The LaunchPad Checklist

A SIMPLE GUIDE TO LAUNCHING ONLINE

CassieRajewich.com

THE LAUNCHPAD CHECKLIST

Gather Pre-Launch Analytics

This step is essential for benchmarking and tracking growth.

- [ ] Gather website traffic, page views, bounce rate
- [ ] If not already in place, create a system to track key performance indicators (KPI's), promotional analytics such as social media clicks and sales page views
- [ ] Email subscribers
- [ ] Social Media numbers

Planning and Preparing

Make the most of this phase by starting 6-9 months from launch date.

- [ ] Create a launch budget
- [ ] Develop a promotional timeline (pre-launch, launch day, post launch)
- [ ] Identify your launch goals
- [ ] Set clear objectives
- [ ] Set open/close cart date
- [ ] Decide on organizational systems (Planner360, Trello, Monday, ClickUp)
- [ ] Decide where your sales page will be housed (constant contact, your website, Flodesk) Lot's of options here.
- [ ] Develop Systems of Operations (SOPs) to build on and remind you of for future launches.
- [ ] Will you have affiliates?

THE LAUNCHPAD CHECKLIST

Organizational Flow

For now you might be operating solo, but understanding others can be brought on to help complete different parts of your launch is helpful.

- [ ] Who will create copy: emails, social media, sales page, etc
- [ ] Who will handle customer support?
- [ ] Who will handle tech (back-end, cart, analytics, email sequence set up and design)?
- [ ] Who will handle social media (posting, replies/comments)?

Lead Generation Strategy

This is a great way to build up hype and get eyes on what's coming. It's an extra step but well worth it!

- [ ] How will you gain interest and generate leads, i.e., challenge, webinar, early bird special, bonuses?
- [ ] Create a promotional timeline and detailed plan to support lead generator strategy, i.e, free guide, challenge, or webinar.
- [ ] Prepare lead generator (free resource, webinar etc.).
- [ ] Create landing page with supportive sales copy, email and social media copy that will promote this.

THE LAUNCHPAD CHECKLIST

Email Marketing

The step that sometimes seems the easiest can take the longest and be the last to be ready. This process is best completed once your sales copy is ready and your sales stories currated.

- [ ] Decide on the best email marketing platform(s) for the product you are selling and the expected growth
- [ ] Sales copy and subject lines for the email sequence(s) + send dates (these dates can be included in the promotional calendar
- [ ] Graphics
- [ ] Affiliate swipe files (if you decide on affiliates)

Social Media Game Plan

Don't launch without it

- [ ] Decide on the best social media platform(s) to promote your offer
- [ ] Strategic social media copy
- [ ] Decide if you will do ads (be sure to add this to your budget)
- [ ] Develop Systems of Operations (SOPs) to build on and remind you of for future launches, house graphics, and copy for social media
- [ ] Will you have affiliates?

THE LAUNCHPAD CHECKLIST

Don't Forget...Continue the Growth

Continuing to generate leads even when the heavy lifting of launching has subsided is a key ingredient to future sales. A solid and healthy functioning sales funnel will help build trust and nurutre each interested lead

- [ ] Podcast pitch template + list of podcasts to pitch to
- [ ] Relationship building with influencers that cross-intersect with your message
- [ ] Webinars, challenges, nurtured email list
- [ ] Create a podcast of your own, YouTube channel, and/or IG channel
- [ ] Write a book, ebook or how-to guide/pamphlet
- [ ] Strategic + consistent social media presence

THE LAUNCHPAD CHECKLIST

Ten Questions to Help Guide Your Launch as You Move Through the Checklist

- [ ] Is my sales copy clear and guiding the reader through the transformational journey I will offer them if they sign up?
- [ ] Does my sales copy reflect the quality of my product and the heart of the buyer?
- [ ] Membership: is the platform I'm using conducive to the offer?
- [ ] Am I selling at the right time of the year for this product?
- [ ] Is my price point competitively priced for my offer and other comparable online products on the market?
- [ ] Would this product benefit by having a beta group?
- [ ] How many emails are enough but not too much?
- [ ] Do I have the right people around me to help launch this?
- [ ] What's the best way to set up a team of support to have a successful launch?
- [ ] What do I need to do today to move my launch project along?

For the Sake of Note Taking

THE LAUNCHPAD CHEKLIST

A NOTE FROM THE EDITOR

Hey girl, Hey 👋🏻

You have arrived. Perhaps you're in the dream stages of launching or are looking to gain momentum on something already in flight. Whichever it is, this is truly an exciting time for you!

I'm here to support this season of your business/ministry, and I've created the LaunchPad Checklist to give you all the "secret segments." I want to save you time figuring out these "ordinary" steps so you can hit the hemisphere with your extraordinary products, services, and ministries.

As an experienced Launch Strategist, I have participated in, supported, and managed launches for faith-driven authors, coaches, consultants, and solopreneurs. I understand the pivotal role that effective launches play in the success of any venture.

This carefully crafted resource will delve into the art and science of launching; whether you're a seasoned entrepreneur or just starting, this checklist is your gateway to mastering the intricacies of a powerful and impactful online launch.

Incorporating these practices will elevate your launch game, captivate your audience, and get your (message + product) out to those who need it most. So, let's get rocking!

Happy launching,
Cassie

PS: If this is all a little overwhelming, I offer Launch Services. Let me come along side you and let's make things happen.