

The
SOCIAL
POSTS

LAUNCH
PLANNER

a planner from



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.

FOR EXAMPLE
If you are doing a course on watercolour painting you could ask...
WHAT IS YOUR BIGGEST STRUGGLE WITH PAINTING WATERCOLOUR FLORALS?

CONTENT PLAN

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

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

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)