaded <input type="checkbox"/>
		Email 2List Created <input type="checkbox"/>
		Email 2List Sent <input type="checkbox"/>

Launch *

Open: _____
 Date: _____
 Time: _____

Close: _____
 Date _____
 Time _____

Sales Letter page / Video Created

- Testimonials
- Recap Oppty
- Recap Position
- Features/Benefits
- Big View
- How2Make it Happen
- Offer / Soft Landing
- Recap Scarcity / Closing
- Call to Action, "Now"

Video / Sales Letter Uploaded

[p.104]

	Created	Sent
Email LD1/ a	<input type="checkbox"/>	<input type="checkbox"/>
Email LD1/ b	<input type="checkbox"/>	<input type="checkbox"/>
Email LD1/ c	<input type="checkbox"/>	<input type="checkbox"/>
Email LD3	<input type="checkbox"/>	<input type="checkbox"/>
Email LD5	<input type="checkbox"/>	<input type="checkbox"/>
Email LD7/ a	<input type="checkbox"/>	<input type="checkbox"/>
Email LD7/ b	<input type="checkbox"/>	<input type="checkbox"/>
Email LD7/ c	<input type="checkbox"/>	<input type="checkbox"/>

* 7 Day Launch process (total time 14 days n/incl. pre-prelaunch & fulfillment)
 Note: The Launch Sales Letter/Video is not covered in detail in Jeff's book. The content ideas here are from other research.

Fulfillment

Product Created

- eBook
- Training Videos
- PDF Worksheets
- Checklists
- Resource List
- Case Studies
- Webinar(s)
- Teleconference(s)
- Q&A sessions
- Hot Seat session
- Physical Product(s)

Product Uploaded / Ready to Ship

Feedback gathered for next launch

Note: The Fulfillment phase is not covered in detail in Jeff's book. The product ideas here are augmented by other sources.

Notes:

More great info in Jeff's book...
 How to build your list..... p.38
 Squeeze Pages p.43

