

DEBRIEF NOTES FOR [MONTH+YR] LAUNCH

Client:

Offer:

QUESTIONS FOR ALL TEAM MEMBERS:

1. What do you feel went well during this launch?
2. What did not work well?
3. What would you do differently for your next launch?
4. What is/was your biggest lesson, takeaway or “ah-ha” from this experience:

THE RESULTS:

- Total Revenue Generated: \$
- Total Customers:
- Total “Launch List” Size:
- Earnings Per Lead: \$ **(Total revenue - marketing cost / list size)**

THE OFFER BREAKDOWN:

How Many Offers and Payment Plans:

Full pay: \$

Partial Pay: \$

How many purchased at full pay?

How many purchased at partial pay?

What’s the Breakdown and Percentage of Each Offer and Payment Plan:

Full pay: %

Partial Pay: %

THE SALES TIMELINE:

Total Revenue on "Cart Open" Day: \$ (% OF TOTAL SALES)
Total Revenue on "Cart Close" Day: \$ (% OF TOTAL SALES)

LIVE EVENT RESULTS:

Total Registrants:

Total Attendees:

- Day 1:
- Day 2:
- Day 3:
- Day 4:
- Day 5:

REPLAY PAGE RESULTS:

Total Views of Replay:

Number of Sales from Follow-Up:

Number of Videos in Series:

Total Opt-Ins to Video Series:

Total Views:

- Day 1:
- Day 2:
- Day 3:
- Day 4:
- Day 5:

Total clicks from email

Q&A VIDEO RESULTS:

Total views of replay:

Total clicks from emails

- Clicks to sales page:
- Clicks to video:

SALES EMAIL #1

Sent:
Opens:
Clicks:

SALES EMAIL #2

Sent:
Opens:
Clicks:

SALES EMAIL #3

Sent:
Opens:
Clicks:

SALES EMAIL #4

Sent:
Opens:
Clicks:

SALES EMAIL #5

Sent:
Opens:
Clicks:

SALES EMAIL #6

Sent:
Opens:
Clicks:

SALES EMAIL #7

Sent:
Opens:
Clicks:

ADDITIONAL INFO & FEEDBACK:

Notes from Squad:

Additional questions from the Squad, anything needing clarification?

NEXT STEPS | PREP FOR NEXT EVENT: