

# SAVVY LAUNCH PLANNER

PLAN OUT YOUR SUCCESSFUL LAUNCH,  
CHALLENGE OR BOOTCAMP &  
GET YOUR FIRST COHORT OF STUDENTS

a planner from



# DEAR COURSE CREATOR

Launching doesn't have to be scary. Really. No seriously - I promise!

If you haven't heard of what a launch is before - here is the low down. Commonly when you create a course, you will also launch it to a group of ideal clients who your course would be able to help!

By this point in time you will have (hopefully!) validated your idea and you know exactly who it's for.

Sometimes they are called launches, sometimes challenges, sometimes even bootcamps but usually they are interactive and shine a light on what makes you special as a course creator.

They can be a fantastic way to not only sell the course you have worked so, so hard on but also for you to connect with and build your audience. Great launches are engaging, fun and bite-sized in nature so you audience can have a quick win, and get a taste of what your course and working with you would be like!



MEGAN CHAPMAN

The Savvy VA

# Content

01.

Let's set some goals, plan out the type of launch we want, set our budget and know exactly how we are going to focus on filling our launch.

02.

Create a daily rhythm to follow leading up to your launch, put it into action and start filling your launch group.

03.

Map out the day by day happening of your launch so you know exactly what is happening when. Know exactly what you are doing when!

04.

It's not enough to announce to the world your course is ready for enrollment - this section is all about following up with your potential students and locking down some sales.

05.

Now you have launched and hopefully had a glass of wine - it's time to look at the numbers and review what the good, the bad and the ugly features of your launch were!

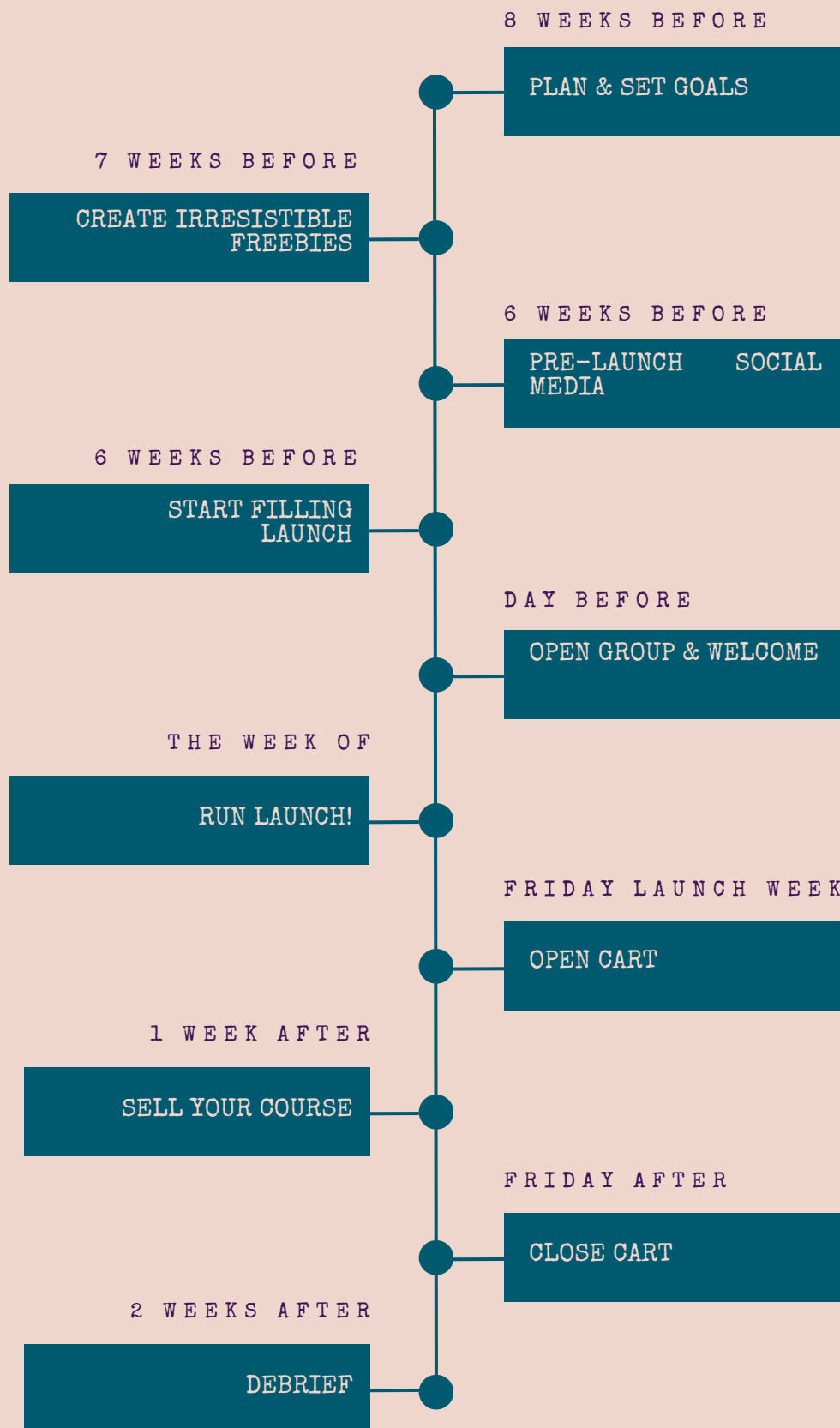
06.

Some common problems course creators have when it comes to launching, and how to overcome them.

01

PLAN  
OF ATTACK

# THE ROAD TO SUCCESS



# GOALS & DREAMS

Let's set some goals. I love setting goals in three tiers, good which is your minimum, great which is better and dream which is so far out there that it would blow you away if you did it.

I WOULD LOVE TO SELL THIS MANY COURSES THIS LAUNCH...		
GOOD	GREAT	DREAM
<div></div>	<div></div>	<div></div>

I WOULD LOVE TO CONNECT WITH THIS MANY PEOPLE...		
GOOD	GREAT	DREAM
<div></div>	<div></div>	<div></div>

I WANT TO GROW MY AUDIENCE BY...		
GOOD	GREAT	DREAM
<div></div>	<div></div>	<div></div>

notes

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# PRIMARY OFFER DRAFT

It's important to reverse engineer your launch back from the actual offer you are wanting to sell. Your launch should show whats possible with your course, and offer your launch attendees an opportunity to get to know, see why you are a thought leader for this topic & have a quick win for the time they invest.

## WHAT IS THE PRIMARY OFFER YOU WANT TO SELL

## WHAT IS THE PRIMARY OFFER PRICEPOINT

It's a great idea to have the option of a payment plan if you are selling something over \$200. It's also a fantastic incentive to offer your course at a slightly discounted early bird rate - this helps the urgency in what you are selling.

NORMAL PRICE  
(PAY IN FULL)

EARLY BIRD PRICE  
(PAY IN FULL)

NORMAL PRICE  
(PAYMENT PLAN)

EARLY BIRD PRICE  
(PAYMENT PLAN)

USUALLY -10%+

USUALLY +15%  
IN PAY IN FULL

USUALLY +15%  
IN PAY IN FULL

It's great to offer a downsell to your main offer - it doesn't have to be directly related but still needs to offer value and transformation.

IDEAS: TEMPLATES, PRINTABLES, PLANNERS, MASTERCLASS, WORKSHOP

## WHAT IS THE SECONDARY OFFER YOU WANT TO SELL + PRICE

# NAME YOUR LAUNCH

It's important to name your launch as it will define a brand around it, and add make it easy for people to refer people to it.

When choosing a name pick something that is...

SIMPLE  
SAYS WHAT IT IS  
IS EASY TO SAY

NAME BANK	
CHALLENGE BOOTCAMP WEEK DREAM	BLUEPRINT PROJECT COLLECTIVE MASTERCLASS

notes

[illegible]



# YOUR LAUNCH CONCEPT

To reverse engineer your launch concept think about how you can showcase the transformation your actually course offers.

TIP: PLANNING & INFO SESSIONS MAKE GREAT

WHAT DO YOUR ATTENDEES WANT TO LEARN?

HOW CAN YOU BREAK THIS DOWN INTO A THREE STEP PROCESS?

Using the three step process above, draft a title for the lessons you will teach over the launch. Aim for short sessions 10 - 30 minutes.

LESSON 1

LESSON 2

LESSON 3

# THE DETAILS

THE NAME OF YOUR LAUNCH

I RECOMMEND A 5 DAY LAUNCH WITH 3  
DAYS OF TRAINING

RECOMMENDED FORMAT

TRAINING

TRAINING

MASTER  
CLASS

M

T

W

T

F

WHAT QUICK WIN WILL YOUR LAUNCH ATTENDEES HAVE?

YOUR LAUNCH DATES

# YOUR LAUNCH SKELETON

Day <sup>01.</sup>

What you will cover

Resource



Day <sup>03.</sup>

What you will cover

Resource



Day <sup>05.</sup>

What you will cover

Resource

# PRIZES

Prizes can be an amazing way to gamify the launch experience and increase engagement. At the end of the day, launches are not just for selling your course but for building connections with your audience. Prizes I have found work well are...

## COMMUNITY CHEERLEADER

Awarded to the most active member of the group through the challenge - there person who goes out of their way to encourage and raise people up.

You can judge this in a Facebook group by going to settings > membership

There is a leaderboard here you can screenshot

TIP: Post in progress screenshots and tag the leaderboard in to stir up a bit of healthy competition!

## COMPLETE AWARD

Drawn at random from a pool of attendees who complete the work on every day!

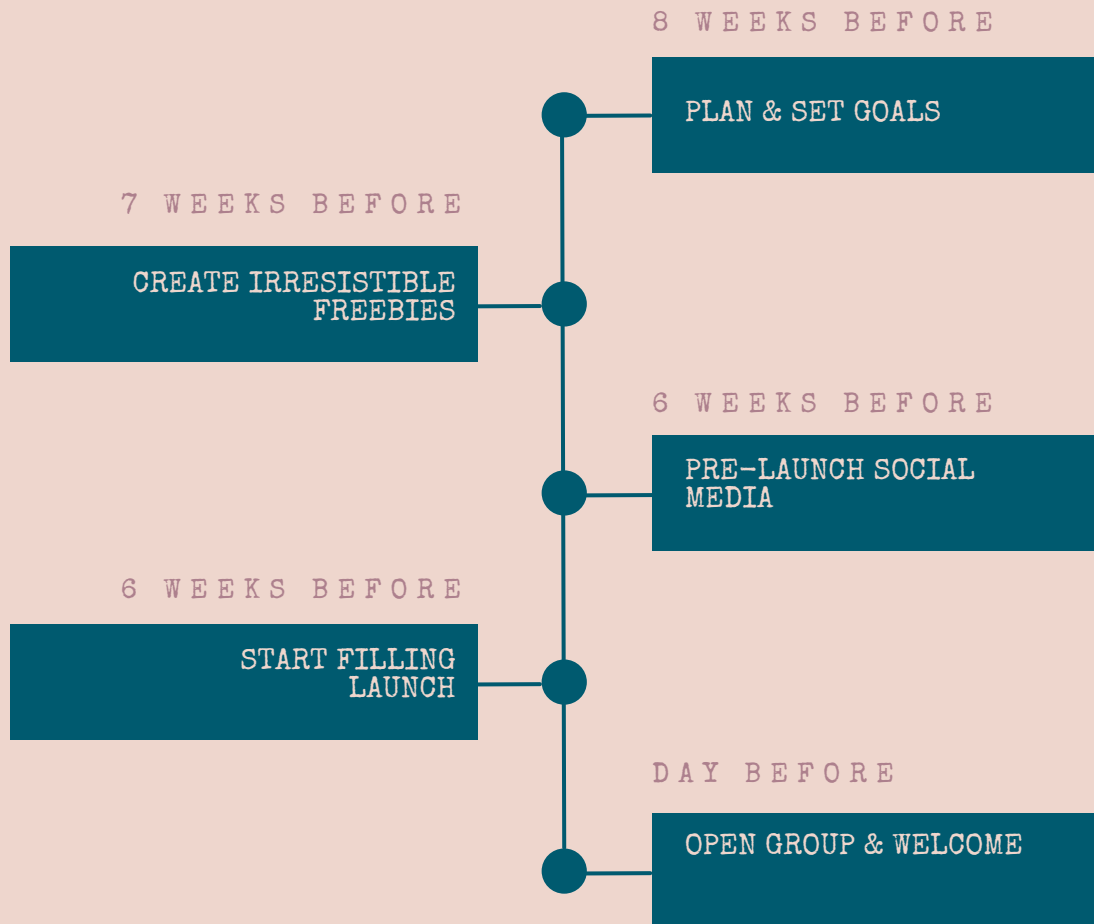
My Awards

02

PRE  
LAUNCH PLAN

# PRELAUNCH TIMELINE

When it comes to launching time is your friend, especially when you are a small business. It honestly flies by and its great to started planning and filling your launch 6 - 8 weeks before your actually run it.



# ALIGNED IRRESISTIBLE FREEBIE BRAINSTORM

A great way to fill your launch is with a reverse engineered freebie thats specially designed to lead people to the final offer you will present during the launch.

It's great to keep it really specific so you are getting the right people in your launch - you are always looking for quality, interested people vs just numbers.

WHAT IS THE PRIMARY OFFER YOU WANT TO SELL

MY ALIGNED IRRESISTIBLE FREEBIE

SOME IDEAS FOR  
GOOD FREEBIES...

eBook  
Templates  
Planner  
Checklist

notes

TIP! MAKE IT GOOD - THIS IS YOUR CHANCE TO OFFER REAL VALUE AND  
SHOW YOUR IDEAL CLIENTS WHAT YOU ARE REALLY MADE OF!

# FREEBIE NURTURE

WHERE ARE YOU GOING TO OFFER YOUR FREEBIE?

It's important that once you have people signed up and on your list to start building a relationship with them. Give value & nurture them - aim for 1 value based email a week.

Talk about your launch and link them through to the sign up page.

EMAIL IDEA

EMAIL IDEA

EMAIL IDEA



# FREEBIE NURTURE

EMAIL IDEA
EMAIL IDEA
EMAIL IDEA
EMAIL IDEA
EMAIL IDEA

# FINDING YOUR IDEAL CLIENT

Have a think about where you might find your ideal client and how you can connect with them or offer your freebie.

Some places to look...

FACEBOOK GROUPS
PINTEREST
YOUTUBE
LINKEDIN

# YOUR EXISTING AUDIENCE

If you have an existing audience (not compulsory) it's important to start talking about your launch leading way up to it actually happening. No matter where your audience is, you can start talking about content relevant and in line with what you are launching.

This will help you to really understand what your audience is looking for as well which can help you really tailor your launch to speak to & fulfil their needs.

## TYPES OF POSTS



### ASK A QUESTION

Ask a general question to engage your audience



### YOUR FREEBIE

Post & link to your aligned freebie



### GIVE VALUE

Post a valuable piece of information your audience will find helpful



### GO LIVE!

Jump on and do a live masterclass on a topic relevant to your launch.



### ENGAGE

Chat about something which requires a response from your audience



### BREADCRUMB QUESTION

Ask a question relevant to your launch topic



### TELL A STORY

Tell a story about you, ideally that builds authority but also insight into you and your life!



### BEHIND THE SCENES

Show a sneak peak of whats happening behind the scenes






















































EG. Screenshots are good!



### BUILD AUTHORITY

Write a long form post about how you overcame something, or had some form of success.

# CONTENT PLAN

	M	T	W	T	F	S	S
6 WEEKS UNTIL LAUNCH	 GIVE VALUE	 ENGAGE	 BREADCRUMB QUESTION	 TELL A STORY	 BEHIND THE SCENES	 BUILD AUTHORITY	 ASK A QUESTION
5 WEEKS UNTIL LAUNCH	 GIVE VALUE	 ENGAGE	 BREADCRUMB QUESTION	 TELL A STORY	 BREADCRUMB QUESTION	 BUILD AUTHORITY	 ASK A QUESTION
4 WEEKS UNTIL LAUNCH	 YOUR FREEBIE	 ENGAGE	 BREADCRUMB QUESTION	 TELL A STORY	 BEHIND THE SCENES	 BUILD AUTHORITY	 ASK A QUESTION
3 WEEKS UNTIL LAUNCH	 GIVE VALUE	 ENGAGE	 BREADCRUMB QUESTION	 TELL A STORY	 BREADCRUMB QUESTION	 BUILD AUTHORITY	 ASK A QUESTION
2 WEEKS UNTIL LAUNCH	 GIVE VALUE	 ENGAGE	 BREADCRUMB QUESTION	 TELL A STORY	 BEHIND THE SCENES	 BUILD AUTHORITY	 ASK A QUESTION
1 WEEK UNTIL LAUNCH  EEK!	 YOUR FREEBIE	 ENGAGE	 TELL A STORY	 BREADCRUMB QUESTION	 ENGAGE	 LAUNCH STARTS TOMORROW	
	 RECAP TRAINING IN LAUNCH	 SHOW PRIZES + FREEBIES IN LAUNCH	 RECAP TRAINING IN LAUNCH	 SHOW TESTIMONIA L OF LAUNCH	 CART NOW OPEN!	 CELEBRATE! YOU DID IT!	
	 LINK TO SIGN UP	 LINK TO SIGN UP	 LINK TO SIGN UP	 LINK TO SIGN UP	 LINK TO COURSE	 LINK TO SIGN UP	

NOTE: THESE POSTS ARE NOT FOR INSIDE THE ACTUAL LAUNCH GROUP, THEY ARE FOR YOUR EXTERNAL SOCIAL MEDIA TO CONTINUE DRIVING TRAFFIC TO YOUR LAUNCH. WE WILL LOOK AT THIS IN DETAIL LATER.

## notes

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# FILL YOUR LAUNCH GROUP

Filling your launch group takes time and patience,  
this is one of the hardest tasks of the whole launch process  
so mentally prepare for it.

As you gradually talk about your launch and link people to your  
freebie your Facebook group will start to fill up.

NOTE: Do not let people into the group at this point in time.  
Wait until the weekend before the launch as it will create a buzz  
of engagement allowing more people to see your posts.



## LAUNCH GROUP CHECKLIST

- ☐ CREATE A POP UP GROUP
- ☐ ADD YOUR LAUNCH NAME
- ☐ ADD A DESCRIPTION
- ☐ SET UP THE GUIDES SECTION
- ☐ CREATE A GROUP BANNER

# LAUNCH GROUP GUIDES PLANNER

## GUIDE 1

INTRODUCING YOUR HOST  
(INCLUDE A PHOTO AND BIO OF YOU)

## GUIDE 2

WELCOME VIDEO  
PRIZE LIST  
IMPORTANT DATES

## GUIDE 3

LESSON 1 VIDEO/LIVE  
LESSON 1 RESOURCES  
LESSON 1 SLIDEDECK

## GUIDE 4

LESSON 2 VIDEO/LIVE  
LESSON 2 RESOURCES  
LESSON 2 SLIDEDECK

## GUIDE 5

LESSON 3 VIDEO/LIVE  
LESSON 3 RESOURCES  
LESSON 3 SLIDEDECK

## GUIDE 6

YOUR PRIMARY OFFER  
THE BONUSES INCLUDED  
YOUR SECONDARY OFFER

## GUIDE 7

LIVE Q&A  
TESTIMONIAL THREAD  
(ASKING ATTENDEES FOR FEEDBACK  
ON YOUR LAUNCH)

# DAILY RHYTHM

The best way to fill your launch is to take a lot of small actions daily where you are talking about what you are launching.

Creating a daily rhythm of small actions will create a sequence of habits and overtime these small actions amount to a lot for a launch.

Examples of things to add to your daily rhythm  
Social media, content creation, blogs, email newsletters

# DAILY RHYTHM

A vertical list of ten empty circles, each followed by a horizontal line, on a light pink background.

03

LAUNCH  
OUTLINE



# LAUNCH WEEK OVERVIEW

SATURDAY

GROUP OPENS + WELCOME

SUNDAY

INTRODUCTIONS

MONDAY

LESSON 1

TUESDAY

CHAT IN GROUP

WEDNESDAY

LESSON 2

THURSDAY

LIVE Q&A

FRIDAY

MASTERCLASS + CART OPENS

NOTES

- • • • • • • • • • • •
- • • • • • • • • • • •
- • • • • • • • • • • •

# THE SATURDAY BEFORE

## Checklist

- ☐ ADD WELCOME VIDEO TO GROUP, CHALLENGE PEOPLE TO WRITE AN INTRO POST ABOUT THEM AND IF THEY ARE FEELING BRAVE TO SHARE A PHOTO!
- ☐ OFFICIALLY OPEN YOUR GROUP AND START LETTING IN PEOPLE WHO ARE PENDING
- ☐ ADD A PHOTO OF YOURSELF AND INTRODUCE YOURSELF INCLUDING A BIT OF AN OVERVIEW ON WHAT MAKES YOU QUALIFIED TO TEACH WHAT YOU ARE TEACHING
- ☐ SET UP EVENTS FOR EACH LIVE THIS WEEK AND INVITE ALL THE GROUP MEMBERS
- ☐ SEND OUT AN EMAIL TO YOUR LIST LETTING THEM KNOW THE LAUNCH IS HAPPENING MONDAY AND THE GROUP IS OPEN & ALREADY BUZZING WITH ACTIVITY
- ☐ GO THROUGH AND COMMENT ON ANY NEW POSTS IN THE GROUP - REMEMBER LAUNCHES ARE JUST AS MUCH ABOUT CONNECTING WITH YOUR AUDIENCE AS THEY ARE ABOUT SELLING - AIM TO BUILD REAL CONNECTIONS!
- ☐ INVITE SOME FRIENDS ON YOUR FRIENDS LIST YOUR LAUNCH IS RELEVANT TO

# THE SATURDAY BEFORE

## Live Structure

CHAT WITH EVERYONE

WELCOME THEM TO THE LAUNCH

ASK THEM TO INTRODUCE THEMSELVES IN THE GROUP

GIVE THEM AN OVERVIEW OF WHAT'S COMING

CHAT WITH EVERYONE & FINISH UP

# THE SUNDAY BEFORE

## Checklist

- ☐ LET IN ANY PENDING MEMBERS & TAG THEM IN YOUR WELCOME POST
- ☐ CREATE A POST SHOWING THE PRIZES – IF YOU ARE RUNNING A COMMUNITY CHEERLEADER AWARD (RECOMMENDED) THEN POST A SCREENSHOT OF THE LEADERBOARD
- ☐ LATER IN THE DAY PUT UP A PHOTO OF YOURSELF WITH A POST EXPLAINING HOW EXCITED YOU ARE FOR THE FIRST TRAINING TOMORROW, AND HOW MUCH YOU HAVE LOVED READING EVERYONE'S INTROS (AND TO KEEP THEM COMING!)
- ☐ SEND OUT A REMINDER EMAIL OF THE TIME FOR THE FIRST SESSION, AND CHAT ABOUT HOW EXCITED YOU ARE
- ☐ GO THROUGH AND COMMENT ON ANY NEW POSTS IN THE GROUP

## NOTES

# Checklist

- ## NOTES

# MONDAY

## Live Structure

CHAT WITH EVERYONE

TALK ABOUT HOW YOU GOT STARTED AND YOUR JOURNEY UP UNTIL THIS POINT – JUST BE YOURSELF AND BE HUMAN!

DO YOUR FIRST LIVE TRAINING – GIVE HOMEWORK AT END

CHAT WITH EVERYONE & FINISH UP

TUESDAY

# Checklist



LET IN ANY PENDING MEMBERS & TAG THEM IN YOUR WELCOME POST



POST IN THE GROUP AND CHECK IN TO SEE HOW PEOPLE ARE TRACKING WITH THE FIRST DAYS HOMEWORK



PUT UP A STORY STYLE POST IN YOUR GROUP EXPLAINING HOW YOU GOT STARTED DOING WHAT YOU DO! INCLUDE PHOTOS AND ANY EVIDENCE THAT YOU DID THESE AMAZING THINGS YOU HAVE!



GO THROUGH AND COMMENT ON ANY NEW POSTS IN THE GROUP

## NOTES

WEDNESDAY

# Checklist

- ☐ LET IN ANY PENDING MEMBERS & TAG THEM IN YOUR WELCOME POST
- ☐ GO LIVE AND DO YOUR SECOND TRAINING
- ☐ TAG IN AS MANY ATTENDEES AS POSSIBLE ON YOUR LIVE SO THEY GET NOTIFIED TO WATCH IT
- ☐ SEND OUT AN EMAIL WITH THE REPLAY OF THE LIVE TO YOUR EMAIL LIST
- ☐ ADD YOUR LIVE TRAINING & ANY RESOURCES TO YOUR GUIDES IN YOUR GROUP
- ☐ GO THROUGH AND COMMENT ON ANY NEW POSTS IN THE GROUP

## NOTES



# WEDNESDAY

## Live Structure

CHAT WITH EVERYONE

ADDRESS AND CHAT ABOUT A COMMON CONCERN WHICH STOPS PEOPLE FROM DOING WHAT YOU ARE TRYING TO TEACH

DO YOUR SECOND LIVE TRAINING – GIVE HOMEWORK AT END

CHAT WITH EVERYONE & FINISH UP

# THURSDAY

## Checklist

☐

LET IN ANY PENDING MEMBERS & TAG THEM IN YOUR WELCOME POST

☐

POST IN THE GROUP AND CHECK IN TO SEE HOW PEOPLE ARE TRACKING WITH THE FIRST DAYS HOMEWORK

☐

PUT UP A SUCCESS STORY – SHOW WHAT IS POSSIBLE TO YOUR AUDIENCE

☐

GO THROUGH AND COMMENT ON ANY NEW POSTS IN THE GROUP

☐

JUMP INTO THE GROUP LIVE AND ANSWER SOME COMMON QUESTIONS PEOPLE HAVE BEEN ASKING

QUESTION

QUESTION

QUESTION

QUESTION

QUESTION

# FRIDAY

## Checklist

- ☐ LET IN ANY PENDING MEMBERS & TAG THEM IN YOUR WELCOME POST
- ☐ GO LIVE AND DO YOUR FINAL TRAINING/MASTERCLASS
- ☐ ANNOUNCE THE PRIZE WINNERS AT THE END
- ☐ TAG IN AS MANY ATTENDEES AS POSSIBLE ON YOUR LIVE SO THEY GET NOTIFIED TO WATCH IT
- ☐ SEND OUT AN EMAIL WITH THE REPLAY OF THE LIVE TO YOUR EMAIL LIST + LET THEM KNOW YOUR CART IS NOW OPEN
- ☐ ADD YOUR LIVE TRAINING & ANY RESOURCES TO YOUR GUIDES IN YOUR GROUP
- ☐ ADD YOUR SPECIAL EARLY BIRD OFFER PROMO INTO YOUR GUIDES SECTION
- ☐ GO THROUGH AND COMMENT ON ANY NEW POSTS IN THE GROUP

# FRIDAY

## Live Structure

CHAT WITH EVERYONE

DO YOUR FINAL LIVE TRAINING/MASTERCLASS

PRESENT YOUR OFFER – SHOW PAYMENT PLAN & EARLY BIRD PRICE  
CLEARLY SHOW THEM HOW THEY CAN ORDER

ANNOUNCE WINNERS OF PRIZES

CHAT WITH EVERYONE & FINISH UP

04

POST  
LAUNCH  
FOLLOWUP

# POST LAUNCH WEEK OVERVIEW

SATURDAY

CHAT IN GROUP

SUNDAY

CHAT IN GROUP

MONDAY

LIVE Q&A

TUESDAY

CHAT IN GROUP

WEDNESDAY

GO LIVE + PRESENT SPECIAL BONUS

THURSDAY

CHAT IN GROUP

FRIDAY

CART CLOSES

# SATURDAY

☐

LET IN ANY PENDING MEMBERS & TAG THEM IN YOUR WELCOME POST

☐

GO THROUGH AND COMMENT ON ANY NEW POSTS IN THE GROUP

# SUNDAY

☐

LET IN ANY PENDING MEMBERS & TAG THEM IN YOUR WELCOME POST

☐

GO THROUGH AND COMMENT ON ANY NEW POSTS IN THE GROUP

# MONDAY

☐

LET IN ANY PENDING MEMBERS & TAG THEM IN YOUR WELCOME POST

☐

GO THROUGH AND COMMENT ON ANY NEW POSTS IN THE GROUP

☐

GO LIVE IN THE GROUP AND ANSWER ANY QUESTIONS PEOPLE HAVE ABOUT YOUR COURSE

☐

SEND OUT Q&A REPLAY VIA EMAIL

☐

ADD YOUR Q&A TO GUIDES IN THE FACEBOOK GROUP

# TUESDAY

☐

LET IN ANY PENDING MEMBERS & TAG THEM IN YOUR WELCOME POST

☐

GO THROUGH AND COMMENT ON ANY NEW POSTS IN THE GROUP

☐

SEND OUT AN EMAIL REMINDING PEOPLE THE LAUNCH IS ON AND ONLY AVAILABLE FOR XX AMOUNT OF DAYS



# WEDNESDAY

☐

LET IN ANY PENDING MEMBERS & TAG THEM IN YOUR WELCOME POST

☐

GO THROUGH AND COMMENT ON ANY NEW POSTS IN THE GROUP

☐

GO LIVE IN THE GROUP AND TALK ABOUT THE COURSE AND A SPECIAL BONUS YOU ALSO GET FOR SIGNING UP BEFORE THE CART CLOSES

☐

SEND OUT AN EMAIL FEATURING THE BONUS + REMIND THEM THAT THERE IS ONLY 48 HOURS LEFT TO JOIN THE COURSE

# THURSDAY

☐

LET IN ANY PENDING MEMBERS & TAG THEM IN YOUR WELCOME POST

☐

GO THROUGH AND COMMENT ON ANY NEW POSTS IN THE GROUP

☐

SEND OUT AN EMAIL REMINDER THAT THERE IS ONLY 24 HOURS LEFT TO JOIN THE COURSE

# FRIDAY

- ☐ LET IN ANY PENDING MEMBERS & TAG THEM IN YOUR WELCOME POST
- ☐ GO THROUGH AND COMMENT ON ANY NEW POSTS IN THE GROUP
- ☐ GO LIVE AND HIGHLIGHT THE URGENCY THAT ITS THE LAST CHANCE TO JOIN BEFORE THE CART CLOSES
- ☐ SEND OUT AN FINAL REMINDER THAT CART IS CLOSING
- ☐ CLOSE CART

# SATURDAY

- ☐ LET IN ANY PENDING MEMBERS & TAG THEM IN YOUR WELCOME POST
- ☐ GO THROUGH AND COMMENT ON ANY NEW POSTS IN THE GROUP

# SUNDAY

- ☐ CLOSE GROUP
- ☐ LAUNCH DEBRIEF

05

DEBRIEF



## What went right

# DEBRIEF

## What could be improved

# DEBRIEF

## Other notes

*Finally breathe.*

A HUGE CONGRATULATIONS ON GETTING TO THE END OF YOUR  
LAUNCH – YOU ARE AMAZING!

MAKE SURE YOU DON'T START MOVING THOSE GOAL POSTS RIGHT  
AWAY – SIT BACK AND RELAX, TAKE IN WHAT YOU HAVE  
ACHIEVED BECAUSE YOU ARE BRILLIANT!



06

COMMON  
QUESTIONS

## I HAVE NO ENGAGEMENT ON MY LIVES

Reach on social media can be fickle – make sure you tag people in your lives, and send out the replays via email to make sure people don't miss them.

## I CAN'T GET ANYONE TO JOIN MY LAUNCH

If you have genuinely tried to get people to sign up for your freebie with no luck – it might be a good idea to revisit it. Is it useful, is it relevant and is it good enough for someone to hand over their email address for. Sometimes especially if it is a new audience for you, it might be a good idea to test a couple of freebies and see which performs the best.

## HOW MANY PEOPLE SHOULD I AIM TO HAVE IN MY LAUNCH?

It totally depends on how big your existing audience is, however I have found a great number to launch with is around 300 – 500.

## WILL EVERYONE PARTICIPATE?

The short answer is no – people live busy lives – you can expect 30 – 70% of people who sign up for your launch to actually participate.