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 general question to engage your audience



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!

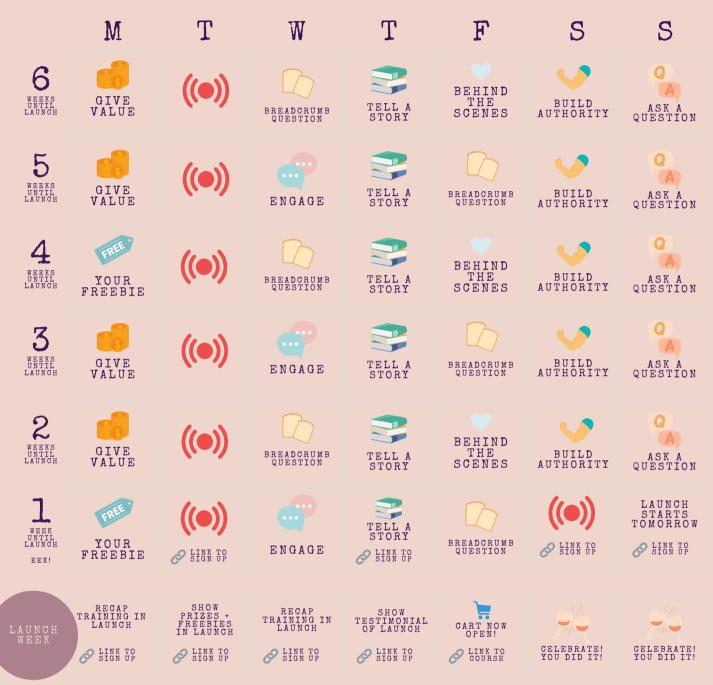


If you are doing a course on watercolour painting you could ask...
WHAT IS YOUR BIGGEST STRUGGLE WITH PAINTING WATERCOLOUR FLORALS?



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

CONTENT PLAN



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.

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
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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)