

MODULE 10 WORKSHEET: PULLING THE TRIGGER

Deployment Schedule:

2-3 weeks before: Social media series starts

1-2 week before: Sign-up page goes up (+thank you email), free marketing to sign-up page (groups, email list, business page etc.), group opens

10-12 days before: Paid ads

2 days before: Emails start going out (refer to email list in Module 5)

1 day before: Email reminding them challenge starts tomorrow

Day 1: Challenge page goes live, answer all questions & give homework feedback in group

Days 2-5: Update challenge page each day

Day 5: Open cart with launch trigger

Day 6 until close: Emails, group, retargeting ads