

## 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:**