Day 5 Worksheet
Launch Calendar

Today is the last day of the challenge and what we will focus on today is making sense of it all and understanding how all the challenge puzzle pieces connect.

As you know, your challenge is a part of your product launch. I like to divide the entire launch into 4 stages:

Stage #1: Pre-Challenge – the 2-3 weeks before your challenge starts
Stage # 2: The Challenge – from the moment the challenge starts until your launch trigger event (cart opens)
Stage #3: The Launch – from launch trigger until you close your cart
Stage #4: Post-Launch – the period soon after you close your cart

Each stage has its own set of assets (emails, content, social media posts, website pages etc.) you need to deploy and actions you need to take. Let's see what assets you need to have and actions you need to take during each stage:

Stage #1: Pre-Challenge

Assets you need:
- Social media posts
- Ads
- Emails to your existing list
- Facebook page ready
- Facebook group
- Sign up page for challenge
- Thank you page for signing up
- Welcome email for people who signed up

Actions:
- Deploy all your marketing assets over a period of 2-3 weeks leading to Stage #2.

- Open a Facebook group for the challenge (or use one you already have if suitable).
- Make your challenge sign-up page (and thank you page) live about 10-14 days before the challenge starts.
- Email your list, start your ads, and let everyone know that you are running a challenge and send them to your challenge sign-up page.
- Set up the welcome email to go out as soon as someone signs up.
- Welcome people in the group, introduce yourself.

Stage #2: The Challenge

Assets you need:
- The content of your challenge
- Daily emails
- A system to deliver the content (challenge page on your website, emails, FB group etc.)

Actions:
- Deploy the daily challenge content.
- Send out daily emails.
- Spend as much time as possible in the group, respond to every single person you can in a constructive way.
- Show your personality, knowledge and skills while giving value, encouragements and guidance.
- Invite everyone to your launch trigger.

Stage #3: The Launch

Assets you need:
- Content of your launch trigger (webinar slides, FB live presentation, email etc.)
- Sales page
- Method to collect $$$ for your product
- Your product (if you deliver as soon as people buy, otherwise, you can have it ready on the date your promised your buyers)

- Fast action bonuses and emails to encourage/nudge people to buy your product
- Ads (optional: regular and retargeting ads)

Actions:
- Run the launch trigger event.
- Continue to be active in the group, answer any questions related to the challenge or product.
- Email and post about the bonuses and closing cart date.
- Run ads.
- Close the cart on the specified date, remove sales page and challenge page.

Stage #4: Post-Launch

Assets you need:
- Email
- Social media posts

Actions:
- Acknowledge the closing of the cart and the official ending of the launch in an email and in the group.
- Deliver (and create if needed) your product.
- Prepare for your next challenge (just rinse and repeat!)

In the next page, you will find a blank calendar of 5 launch weeks. Schedule the best time for you to run the challenge and plug in the dates into the blank calendar. Then, fill in all the information you can into the calendar, focusing on the assets that you will need to have ready to deploy and the actions you will need to take at every stage of your launch. Adjust as needed.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Stage #1: Pre-Launch						
Stage #1: Pre-Launch						
Stage #2: The Challenge						
Stage #3: The Launch						
Stage #4: Post-Launch						