

- ✓ THE ULTIMATE LAUNCH FORMULA
- ✓ HOW TO LAUNCH A NEW PRODUCT, CLASS OR PROGRAMME
- ✓ CREATING SPRING & SUMMER PROGRAMMES



13.3.24



- ✓ **Step 1: Ideation**
- ✓ **Step 2: Waiting list or Group**
- ✓ **Step 3: Feedback**
- ✓ **Step 4: Create the outline of the product/Programme or class**



WEEK 1



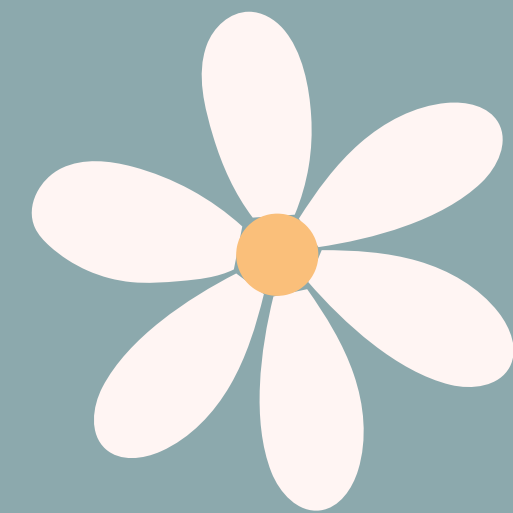
- Seed the idea
- Post about it, talk about get traction
- If you are interested join the
- Build interest
- Option do a free webinar or talk with info on the programme.
- Create



WEEK 2



- Create the marketing
- Create the content plan
- Create the digital assets
- Create the campaign plan
- Price points
- Bonus offers



OPEN THE CART

- Open the cart for a time
- 7 day window to buy
- Early Bird Booking Options within a time limit.



SELL AND LAUNCH

