free

LAUNCH
STARTER

WORKBOOK

A BEGINNGER GUIDE:

INCLUDES A LAUNCH PLAN WORKSHEET

WITH STRATEGY IDEAS AND A PRE-LAUNCH

CHECKLIST!

Just a Note

I have a feeling you are reading this because you've just spent weeks (or months) working on something you are ready to share with the world...
but need helping shouting it from the rooftops!

THIS FREEBIE

This {fillable} PDF is actually taking just a SMALL number of pages out of my full kit (UNDERLINE). I created this to give you a starting point for your launch and to simply help you start planning for this product/site/service/course that you just spent soooo much time on!

GETTING STARTED

I highly recommend that you make time to plan for your launch. The more prepared you are for it, the more confident you are in it. And the more successful it will be. Dedicating time to this process will help you create a better and more creative launch!

And, if you think you need more help..

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GET THE COMPREHENSIVE LAUNCH
PLANNER KIT!
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Pre-Launch

STATISTICS

Before you start the launch process, make sure you note what your current statistics are for your site, email list, social pages, or current sales. This will allow you to track how your launch is going.

Pre-launch stats should be tracked before you start the launch process. That way, after you launch you can compare your stats to see the growth!

Note: The untitled box at the bottom is for you to use if you would like to focus more on a platfrom (ie: instagram, pinterest, etc)

SITE ANALYTICS

website pageviews: _____   users: _____

bounce rate: _____   avg. session: _____

other: _____

SOCIAL PAGES

instagram: _____   pinterest: _____

facebook: _____   twitter: _____

other: _____

EMAIL LIST

subscribers: _____   open rate: _____

click rate: _____   other: _____

profile visits: _____   site clicks: _____

engagement: _____   other: _____

NOTES

Pre-Launch

CHECKLIST

> *There is A LOT that goes into a launch. Let's make sure you start out right with a Pre-Launch Checklist!*

QUICK TIPS

01. VALIDATE YOUR IDEA: *Before doing ANYTHING, make sure your ideal customer/clients want what you are selling. Do your research, ask them questions, take polls, create questionnaires, etc. This will help you get clarity on the 'wants & needs' of your customers.*

02. TEST, TEST, TEST: *You MUST get feedback from others (preferably your ideal clients). If it's a product, have them try it out. If it's a course, have them take it prior. If it's a website, have them run through it. Ask them questions about it (how much they would pay, if any part was confusing, if they think it's missing anything, their favorite part, etc).*

03. KNOW YOUR AUDIENCE: *Understand that you are NOT 'selling' to everyone. Know who you are selling to and speak to them (in your copy, on your site, in your videos). P.S. use keywords, statements, testimonials from your testers in step 02 for your launch copy!*

CREATE YOUR 'LAUNCH' GOALS

Decide what your goals are. Is it a monetary value, subscribers, number registered, clients booked, items sold, etc.

YOUR LAUNCH 'STORY'

Start creating your 'launch' content that will relate and attract your ideal customers/clients. Keywords, pain points, struggles, and how you will help guide them.

PRE-PROMOTE

Don't be scared to tease before you start launching. AKA: start planting it in their head with sneak peeks, signups, etc.

BUILD THE RELATIONSHIP

If you plan to use an email list to promote, start talking to them to warm them up. That way it won't feel 'aggressive' when you start the launch process.

WRITE EMAIL SEQUENCES:

Create your email sequences, recommended to have a 'Welcome' sequence and then a launch sequence (and even a post-launch sequence).

PREVIEW CONTENT

If applicable, start creating small snippets of content/posts/freebies that align with what you are launching. Ex: blog posts, live videos, free workbook, etc to start educating them.

STRATEGIES:

Start planning the strategies that you will use for your launch, recommend 1-2 minimum. If that's a webinar, free e-course, giveaway, etc.. (P.S. more strategy ideas in my Launch Kit)!

FREEBIES/BONUSES:

Create a list of freebies/bonuses you want to provide as part of your launch strategies or to give to those on your email list.

LAUNCH CALENDAR:

Create your launch timeline and calendar: When it starts, when emails go out, strategies, launch, and post-launch dates.

SETUP & TECH:

Create any necessary landing pages, thank-you pages, opt-ins, sales page, and coming soon page (if applicable).

N O T E — *The empty space in each box is for you to write down some initial thoughts for that 'strategy' direction (you can do more than one 'hype' idea for your launch)*

CREATE A 'FOUNDERS LIST' OR AN 'EARLY BIRD' SIGNUP FOR YOUR NEWSLETTER

TIP — *Examples: Give early access to a resource center or shop, give a better promo code for a new product/service, maybe a chance to win a service or product, etc. Provide them with a 'benefit' to signing up early.*

CREATE A DEDICATED COMING SOON PAGE OR SALES/INFO PAGE FOR SIGNUP.

TIP — *Use this to start promoting the launch. A page to encourage newsletter sign-ups, to pre-sell an item, to share a glimpse of what your are launching, etc. The idea is to gather emails and educate them.*

INVITE PAST CLIENTS & CUSTOMERS TO PEEK AT THE LAUNCH OR PRODUCT

TIP — *And ask them for any feedback, for a testimonial to use for the launch promotions, or ask them to join in the launch hype if they liked the product. You can provide graphics for them to share on their social pages, send them a small launch gift (box) to open and share on social media, etc.*

HOST A GIVEAWAY OR PROMOTION

TIP — *In conjunction with your launch, you can do a giveaway of your product or service, or even collaborate with other businesses to do a larger giveaway -- this will help them promote you as well.*

P.S. Get more HYPE ideas & strategies in The Launch Kit! ⟶

Launch Strategy

A fillable planner to organize each of your launch strategies. See next page for an example!

THE IDEA /

OVERVIEW

START _____

FINISH _____

THE GOALS

NOTES

THINGS TO DO

OTHER

Launch Strategy

A fillable planner to organize each of your launch strategies.

THE IDEA / 5-Day Email course

OVERVIEW

A FREE 5-Day email course on how to create a color palette for your brand — Day 4 lands on my launch day (promote product day 5 after launch)

START MAY 25th

FINISH MAY 30th

THE GOALS

— To educate customers on my upcoming offer (get a taste)

— Get 50 new subscribers on my list

NOTES

— Ask 3-5 followers to test the course prior

— Make a 'feedback' questionnaire & use for strategy copy

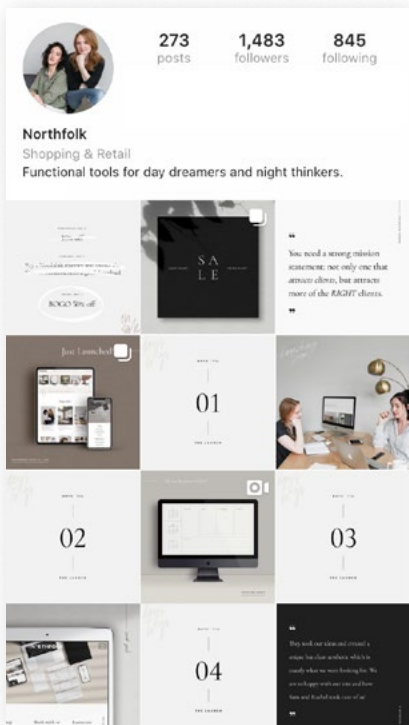### THINGS TO DO

Write Daily Emails & create homework 'freebies'

create opt-in signup landing page

Setup email sequence with click triggers and tags

Write blog post promoting the e-course

Add course promo link on instagram, email signature, etc.

Design promo graphics (FB, pinterest, Insta)

Proofread emails and test signup (and daily sequence)

OTHER

* Share tester results in the course to promote product.

| 273 posts | 1,483 followers | 845 following |

Northfolk
Shopping & Retail
Functional tools for day dreamers and night thinkers.

| 324 posts | 517 followers | 463 following |

Ashley | Brand + Biz Strategy
Product/Service
🦋 I help beautypreneurs develop badass beauty brands

| 350 posts | 1,328 followers | 941 following |

Copy Uncorked | Kaitlyn Parker
Copywriting Service
🍷 Get your words flowing & grow your business like a grapevine

We have booked more clients, sold more listings and are currently planning a big expansion for our business.

Even though we have been in business for 6 years, we are firm believes of "you can't do it all." We were up against a short deadline and the Launch Kit was not only a life saver to our busy schedules, but our small business owner hearts. **What we didn't expect, was the huge impact it had on our business.** It was such a successful launch campaign that it pushed our envelope and inspired us to GROW.

RACHEL + SAM | *www.shopnorthfolk.com*
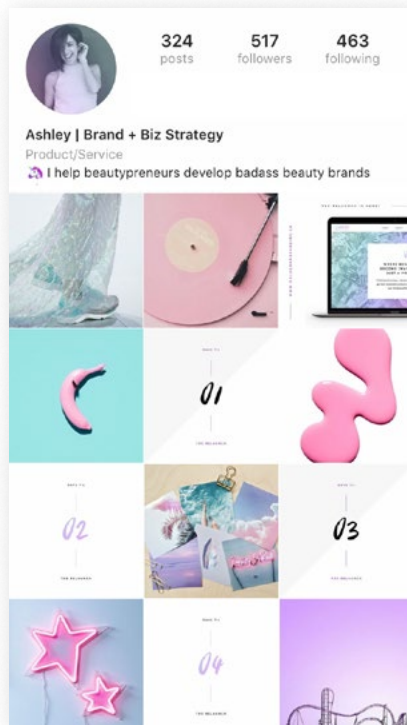
I no longer have the intimidation of "how do I do this whole launch thing" because I've got a detailed plan from a tried-and true expert!

The Launch Kit came at a perfect time as I was in the middle of redesigning my website and I wanted to create some "buzz" around the relaunch... but NEVER did a launch before! I love how you provided different strategies for different types of launches (ie: products, courses, etc) so that you can reuse for future (hellz yeah!) which was even more appealing. I got great engagement from my social media channels AND I got two new client inquiries since the relaunch!

ASHLEY | *www.hologrambranding.com*
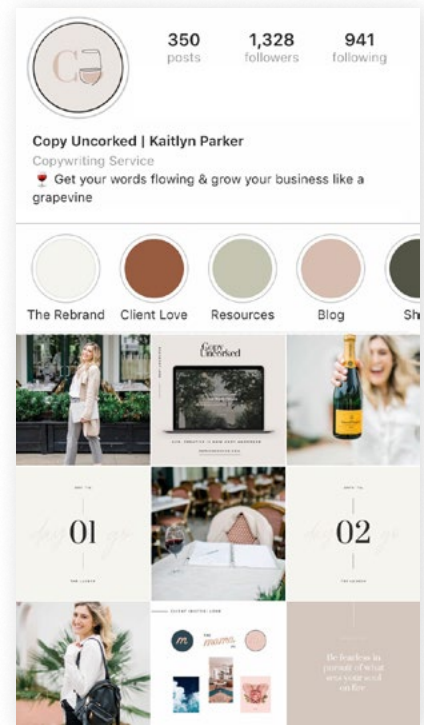
I was so excited to see 'designer-like' Canva templates for non-designer business owners like me..it has up-leveled my launch!

After going through an extensive (and expensive!) rebranding process, I wanted to powerfully execute everything in a way that got my audience excited and involved. The Launch Kit is a value-packed resource that's enjoyable to read and work through thanks to her stunning styling of it all. Dare I say it, you will actually enjoy the launch process once you get Saffron Avenue's Launch Planner in your hands! I have it printed and stored in a binder to reference for future launches, too!

KAITLYN | *www.copyuncorked.com*

JUST FOR YOU! WANT TO TAKE $10 OFF? *Use code: LaunchStart10 at checkout!* ADD TO CART!

OR PEEK AT THE KIT HERE

45-Page Launch Planner & Guide

fillable & printable PDF

+ **LAUNCH DISCOVERY:** Help you find your launch voice, copy keywords, and your messaging

+ **ORGANIZE:** Create launch goals and your pre-launch vs. post-launch statistic tracking.

+ **HYPE STRATEGIES:** Over 12 'hype' ideas to get you motivated and brainstorming for your promotion.

+ **PLANNERS + CALENDARS:** Detailed planners & calendars to organize your launch plan and to-do lists.

+ **EMAILS:** Example email sequences for you launch process (welcome sequence and launch sequences)

+ **TIMELINES:** Breakdown and examples of launch timelines. From launching your brand/website to launching a product/service.

+ **CHECKLISTS:** Detailed checklists for both pre-launch and post-launch.
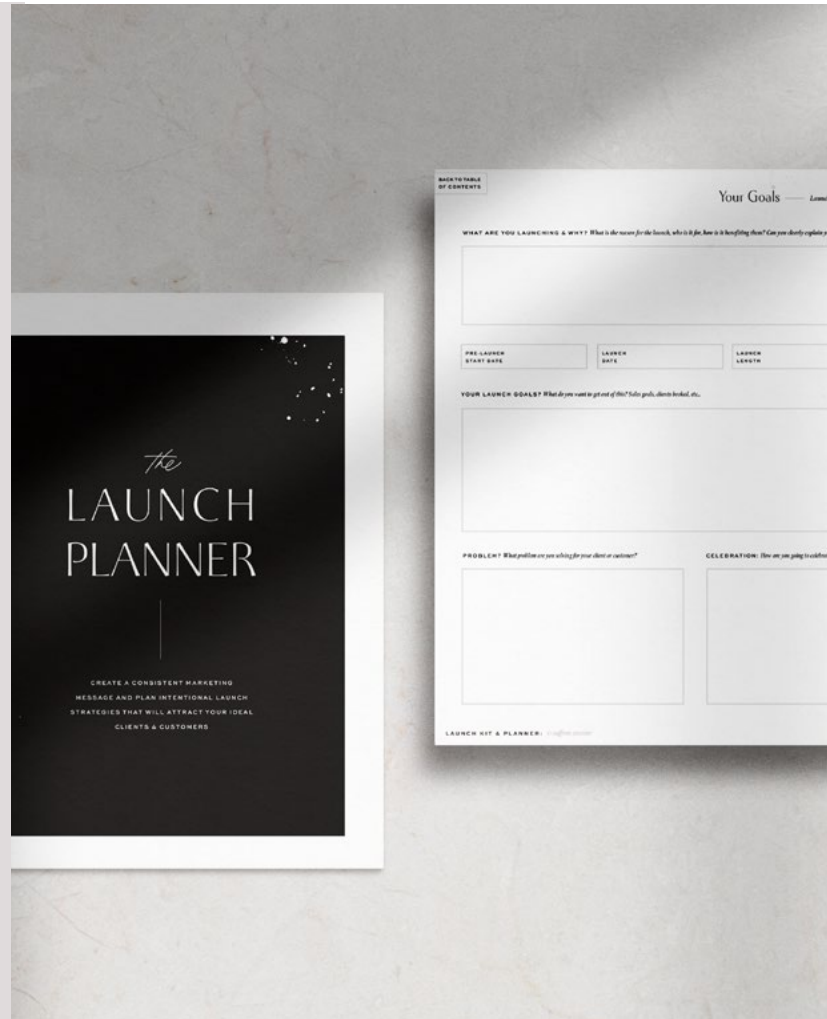
Customizable Design Templates

Both Photoshop & Canva.com

+ **TEMPLATES:** 10 customizable Photoshop & Canva design templates to help create a stylish countdown, announce a sale or giveaway, share a quote or testimonial, make an announcement, share a sneak peek, etc

+ **CUSTOM LETTERING:** Includes over 35 hand-written words that can be used throughout your launch graphics and can be edited to your color choice

+ **MOCKUPS:** Customizable product mockups: Includes 2 website variations, iPad layouts, and Paper layouts to place in the product image, website and your graphics into

GET THE COMPREHENSIVE LAUNCH PLANNER KIT!