



End of Launch Actions & Launch Review Checklist

After every launch, you'll want to take a moment to celebrate and exhale deeply. 😊

Then it's smart to complete this End of Launch Checklist, plus do a Launch Review and take a good look at each step in the process to see where you can improve so you'll have even better conversions and sales next time. Each micro action that your potential client takes **MUST** be looked at and evaluated.

And in these strange times, "normal" launch patterns can vary widely.

Remember this is not an exercise in judgment, but a time to take an honest look at what you could change for next time. And a reminder that you must do everything in your power to keep going through cart close and first class – even if your doubts come up.

Here are the places to review!

END OF LAUNCH CHECKLIST

PITCH – FIRST CLASS

If folks did not register from your challenge or webinar pitch that does not matter at all. You still have through cart close until your first class to make sales. Typically, most folks register at cart close.

So there are many actions you can take - you **CANNOT** stop now.

- Do FB lives everyday from pitch to cart close, give more info and do a mini pitch.
- Invite folks to have a sales call with you every time you speak.
- Change out all your FB headers and show that your program is now open. Make sure to have program description, advertising bullet points and your sales page link in the description.
- DM every person who signed up to your challenge or webinar and invite them to have a call with you.
- DM anyone else you can think of (past clients, friends in your niche etc.) and invite them into your program even if they did not do the challenge or webinar



POST LAUNCH

- Did you download and save all your launch Livestreams or webinars so you can refer back to them, use them in a low priced product or use as a freebie?
- Did you take down your challenge or webinar in your Facebook Group so you material is no longer in the Units?
- Did you take down your challenge or webinar headers in your Facebook Group?
- If you announced your challenge or webinar on your website, did you remove it from there?
- Did you move your challenge or webinar contacts from your challenge/webinar list to your main list so they can receive newsletters and future offers from you?
- Did you collect praise off your Facebook page for your challenge or webinar so you can use it as a testimonial? You can do a screenshot and ask for permission to use it.
- Did you follow up on anyone who participated in your challenge or webinar but did not buy your online program via PM?
- Did you note any new pain points or benefits that your challenge or webinar participants shared that you can use in a future launch?
- Was your challenge or webinar Guide/Workbook easy for your participants to use and follow?
- Did you have any tech issues that could have been prevented or needed a Plan B for next time?
- Did you plan out a “downsell” or other offer to the folks on your list who did not buy your online program such as 1:1 coaching, a mini-class or other offering?

BUILDING YOUR LIST ANALYSIS

Did you have **at least 300 new potential leads** for your challenge or webinar? If not...

- Did you research, join Facebook Groups for your niche/avatar and participate/reach out to members in the Group via PM?
- Did you friend people on social media using our PM scripts?
- Did you prime your tribe for your launch with fun posts & FB/IG Lives based on your 5-8 steps/10 complaints/10 changes CONSISTENTLY 5 out of 7 days on both your personal page, business page and in your group starting at least 60 days before your launch?
- Did you create your own Facebook or LinkedIn Group and start inviting people to it at least 60 days before you launched?
 - Did you invite friends and past clients into your Facebook Group?



- Did you ask approval questions including one that gave them a freebie or invite to your challenge or webinar in exchange for their email address?
- Did you have a welcome video telling them next steps and sharing info on your challenge or webinar?
- Did you cobble together a list of past clients, friends or family if you didn't have a list to begin with?
- Did you ask past clients, friends and family to share your challenge or webinar info with those who are interested?
- Did you send out a re-engagement email if you shifted niches, hadn't communicated to your list in a long time or cobbled together a list?

THE REGISTRATION PROCESS ANALYSIS

- Did your challenge or webinar generate interest and excitement in your community?
 - Did it address your clients' TOP pain points?
 - Check the language you are using in your emails, social media posts, scripts. Are you speaking the way your clients speak?
 - Is it in alignment with both your brand message (if you already had a business) and your visual branding?
- Did your landing page convert at a minimum of 40% if not higher?

HOW TO CHECK IN GET RESPONSE: Go to "Landing Pages," look at the landing page for your challenge or webinar. On the far right is the "subscription rate." This should be more than 40%.

If your landing page conversions are below 40%:

- Try creating at least two versions of your landing page and testing them next launch.
- Try a short versus longer copy landing page.
- Test varying your text or headline.
- Try changing the picture on your page.
- Make sure you have a clear call to action.
- Did you create a welcome email?
 - Does it reassure them they signed up for the right challenge or webinar?
 - Does it match your branding?



- Did you only make ONE ask in that email (do not confuse them by asking them to do multiple actions), such as sign up for your Facebook Group?
- Did you create a Warm Up Email Funnel, an Invite Email Funnel if you had a list, and a Sales Email Funnel following our templates?
- Did each email in your email funnels have at least a 10-20% “open rate?”
This is telling you whether or not your contacts opened the email or not. It’s smart to create a spreadsheet of your email open rates (and click rates) so you are able to look at that data at a glance!

HOW TO CHECK IN GET RESPONSE: In Get Response, go to “Automation,” “Automation Emails,” and on the far right side you’ll see “Open Rate.”

If your open rates are below 10-20% Try:

- Changing the subject line of your emails.
 - Adding preview text.
 - Look at which emails did better than others and notice if they are short versus long copy, what images you used, the tone.
 - Make sure your copywriting is clear, compelling and in client-centric language.
- For your warm up, invite and sales emails, did each email in your email funnels have at least a 2-3% “click rate?”
This is telling you once the email was opened, did your contacts click on the links in the email to learn more.

HOW TO CHECK IN GET RESPONSE: In Get Response, go to “Automation,” “Automation Emails,” and on the far right side you’ll see “Click Rate.”

If your click rates are below 2-3%, try:

- Look at which emails did better than others and notice if they are short versus long copy, what images you used, the tone.
- Make sure your copywriting is clear, compelling and in client-centric language.
- Make sure you have ONE clear call to action.



Make sure you have multiple buttons or links on your page that all go to the same url.

Did you add challenge or webinar headers to your personal page, business page and Facebook Group with the name, date and “click here to register” with a description that has the landing page link in it?

SALES PROCESS ANALYSIS

If you are not making sales or the number of sales you estimated:

Was your attendance rate for your Livestreams or webinars at least 25%?
This means that out of the total people registered for your challenge or webinar at least 25% showed up live. For a challenge, typically this number does drop slightly each day. It’s smart to start a spreadsheet to start tracking these numbers.

HOW TO CHECK IN GET RESPONSE: Look at how many people are on your challenge or webinar list. Then note how many people came to your Livestreams or webinar.

Was your conversion rate at least 2%?
This means that out of the total people registered for your challenge or webinar at 2% bought your online program. It’s smart to start a spreadsheet to start tracking these numbers.

HOW TO CHECK IN GET RESPONSE: Look at how many people are on your challenge or webinar list. Then take the total number of buyers for your online program.

Now check:

Review your sales email funnel:

- Are your emails are being opened with rate from above?
- Are folks clicking on your links with the rate from above?
- Are you making a clear offer with compelling benefits?

Check your sales page

- Did you include all the sections from our template?



- Check the language you are using. Are you speaking the way your clients speak?
 - Is it in alignment with both your brand message (if you already had a business) and your visual branding?
 - Do you have clear registration buttons after every or every other module?
 - Do you have clear “Not sure if this program is right for you? Schedule a chat” buttons?
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- Check your pitch
 - Did you follow our template?
 - Check the language you are using. Are you speaking the way your clients speak?
 - Is it in alignment with both your brand message (if you already had a business) and your visual branding?
 - Did you give clear instructions on how to register?
 - Did you give out opportunities to schedule a chat with you if they are “Not sure if this program is right for you?”
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- Analyze your sales calls. Are you closing at least 50% of your conversations? That means that for every 10 people you speak with, at least 5 register for your program.
 - Are you using our Rockin’ Our Intuitive Sales Calls Script?
 - Where are your fears or doubts showing up in the sales conversation?
 - Are you overcoming their objections?
 - Are you taking their payments while they are on the call with you?
 - If they did not register and are thinking about it, did you schedule another conversation while they are still on live with you?

Making micro-improvements for each launch for each part of this process can make a big difference in your conversions. We amp up our game each time we launch.

If you have any questions, do let us know!