

# The Lucrative Launch Timeline



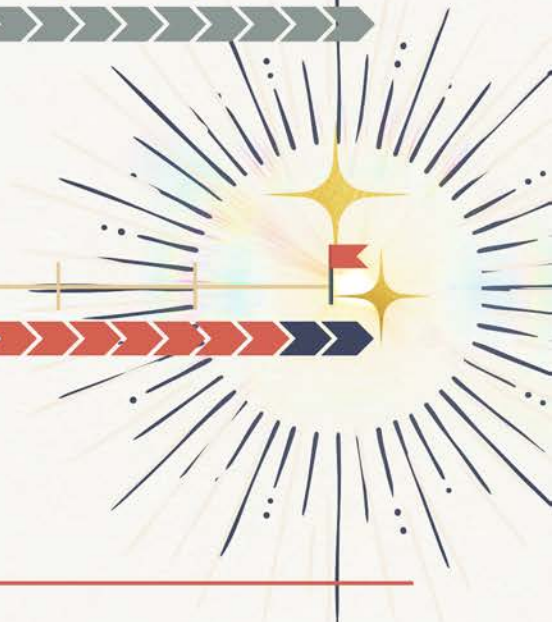
## PLAN



## BUILD



## LAUNCH!!





## Phase 1 OFFER CLARITY & CREATION



- Complete your market research to create an irresistible offer that includes
  - Your program title
  - Your pricing structure
  - Your program outline
  - Additional bonuses to handle objections and desires
- Then, get your sales page in motion (hire a pro!)



### MILESTONE: IRRESISTIBLE OFFER ON LOCKDOWN

At this point, you must be able to answer several questions about your offer including; Who it's for and what it's called? How much does it cost? What objections are your bonuses addressing? What's your vehicle? What's the transformation your offer delivers? And much more!



## Phase 2 FUNNEL MAP & CHECKLIST



- Map out your customer journey
- Create your task checklist from the map
- Create UTM links for traffic sources (optional/advanced)



### MILESTONE: LAUNCH MAP & CHECKLIST

This is where you get a large list of to-do's! But fear not! We're here to help you get through each one!





## Phase 3 ATTRACTIVE LEAD MAGNET



- Create your lead magnet - strategy and system
- Create the asset (PDF, video series, checklist, etc.)
- Build your Opt-in and Thank You page
- Plan and create your email nurture sequence
- Make it live so you can start collecting new leads!

### MILESTONE: WORKING LEAD MAGNET

Now that your lead magnet is attracting the RIGHT BUYERS we can move on to building the content and structure for your live event.



## Phase 4 YOUR LIVE EVENT



- Plan out your Live Launch Event
- Write your live event content
- Create a workbook (optional)
- Build your Event Opt-In and Thank You page
- Write and build the email sequences (welcome and daily reminders)

### MILESTONE: LIVE EVENT CONTENT COMPLETE



### MILESTONE: SALES PAGE COPY COMPLETED

Now it's time to work on building out your epic Sales Page!!





## Phase 5 EMAILS AND FINAL LAUNCH PREP



- Write your sales sequence emails
- Write your launch event promo emails
- (Pro tip: use your sales page copy to inspire your email content. This is why we couldn't recommend enough that you hire a professional to write your sales page.)

**MILESTONE: LIVE EVENT PROMO EMAILS WRITTEN**



**MILESTONE: SALES EMAILS WRITTEN**

Pro tip: While you're writing, it's time to hire a pro for the heavy lifting. Contact The Squad to build your sales page and Cart/Checkout system.



**MILESTONE: SALES PAGE BUILT AND READY**



**MILESTONE: LIVE EVENT REG PAGE BUILT AND READY**

It's time to hire a pro and get this off your plate! You've got other fish to fry.



## Phase 6 LAUNCH!!



- Show up!
- Deliver!
- Be heard!

**MILESTONE: LAUNCH COMPLETE!**







## Additional Goodies Menu



### FUNNEL MAPPING STRATEGY SESSION & CHECKLIST

**\$497**

Map out the most important details with the pro's. Walk away with an easy-to-follow "to-do" list.



### POST-LAUNCH DEBRIEF

**\$497**

Review your results and make a plan for your next launch!



### WORDPRESS WEBSITE

**STARTING @ \$4997**

Build your launch funnel and entire web presence on a platform that you own and can grow with your business and consolidate your expenses.



### VA HOURS

**\$30/HR**

Tap into our current and vetted stellar team of U.S. and overseas Virtual Assistants. No monthly minimum. Pay as you go. No contracts!



### SALES PAGE BUILD

**\$2500**

This is like 15-18 small web pages in one! Each section is deliberately designed to create flow and coherency while leading to one inevitability: the SALE! Includes product and checkout integration.



### COURSE AND ENROLLMENT SYSTEM

**STARTING @ \$1875**

We can help you build your course! This includes creating the course structure, adding videos, and configuring the payment and enrollment process.

## Additional Goodies Menu



### WRITTEN EMAIL SEQUENCE

**\$225/EMAIL**

Professionally crafted Launch, promo, and sales emails.  
Written specifically for conversions and engagement.

- Up to 250 words of copy per email
- 1 round of revisions
- Multiple subject lines & preheaders for A/B testing
- Customer and competitor research
- Built-in brand voice strategy
- CTAs to drive sales

Bundle of 3

**\$200/EMAIL**

Bundle of 5

**\$175/EMAIL**



### LONG-FORM SALES PAGE COPY

**\$3,750**

- Optimized for conversions
- Suggestions for page layout and visual elements that increase conversions
- CTAs to drive sales
- Customer and competitor research
- Built-in brand voice strategy
- 2 rounds of revisions
- 60-minute copy strategy call



### COPY REVIEW & EDITING - SMALL PROJECT

**\$200**

- 3 emails or
- 1 lead magnet (1500 words or less) or
- 5 social captions or
- Any piece of copy up to 1500 words



### COPY REVIEW & EDITING - LARGE PROJECT

**\$425**

- 5 emails or
- 1 lead magnet (1500 to 4000 words) or
- 10 social captions or
- Sales or landing page or
- Any piece of copy between 1500 and 4000 words





## Meet Your New Dream Team

Our goal is to live and breathe your launch. We're now a part of your team and we're here to server!



**JEFFREY SAMORANO**  
Funnel Master



**KATIE COLLINS**  
Sales Superhero



**ALEYAH SWAN**  
Energy Maven



**ASHLEIGH DOUCET**  
Launch Liaison

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And if you are looking for immediate connection and support, join our free FB group, The Coaches' Path to Consistent Cash. We offer weekly live trainings, Q&A opportunities and dumb dad jokes. 🤪 Hope to see you there!

## CONNECT WITH US



[thelaunchsquadlab.com](http://thelaunchsquadlab.com)



@thelaunchsquadlab



The Lighten Your Launch Podcast