

CHALLENGE DAYS 1-5 EMAIL SEQUENCE

This template will help you craft your daily challenge emails for days 1-5 that you'll need during the week of your launch and will be automated in your email marketing system.

The yellow highlights indicate the example email that we use in The Launch Squad.

The orange highlights indicate a template that you can use to write your own.

EMAIL 1: CHALLENGE DAY 1

SUBJ: [LAUNCH RETREAT] DAY 1 IS INSIDE! (LAUNCH SQUAD COPY)

Hi [FIRST NAME]!

Woo-hoo, happy Monday! Are you ready to GO!???

First things first -- did you get the LAUNCH It Workbook? This awesome, actionable companion guide gives you the opportunity to go even deeper into the exercises, and it's a place where you can track ALLLL the learning we'll be doing this week. [You can grab that here](#), and download it (it's a fillable PDF) or print it, if that's more your style.

During this **L.A.U.N.C.H It Virtual Retreat**, you'll not only map out your entire launch strategy, but you'll also be doing some of the inner work required to show up as the CEO that you are, so you can do what you need to do. Today we start on the inside.

This week, we're going to help you come up with a launch strategy you're excited about... but you've got to *become the leader in your business*, to see the results you want!



Drum roll, please...

Here's DAY 1.



What the heck do we mean when we say "Become the CEO you need to be"??

What's the first word that comes to mind when you hear "CEO"? It's probably LEADER, right?

Do you see yourself as one?

Are you a LEADER that others are inspired to follow?

One mistake coaches and course creators make when building their online business is to ask the question: How do I build a following?

Wrong question.

Instead, ask: *How do I become a leader? How do I lead in a way that's worth following?*

Let's back up for a moment...

You see, most people are operating from the typical **DO** → **HAVE** **BE** model. We tend to place priority on problem solving and accomplishing tasks (*do*), so that we can yield some sort of outcome (*have*), and then *be* something or someone in the world.

Here's what that looks like:

I will work hard so I can have a beautiful life and then I will be happy.

What would life be like if we were clear about who we are and what's important to us, and made choices in alignment with that?

Here's why the **BE** **DO** → **HAVE** model works so much better.

Who do you need to BE so that you can show up and DO the things you need to do so that you can HAVE the success you desire?



Let's circle back to our original question: How do I become a leader? How do I lead in a way that's worth following?

Your leadership is built on these 4 qualities:

- **Purpose/Calling:** Who are you? What are you passionate about? Who do you want to be in the world?
- **Values:** What's important to you? What do you stand for?
- **Motivators:** What turns you on and off? What keeps you going?
- **Influencers:** What are you capable of? What do you really want?

How clear we are about the "why" has a huge impact on our levels of commitment, engagement, and satisfaction with the experience. It also affects our effectiveness, innovation, creativity, and ability to maintain and sustain the action over the longer term.

Here are some characteristics that we took on as we were building our own businesses, and the Launch Squad:

- Confident
- Action taker (even when scary)
- Staying solution-focused
- Credible
- Resilient
- Immune to criticism
- Taking things with a grain of salt
- Integrity

- Magnetic
- Adaptable
- Wealth-minded
- Creative
- Unstoppable
- Committed
- WIT - Whatever It Takes
- Unshakable mental focus
- Proactive
- Courage to risk
- Decisive
- Upgraded skill sets

Hopefully this small list will give you ideas of who you need to BE in order to get the successful launch results you want. Launching takes grit. It takes care, planning, strategy and consistency. What do you need to shift about how you've been, up until now, to ensure that you get different results moving forward?

One last thing: How you see business and what you say about business determines what's possible for you. If you're saying "Launching is so overwhelming..." or "I'm exhausted just thinking about it..." or "I'm not ready..." YOU'RE RIGHT.

If you're saying, "I can do this..." or "It's completely possible for me to make \$20k my first try at launching..." or "I'm fully capable of following through on what needs to get done..." YOU'RE ALSO RIGHT.

Which ones do you choose to repeat to yourself?

Here's what we can walk away with on Day 1: When you're clear about who you are and what's important to you, and you make choices in alignment with that, you're actually BEING the person in your successful launch vision. So today is about choosing those characteristics that would allow you to be your very best you.



Here's what'cha gotta do on Day 1: Turn to p. 5 of the workbook. Identify 3-5 Digital CEO Influencers you currently look up to. List why you follow them; what adjectives, ways of being, and characteristics do you admire about them? Circle the top 5 that speak to you. Rate yourself on those 5...how are YOU showing up? With each quality, what would it look like if you showed up in this way?

Prize Entry Share: Go to [The Lighten Your Launch Facebook Group](#). Create your own post. Share with the group the TOP 3 characteristics you're committed to taking on as you plan and execute your next launch. (Hint, these should be characteristics you don't already display on a regular basis.)

Add the hashtags #LaunchTraining and #Day1. Doing this gets you a single prize entry for the drawing at the end of the week.

Let's Go Deeper: Each day this week Jeffrey, Katie and a couple special guests will go Live in our FB group. Join us at noon PT today (1:00 MT, 2:00 CT, 3:00 ET) where we'll share our own "leadership qualities" that we chose to embody and the why behind each one. (And, if you can't make it live, the recording will be there for you when you're ready. You can always hit reply and ask us to address something on the LIVE that way.) We'll also take this topic even deeper during our end of the week Heroic How Ceremony. Register for the Zoom link here: <https://thelaunchsquadlab.com/launch-it-virtual-retreat-ceremony/>

Completion Prizes: We'll be giving away participation prizes at the end of this week -- each time you post your HW, participate in our Lives by commenting, and also if one of your friends registered to join us due to your invitation, you'll get another entry into the drawing to win some awesome prizes! Don't forget the hashtags so we can easily track it.

That's it for today, ! This task should take you no more than 10-20 minutes, so commit to yourself to complete it today!

Stay groovy,
The Launch Squad

EMAIL 1: CHALLENGE DAY 1

EMAIL TEMPLATE FOR TELLING PARTICIPANTS ABOUT DAY 1 OF THE CHALLENGE

Hi [FIRST NAME]!

Woo-hoo, happy Monday! Are you ready to GO!?!??

First things first -- did you get the [Name of Challenge] Workbook? This awesome, actionable companion guide gives you the opportunity to go even deeper into the exercises, and it's a place where you can track ALLLL the learning we'll be doing this week. **You can grab that here** (hyperlink to the workbook here), and download it (it's a fillable PDF) or print it, if that's more your style.

During this **[name of challenge]**... discuss the overarching theme that they will be learning about and where they will be starting today.

This week, we're going to help you [discuss what you're going to teach them, so that they will get excited about learning]... but you've got to *become [what will they need to become in order to see results]*, to see the results you want!



Drum roll, please...

Here's DAY 1.

[OPTIONAL: INSERT A SMALL GRAPHIC THAT SHOWS A BASIC TIMELINE OF THE THEME FOR EACH DAY AND HIGHLIGHT WHAT THEY WILL BE FOCUSED ON TODAY]

[Ask your participants questions that pertain to the theme of Day 1. Get them thinking about how this can apply to them and the problem that they are facing. Ask rhetorical questions that they can begin reflecting on so that they can begin brainstorming some of the difficulties they are facing before joining your daily lives.]

[Discuss one common mistake that often occurs among your target audience.]

[Reframe this mistake or common error, by providing them with a question they can ask themselves instead in order to clarify where they need to shift their focus.]

Let's back up for a moment...

You see, most people are operating from the [discuss the mindset that most of your audience struggles with. Discuss how they can shift their priorities in order to begin thinking differently, which will start to give them the results they want to see].

Here's what that looks like:

[Give them a sentence or actionable step that they can do in order to shift their focus.

Example: I will work hard so I can have a beautiful life and then I will be happy.]

[Ask a similar question here: What would life be like if we shifted our priorities and made decisions in alignment with the results we want to see?]

[You can briefly discuss the framework that you will be teaching them today. List out the questions that you will be asking them throughout the daily lives and in the homework assignment.]

[Insert a basic image that pertains to the framework, if necessary.]

Let's circle back to our original question: [Insert the main question that you're focusing on today.]

Your _____ is built on these ___ qualities:

- **List out the qualities needed in order to shift their perspective in a bulleted list**

[How clear we are about the "why" has a huge impact on our levels of commitment, engagement, and satisfaction with the experience. It also affects our effectiveness, innovation, creativity, and ability to maintain and sustain the action over the longer term.] -
This section can be made more specific for your target audience, it should explain how their "why" impacts their success moving forward.

List out some of the characteristics that they need to take on in order to make this shift in their life:

- SEE EXAMPLES OF THESE CHARACTERISTICS IN THE LAUNCH SQUAD EMAIL ABOVE

Hopefully this small list will give you ideas of who you need to BE in order to get the successful _____ results you want. What do you need to shift about how you've been, up until now, to ensure that you get different results moving forward?

One last thing: [Any final comments, delete this section if it is not needed.]

Here's what we can walk away with on Day 1: [What will they have accomplished after completing Day 1? How is this relevant to them? How will this lead them to solving the problem that they are facing?]

Here's what'cha gotta do on Day 1: Tell them where they can find instructions and a guide for Day 1. Give brief directions of what they will be doing during the daily live for Day 1.



Prize Entry Share: Go to [Provide the name of your FB Group along with the hyperlink so that they can go directly to the group]. Create your own post. Share with the group [describe what the participant needs to share which is the homework assignment for the day.]

Add the hashtags #[Hashtag with the name of your Challenge] and #Day1. Doing this gets you a single prize entry for the drawing at the end of the week.

Let's Go Deeper: Each day this week [your name] and a couple special guests will go Live in our FB group. Join us at [time of your launch with the timezone] today (including other timezones as well) where we'll share [discuss what you'll be sharing today.] (And, if you can't make it live, the recording will be there for you when you're ready. You can always hit reply and ask us to address something on the LIVE that way.) We'll also take this topic even deeper during our end of the week [name of your Ceremony]. Register for the Zoom link here:

[Insert a link for participants to sign up for the final ceremony]

Completion Prizes: We'll be giving away participation prizes at the end of this week -- each time you post your HW, participate in our Lives by commenting, and also if one of your friends registered to join us due to your invitation, you'll get another entry into the drawing to win some awesome prizes! Don't forget the hashtags so we can easily track it.

That's it for today! This task should take you no more than 10-20 minutes, so commit to yourself to complete it today!

Closing,

[Signature here]

EMAIL 2: CHALLENGE DAY 2

SUBJ: [LAUNCH RETREAT] DAY 2 IS INSIDE! (LAUNCH SQUAD COPY)

Hi [FIRST NAME]!

Woot woot!! We're here for Day 2, and we're just getting started, my friend! Do us a favor and hit reply to let us know what your biggest takeaway from yesterday was.

Yesterday was all about working from the inside out. Your leadership skills set the tone for the type of launch success you can expect. Yesterday you should have identified **who you need to be** to ensure a successful launch.

If you missed #Day1, [here's a link to catch up!](#)
And here's where you can catch the Live Training we did yesterday.

Did you get the accompanying LAUNCH It workbook? [You can grab the fillable PDF right here](#) (but be sure to save it to your computer before you use it so your answers save!)

Drum roll, please... 🥁 🥁

Here's DAY 2.



Today is all about the letter "A" in L.A.U.N.C.H -- ACTIVATING YOUR OFFER.

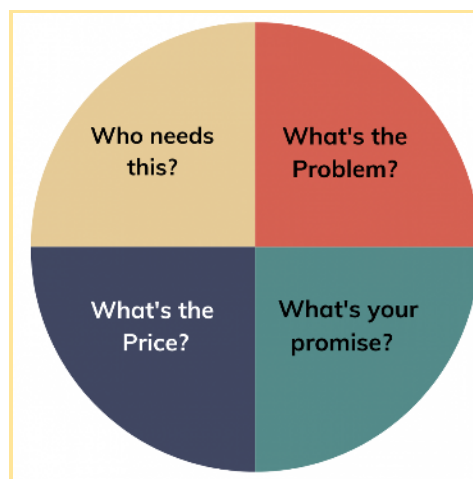
What does this mean? Ok, if you're of a certain age, you may remember the cartoon, The Wonder Twins. Jayna could transform into any animal and Zan could become any form of water. They

would have to touch hands as they said “Wonder Twin powers, activate” and then they’d give the command to change into the form they needed to save the day.

Well that’s what we’re doing today. Reach out and grab our outstretched hand as we show you how to craft and activate your offer in such a way that it becomes irresistible and clear how it will “save the day.”

Ok, first things first. Here’s what you probably already know:

THE FOUR PIECES THAT MAKE UP A POWERFUL AND IRRESISTIBLE OFFER



1. **Who needs it?** Call out your niche market so we all know who you’re talking to. Egoic labels work well for this, like “mompreneur” or “single dads” or “renters” or other identifiable information that will give people the chance to raise their hands and say, “that’s me!”
2. **State the problem they have:** By calling out the egoic label or group of people you serve, you can talk about specifics when it comes to the problem they have, and how frustrating it is.
3. **Price it** so that it shows the value for the transformation that’s waiting for them.
4. **The Promise:** what’s the transformation behind your offer?

You probably have these 4 pieces in place but, *are you sure* it’s exactly what your audience wants?

The only way to know for sure is to ask them.

Although you may believe market research interviews are time consuming, they're worth their weight in gold. This is the secret sauce that most marketing gurus won't tell you about, because you can't get instant gratification. These take time and energy.

Set up interviews. Ask your potential buyers about themselves. Then you'll use *their* words in your marketing bullet points and titles. It works like a magnet.

Here are five reasons that Market Research is super important:

1. You get a better understanding of your "buyers" and what matters to them. This is vastly different than you making assumptions.
2. You need to understand your "competition" and how they're approaching sales and marketing, so that you can set yourself apart from them and create your own unique value articulator statement.
3. You get to test your ideas **before** you spend the time creating a program no one might want.
4. You won't waste time and money on offers that don't sell.
5. It's inevitable business growth. You know what they want, and you simply provide that.

Here's what we can walk away with on Day 2: Finding out about your audience through Market Research is the most effective way to craft an irresistible offer that sells. *Activating* your offer with the right pieces in place has to happen before you can have a successful launch.

Here's what'cha gotta do on Day 2: Doing Market Research is pivotal to your success with launching. What are some questions you can ask during interviews with your ideal clients that will help determine your next offer? Write those on p. 8 of your workbook.

Get some feedback for Day 2: Go to [The Lighten Your Launch Facebook Group](#). Create your own post and write out the five questions you plan on asking your ideal customer to find out more about them and whether or not they want/need the offer you're putting out there. Give and receive feedback in the group!

Add the hashtags #LaunchTraining and #Day2. Posting your HW in the group gets you another prize entry for the end of the week giveaway!

Let's Go Deeper: [Join us at Friday's Ceremony](#) where we'll have more time to dive deeper into your offer, including nitty gritty details you'll need before you're ready to launch. These are some



of the important details you'll need for your sales page. (Psst, one of our prizes this week is some hot seat time with Katie and Jeffrey at the Ceremony to help you work through your offer ideas and challenges.) We'll also be Live in the FB group today where we'll share some "cheats" to get market research done quickly.

Completion Prizes: We'll be giving away participation prizes at the end of this week -- each time you post your HW, participate in our Lives by commenting, and also if one of your friends registered to join us due to your invitation, you'll be entered into the drawing to win some awesome prizes! Don't forget the hashtags so we can easily track it.

That's it for today! This task should take you no more than 10-20 minutes, so commit to yourself to complete it today!

Stay groovy,
The Launch Squad

EMAIL 2: CHALLENGE DAY 2

EMAIL TEMPLATE FOR TELLING PARTICIPANTS ABOUT DAY 2 OF THE CHALLENGE

Hi [FIRST NAME]!

Woot woot!! We're here for Day 2, and we're just getting started, my friend! Do us a favor and hit reply to let us know what your biggest takeaway from yesterday was.

Yesterday was all about [include a very brief summary of what was talked about during the Day 1 Live].

If you missed #Day1, here's a link to catch up!

[Insert a link to the Launch Day 1 Email here.]

And here's where you can catch the Live Training we did yesterday.

[Insert a link to the Day 1 live here.]

Did you get the accompanying [Name of Challenge] workbook? You can grab the fillable PDF right here [hyperlink the workbook here] (but be sure to save it to your computer before you use it so your answers save!)

Drum roll, please...  

Here's DAY 2.

[OPTIONAL: INSERT A SMALL GRAPHIC THAT SHOWS A BASIC TIMELINE OF THE THEME FOR EACH DAY AND HIGHLIGHT WHAT THEY WILL BE FOCUSED ON TODAY]

Today is all about [insert the topic that you'll be discussing today].

[Provide a more in depth description of what Day 2 is all about and why it pertains to them and how learning about this topic is going to help them with solving the larger problem that they are facing.]

Ok, first things first. Here's what you probably already know:

[OPTIONAL: INSERT A SMALL GRAPHIC THAT SHOWS ACCOMPANIES THE TOPIC FOR DAY 2 IF NECESSARY]

[This section can be edited based on your Day 2 topic. Use the bold headings as a guide to discuss who this challenge is for, the problem that this group faces, the price and the promise of what they will gain from working with you.]

1. **Who needs it?** [Discuss your niche market so that you know who you're talking to. Egoic labels work well for this or other identifiable information that will give people the chance to raise their hands and say, "that's me!"]
2. **State the problem they have:** By calling out the egoic label or group of people you serve, you can talk about specifics when it comes to the problem they have, and how frustrating it is.
3. **Price it** so that it shows the value for the transformation that's waiting for them.
4. **The Promise:** what's the transformation behind your offer?

[Discuss problem points that your audience faces around Day 2's topic.]

[Give some suggestions around ideas that can help to solve the problem points discussed above.]

[Provide a numbered list of the reasons that this topic is super important:

1. Reason 1
2. Reason 2

Here's what we can walk away with on Day 2: [What will they have accomplished after completing Day 2. How is this relevant to them? How will this lead them to solving the problem that they are facing?]

Here's what'cha gotta do on Day 2: Tell them where they can find instructions and a guide for Day 2. Give brief directions of what they will be doing during the daily live for Day 2.

Get some feedback for Day 2: Go to [Provide the name of your FB Group along with the hyperlink so that they can go directly to the group]. Create your own post. Share with the group [describe what the participant needs to share which is the homework assignment for the day.] Give and receive feedback in the group!

Add the hashtags #[Hashtag with the name of your Challenge] and #Day2. Doing this gets you a single prize entry for the drawing at the end of the week.

Let's Go Deeper: Each day this week [your name] and a couple special guests will go Live in our FB group. Join us at [time of your launch with the timezone] today (including other timezones as well) where we'll share [discuss what you'll be sharing today.] (And, if you can't make it live, the recording will be there for you when you're ready. You can always hit reply and ask us to address something on the LIVE that day.) We'll also take this topic even deeper during our end of the week [name of your Ceremony]. Register for the Zoom link here:

[Insert a link for participants to sign up for the final ceremony]



Completion Prizes: We'll be giving away participation prizes at the end of this week -- each time you post your HW, participate in our Lives by commenting, and also if one of your friends registered to join us due to your invitation, you'll get another entry into the drawing to win some awesome prizes! Don't forget the hashtags so we can easily track it.

That's it for today! This task should take you no more than 10-20 minutes, so commit to yourself to complete it today!

Closing,
[Signature here]

EMAIL 3: CHALLENGE DAY 3

SUBJ: [LAUNCH RETREAT] DAY 3 IS INSIDE! (LAUNCH SQUAD COPY)

Hi %FIRSTNAME%!

Yipee, it's Day 3! What an incredible week so far. We've loved reading your comments during our Lives and, of course, we love checking out your homework and cheering you on as you plan your upcoming launch!

Have you been watching Aleyah's meditation videos in the [FB group](#)? Today's is all about aligning your free gift with your offer (which you'll learn more about in this email) so make sure to check that out.

If you missed #Day1, [here's a link to catch up!](#)
And [here](#) is where you can find #Day2.
And if you missed yesterday's Live Training, go [here](#).

Did you get the accompanying LAUNCH It workbook? [You can grab the fillable PDF right here](#) (but be sure to save it to your computer before you use it so your answers save!)

Drum roll, please... 🥁 🥁

Here's DAY 3.



Today is really about building up your audience, AKA your "list" so that it's filled with potential buyers! Remember, although the size of your list does matter *at times*, we'd waaayyy rather have 100 people who are super interested in what we offer than 10,000 people who don't even open our emails.

People always ask us: How do I get in front of the RIGHT audience?

The answer is ... YOU CREATE the audience you're looking for!

Today is all about the letter "U" in L.A.U.N.C.H -- your **unique lead magnet**!

By creating a **unique lead magnet** that instills or creates the *belief* that your **vehicle** can deliver the transformation you promise while at the same time, you're building an audience who's actually interested in exactly what you're about to offer them!

Here's what we can walk away with on Day 3: Building a list of the "right" audience who wants to *buy* your irresistible offer starts with creating your Unique Lead Magnet. The topic should be related to a problem they need resolved before they are even ready for your offer. It should lead them directly down the path to what your program entails later on.

Here's what'cha gotta do on Day 3: Come up with 3-5 possible titles for a unique lead magnet that would get the attention of the right buyers for your program. Get feedback from your audience! You could create a quick graphic with the titles and ask which one speaks to them most. Or, if you have a group, you could create an actual poll inside it. Your post could say something like: "Many people have been asking me about (problem your niche has), so I've been thinking about creating a new free gift about it. Which title speaks to you the most?" We've provided some additional support to work through this activity in your Workbook on p. 9-10. (Link to workbook at the top of this email.)

Get some feedback (and prize entry) for Day 3: Go to [The Lighten Your Launch Facebook Group](#). Create your own post. Post a screenshot of your request for feedback with the 3-5 titles you came up with.

Add the hashtags #LaunchTraining and #Day3.

Let's Go Deeper: During today's Live in the FB group (12:00 PT) Katie and Jeffrey will break down for you how to ensure that your lead magnet is going to *lead your people* to your irresistible offer later on. We'll go over exactly what we mean when we talk about the *belief* your audience needs to have, and the vehicle they need to believe in.

And during our *Heroic How Ceremony* on Friday ([have you registered yet?](#)) we'll show you how to actually get started on creating this important piece to your funnel.

Completion Prizes: We'll be giving away participation prizes at the end of this week -- each time HW, participate in our Lives by commenting, and also if one of your friends registered to join us due to your invitation, you'll be entered into the drawing to win some awesome prizes! Don't forget the hashtags so we can easily track it.

Stay groovy,
The Launch Squad

EMAIL 3: Challenge Day 3

Email Template for telling participants about Day 3 of the Challenge

Hi %FIRSTNAME%!

Yipee, it's Day 3! What an incredible week so far. We've loved reading your comments during our Lives and, of course, we love checking out your homework and cheering you on as you [main goal they have been working to achieve throughout the week.]

If you missed #Day1, here's a link to catch up! ← include hyperlink
And here is where you can find #Day2.← include hyperlink
And if you missed yesterday's Live Training, go here.← include hyperlink

Did you get the accompanying [name of your workbook]? You can grab the fillable PDF right here ← include hyperlink (but be sure to save it to your computer before you use it so your answers save!)

Drum roll, please...  

Here's DAY 3.

[OPTIONAL: INSERT A SMALL GRAPHIC THAT SHOWS A BASIC TIMELINE OF THE THEME FOR EACH DAY AND HIGHLIGHT WHAT THEY WILL BE FOCUSED ON TODAY]

Today is really about [discussing a brief summary about what you'll be covering during today's live and also what the participants will be expected to do for their homework.]

People always ask us: [common question that is asked].

The answer is ... [answer to the common question related to that day's topic].

Today is all about the letter - **Title of that day's live.**

Discuss how this problem or topic is directly related to the problem they are having and how solving this problem will help them to reach the next level in their journey. [This can be written in short segmented paragraphs or as a bulleted list.]

Here's what we can walk away with on Day 3: [What will they have accomplished after completing Day 3. How is this relevant to them? How will this lead them to solving the problem that they are facing?]

Here's what'cha gotta do on Day 3: Tell them where they can find instructions and a guide for Day 3. Give brief directions of what they will be doing during the daily live for Day 3.

Get some feedback for Day 3: Go to [Provide the name of your FB Group along with the hyperlink so that they can go directly to the group]. Create your own post. Share with the group [describe what the participant needs to share which is the homework assignment for the day.] Give and receive feedback in the group!

Add the hashtags #[Hashtag with the name of your Challenge] and #Day3. Doing this gets you a single prize entry for the drawing at the end of the week.

Let's Go Deeper: Each day this week [your name] and a couple special guests will go Live in our FB group. Join us at [time of your launch with the timezone] today (including other timezones as well) where we'll share [discuss what you'll be sharing today.] (And, if you can't make it live, the recording will be there for you when you're ready. You can always hit reply and ask us to address something on the LIVE that day.) We'll also take this topic even deeper during our end of the week [name of your Ceremony]. Register for the Zoom link here:

[Insert a link for participants to sign up for the final ceremony]



Completion Prizes: We'll be giving away participation prizes at the end of this week -- each time you post your HW, participate in our lives by commenting, and also if one of your friends registered to join us due to your invitation, you'll get another entry into the drawing to win some awesome prizes! Don't forget the hashtags so we can easily track it.

Closing,
[Signature here]

EMAIL 4: CHALLENGE DAY 4

SUBJ: [LAUNCH RETREAT] DAY 4 IS INSIDE! (LAUNCH SQUAD COPY)

Hi %FIRSTNAME%!

SCORE! We are on Day 4!!

What an incredible week so far. You've been putting in the work this week, and it shows!

And we love when you cheer each other on 🙌 🙌 by commenting on each other's posts and giving feedback. We're all business owners, and we all have valuable input to share this week... so don't be shy to contribute to the group in your own way!

If you need to get caught up, here are the links for [Day 1](#), [Day 2](#) and [Day 3](#).

And if you missed yesterday's Live Training, [click here](#) to catch up.

And don't forget about Aleyah's morning meditations in the [FB group](#) each day!

Did you get the accompanying LAUNCH It workbook? [You can grab the fillable PDF right here](#) (but be sure to save it to your computer before you use it so your answers save!)

Drum roll, please... 🥁 🥁

Here's DAY 4.



Yesterday we worked on coming up with titles for your Unique Lead Magnet. Now, what do we do to keep them engaged, interested, and moving along the customer journey with us?

That's where "N" for NURTURE comes in. It's all about nurturing your audience with the right kind of emails that keep them coming back to open more of your emails.

There are three important aspects to email marketing:

1. The subject line (that gets them to open the email)
2. The content (that gets them to read till the end)
3. A call to action (that gets them to click)

You might be thinking -- but I have a FB group. Or, I have a huge IG following. I don't like doing emails.

Here's the thing. Anytime you build an audience on a social media platform, guess who owns it?
NOT YOU!

At any given time, your account could get shut down. Your group could disappear. You might get placed in FB jail, whether it was your fault or the fault of a hacker. Trust us, we've experienced it and it's not fun. Talk about being powerless to artificial intelligence!

So, the whole point of social media is to get them OFF of social, and onto your email list. If you haven't taken this seriously up until now, it's time to get started.

Let's talk about the word "nurture." The very definition says: care for and encourage the growth or development of. When a potential buyer signs up for a free gift from you, they should automatically be placed on your master email list. We recommend adding a specific tag to the person's record that's the *same name* as your lead magnet so you can segment your list later, if you need to.

In order to nurture them, you need to set up a series of emails that take them on a journey. These emails should tell a story, share examples, and give hope and inspiration for the growth they desire.

When it comes to launching, we're going to be honest... you're going to write A LOT OF FREAKIN' EMAILS.

Here's a quick list to reference for later:

- **Launch Runway:** Increase your audience's awareness of the problems that are preventing them from getting the transformation they desire. These emails should agitate the problem and plant seeds for hope. We recommend spending about 3 weeks ahead of your launch week in this stage, sending 2-3 emails per week.
- **Challenge:** You'll need 2-3 emails that welcome the people who sign up and give them all the nitty gritty details, and then 5 emails for the 5 days of your challenge. You'll also want 2 or 3 emails written to invite them to your masterclass, and if you're doing daily lives, you might want to send 2 emails per day that week - one for the daily challenge task and one reminding them to join you live.

- **Cart open/close:** After you make your offer in your Masterclass, the "cart" will remain open for about 5-7 days. You need to send "sales" emails every single day from the day of your pitch to the day of cart close, with usually two emails going out on the final day, including a "last chance" email.
- **Welcome:** For those who buy your offer, you'll need a Welcome Sequence congratulating them on their choice, with next steps and what to expect.
- **Why didn't you buy:** We know it may feel vulnerable to send an email like this, but it can provide you with a ton of feedback to ensure your next launch (and perhaps offer) is better. Sometimes, you did everything right, but it just wasn't the right audience. In that case, go back and create a new lead magnet.

Okay, we warned you. It's a lot of freakin' emails. 😬

But here's our promise: just get started. And then tackle one group of emails at a time. Put them all into a Google doc so you can clearly see your story thread, your examples, and your CTAs.

Here's what we can walk away with on Day 4: Once you welcome people into your world, you need to keep them *nurtured* and *interested*. And it's not just about sending emails at random. Instead, it's about understanding the different sequences needed to ensure your potential buyers are on a journey with you, one that leads to them saying yes to your offer down the road.

Here's what'cha gotta do on Day 4: Turn to p. 12 in your workbook. Let's plan out your "Launch Runway" email sequence. Start by writing out a list of topics that would help create **awareness** around the problem they have, **agitate** the fact that things aren't great now, **plant seeds** of hope and inspiration, and **create curiosity** for how things can change. Sending 2-3 emails per week x 3 weeks would mean that you need to write 6-9 "runway" emails. Let's make it easy and start with just 6. Looking at the list of topics you made, write 6 subject lines that would grab their attention and encourage them to open the email. There's room for all of this "work" on p. 12-14 of your workbook.



Get some feedback (and a prize entry) for Day 4: Go to [The Lighten Your Launch Facebook Group](#). Create your own post and list out your 6 Subject Lines for your Launch Runway email series.

Add the hashtags #LaunchTraining and #Day4.

Let's Go Deeper: During today's Live in the FB group (12:00 PT) Katie and Jeffrey and special guest, our resident Launch Copy Maestro Dani Paige will be discussing examples of stories and themes in emails, as well as how long they should be, etc. so feel free to bring your questions and post them in the chat during the Live!

And during our *Heroic How Ceremony* on Friday ([have you registered yet?](#)) we will be teaching you Dani's easy email framework so it's just "plug and play" as you start to write them.

Completion Prizes: We'll be giving away participation prizes tomorrow -- each time you post your HW, participate in our Lives by commenting, and also if one of your friends registered to join us due to your invitation, you'll be entered into the drawing to win some awesome prizes! Don't forget the hashtags so we can easily track it.

Stay groovy,
The Launch Squad

EMAIL 4: CHALLENGE DAY 4

EMAIL TEMPLATE FOR TELLING PARTICIPANTS ABOUT DAY 4 OF THE CHALLENGE

Hi %FIRSTNAME%!

SCORE! We are on Day 4!!

What an incredible week so far. You've been putting in the work this week, and it shows!

And we love when you cheer each other on 🙌 🙌 by commenting on each other's posts and giving feedback. We're all [target audience], and we all have valuable input to share this week... so don't be shy to contribute to the group in your own way!

If you need to get caught up, here are the links for Day 1, Day 2 and Day 3. ← include hyperlink
And if you missed yesterday's Live Training, click here to catch up.← include hyperlink

Did you get the accompanying [Name of your Workbook]? You can grab the fillable PDF right here ← (insert hyperlink here) (but be sure to save it to your computer before you use it so your answers save!)

Drum roll, please... 🥁 🥁

Here's DAY 4.

[OPTIONAL: INSERT A SMALL GRAPHIC THAT SHOWS A BASIC TIMELINE OF THE THEME FOR EACH DAY AND HIGHLIGHT WHAT THEY WILL BE FOCUSED ON TODAY]

Introduce the topic for today and discuss why this is relevant in helping your target audience get to where they would like to be.

Discuss several important concepts associated with today's topic. (Include a numbered list below.)

1. Concept 1
2. Concept 2
3. Concept 3

****This section below could be relevant depending on your topic.****

[You might be thinking – but I have a FB group. Or, I have a huge IG following. I don't like doing [topic that you discussed today].

Here's the thing. Anytime you build an audience on a social media platform, guess who owns it?
NOT YOU!

At any given time, your account could get shut down. Your group could disappear. You might get placed in FB jail, whether it was your fault or the fault of a hacker. Trust us, we've experienced it and it's not fun. Talk about being powerless to artificial intelligence!

So, the whole point of social media is to get them OFF of social, and onto your email list. If you haven't taken this seriously up until now, it's time to get started.]

Discuss how to implement your topic and apply what you'll be teaching them to their own lives or businesses. Provide real life examples and testimonials to establish credibility.

Include a bulleted list of action steps with more in-depth details and descriptions according to your topic. This should give the reader a short preview of the main points you'll be discussing today.

- **Main Point 1:** with description
- **Main Point 2:** with description
- **Main Point 3:** with description
- **Main Point 4:** with description

Provide them with a quick statement on which action they need to carry out first in order to get started.

Here's what we can walk away with on Day 4: [What will they have accomplished after completing Day 4. How is this relevant to them? How will this lead them to solving the problem that they are facing?]



Here's what'cha gotta do on Day 4: Tell them where they can find instructions and a guide for Day 4. Give brief directions of what they will be doing during the daily live for Day 4.

Get some feedback for Day 4: Go to [Provide the name of your FB Group along with the hyperlink so that they can go directly to the group]. Create your own post. Share with the group [describe what the participant needs to share which is the homework assignment for the day.] Give and receive feedback in the group!

Add the hashtags #[Hashtag with the name of your Challenge] and #Day4. Doing this gets you a single prize entry for the drawing at the end of the week.

Let's Go Deeper: Each day this week [your name] and a couple special guests will go Live in our FB group. Join us at [time of your launch with the timezone] today (including other timezones as well) where we'll share [discuss what you'll be sharing today.] (And, if you can't make it live, the recording will be there for you when you're ready. You can always hit reply and ask us to address something on the LIVE that day.) We'll also take this topic even deeper during our end of the week [name of your Ceremony]. Register for the Zoom link here:

[Insert a link for participants to sign up for the final ceremony]

Completion Prizes: We'll be giving away participation prizes at the end of this week -- each time you post your HW, participate in our lives by commenting, and also if one of your friends registered to join us due to your invitation, you'll get another entry into the drawing to win some awesome prizes! Don't forget the hashtags so we can easily track it.

Closing,

[Signature here]

EMAIL 5: CHALLENGE DAY 5

SUBJ: [LAUNCH RETREAT] DAY 5 IS INSIDE! (LAUNCH SQUAD COPY)

Hi %FIRSTNAME%!

Damn, it's good to be ALIVE! Today we're on Day 5!! What an awesome week we've had, wouldn't you agree?? We've loved getting to know you and your business, and it's been so fun to witness you shift from "launch idea" to "launch reality" in such a short amount of time! We're cheering you on as you plan your upcoming launch!

Need to catch up?

[Day 1](#)

[Day 2](#)

[Day 3](#)

[Day 4](#)

Aleyah's powerful guided meditations have allowed us to start off each day refreshed and ready. Have you been watching those in the [Lighten Your Launch](#) FB group?

We're on our Final Day and we hope you've found the LAUNCH It workbook to be a helpful place to plan out your next launch. [You can grab the fillable PDF right here.](#)

And don't forget, today is also the day for the Heroic How Ceremony.

Be sure to register for the Zoom link here:

<https://thelaunchsquadlab.com/launch-it-virtual-retreat-ceremony/>

Drum roll, please... 🥁 🥁

Here's DAY 5.



Today is all about the letter "C" in L.A.U.N.C.H. -- your **Launch Calendar!**

Nothing ever happens until you set a date, right?

It's time to pull out your calendar and discover when a good week is for you to be ready and available to *play full out* in your next launch.

Here are things you need to consider:

- If there's a vacation booked near your launch date, be sure it's at least 2 weeks after your launch. You'll want to have time from the cart close date to continue to have enrollment conversations, if needed. And you'll have *a lot to do* before your launch, so thinking that you'll be able to relax on a trip before launching isn't likely.
- You'll want at least 30 days from right now, to the start of your launch date, to pull all the pieces together and get all your writing and pages done. Our motto is -- *let's just do this right the first time*. Why stress with a shorter timeline?
- You'll want to make sure there aren't any major national holidays on the weekend or during the week of your launch.

Here's a suggested 7-week timeline for your launch, from planning to execution:

PRE-Launch Phase: What's Happening in Weeks 1-2-3

- Free gift opt ins
- Nurture email sequence x 3 weeks (2-3 emails per week)

PROMO Phase: What's Happening in Weeks 4-5

- Challenge promo to list and on social media
- 1-2 additional nurture emails these weeks

CHALLENGE Phase: What's Happening in Week 6

- Running the Challenge
- Masterclass at end of week on Friday
- Cart opens on Friday - first sales email is sent Friday after Masterclass
 - Your sales page needs to be done and ready to go by this day
- (Live) Encore masterclass on Saturday

SALES Phase: What's Happening in Week 7

- The cart is open from last Friday through this Thursday. Daily sales emails are sent during this time.
- Send the "why didn't you buy" email two days after cart closes



You'll see these phases all laid out for you on p. 15 of the Workbook. And don't worry, we'll dive deeper into this during the Heroic How Ceremony later today.

Here's what we can walk away with on Day 5: Running a successful launch requires a strategy, careful planning and a commitment to writing a lot of emails. :) But first and foremost: nothing happens without choosing a date first. Don't wait until you're 'ready' -- pick the date first, then you have a deadline to get ready for.

Here's what'cha gotta do on Day 5: Pick your Launch Week and share your choice with us! (Quick and easy so you can show up for the Heroic How Ceremony today at 1:00 PM PT.)

Get some feedback (and a prize entry) for Day 5: Go to [The Lighten Your Launch Facebook Group](#). Create your own post. Let us know the dates you'll be launching! Add the hashtags #LaunchTraining and #Day5.

Let's Go Deeper: During today's (short) Live in the FB group (12:00 PT) Katie and Jeffrey will be sharing how long your "launch runway" should be and why.

And during our *Heroic How Ceremony* from **1:00-3:00 pm PT TODAY** ([have you registered yet?](#)) we will use the workbook to help you really start to map out and plan what you need to do by when on the calendar to ensure your Launch is a GO!

Completion Prizes: We'll be giving away participation prizes today at the Ceremony -- each time you post your HW, participate in our Lives by commenting, if one of your friends registered to join us due to your invitation, AND just by attending the Heroic How Ceremony, you'll be entered into the drawing to win some awesome prizes! Don't forget the hashtags so we can easily track it.

Stay groovy,
The Launch Squad

EMAIL 5: CHALLENGE DAY 5

EMAIL TEMPLATE FOR TELLING PARTICIPANTS ABOUT DAY 5 OF THE CHALLENGE

Hi %FIRSTNAME%!

Damn, it's good to be ALIVE! Today we're on Day 5!! What an awesome week we've had, wouldn't you agree?? We've loved getting to know you and your business, and it's been so fun to witness you shift from [where you started] to [where you are now] in such a short amount of time! We're cheering you on as you plan your [what they will be planning after this retreat is complete]!

Need to catch up?

Day 1 ← include hyperlink

Day 2 ← include hyperlink

Day 3 ← include hyperlink

Day 4 ← include hyperlink

We're on our Final Day and we hope you've found the [Name of your Workbook] to be a helpful place to plan out your next launch. You can grab the **fillable PDF right here.** ← include hyperlink here

And don't forget, today is also the day for the [Name of your Ceremony].

Be sure to register for the Zoom link here:

INCLUDE ZOOM LINK HERE!

Drum roll, please...  

Here's DAY 5.

[OPTIONAL: INSERT A SMALL GRAPHIC THAT SHOWS A BASIC TIMELINE OF THE THEME FOR EACH DAY AND HIGHLIGHT WHAT THEY WILL BE FOCUSED ON TODAY]

Today is all about [introduce topic for today's live].

Ask a question to get them thinking about the topic and why it's important.

What action step you need to do next in order to make progress toward reaching your goal.

Here are things you need to consider: (include a bulleted list below of what needs to be considered, if relevant.)

- Point 1
- Point 2
- Point 3

Here's a suggested timeline for your [activity your participant will be working to complete], from planning to execution:

Phase One: Amount of Time/When to Start

- Description of activities to complete in this phase
- Description of activities to complete in this phase

Phase Two: Amount of Time/When to Start

- Description of activities to complete in this phase
- 1-2 additional nurture emails these weeks

Phase Three: Amount of Time/When to Start

- Description of activities to complete in this phase
- Description of activities to complete in this phase
- Description of activities to complete in this phase

Phase Four: Amount of Time/When to Start

- Description of activities to complete in this phase
- Description of activities to complete in this phase

You'll see this topic outlined for you on p. __ of the Workbook. And don't worry, we'll dive deeper into this during the [Name of your Ceremony] later today.

Here's what we can walk away with on Day 5: [What will they have accomplished after completing Day 5. How is this relevant to them? How will this lead them to solving the problem that they are facing?]

Here's what'cha gotta do on Day 5: Tell them where they can find instructions and a guide for Day 5. Give brief directions of what they will be doing during the daily live for Day 5. (Remind them to complete this quick and easy assignment so that they can show up for the final ceremony and remind them of the time for the ceremony.)

Get some feedback (and a prize entry) for Day 5: Go to [Provide the name of your FB Group along with the hyperlink so that they can go directly to the group]. Create your own post. Share with the group [describe what the participant needs to share which is the homework assignment for the day.] Give and receive feedback in the group!
Add the hashtags #[Hashtag with the name of your Challenge] and #Day5. Doing this gets you a single prize entry for the drawing today.

Let's Go Deeper: During today's (short) Live in the FB group (time of the live) I will be sharing [topic you'll be covering that day].

And during our *NAME OF THE FINAL CEREMONY* from **[Time of the Ceremony including timezone]** ([have you registered yet?](#))<-- (include the hyperlink to register.) we will use the workbook to help you really start to map out and plan [activity that they need to do in order to get started.]

Completion Prizes: We'll be giving away participation prizes today at the Ceremony -- each time you post your HW, participate in our Lives by commenting, if one of your friends registered to join us due to your invitation, AND just by attending the *NAME OF THE FINAL* Ceremony, you'll be entered into the drawing to win some awesome prizes! Don't forget the hashtags so we can easily track it.

Closing,
[Signature here]