

ACTION PLAN

How to Create an

IRRESISTIBLE GROUP COACHING PROGRAM

and End One-to-One Client Burnout!

Module 4: Countdown to Launch Day
Email Magic and More



Your Company Name/Title _____

Tagline: _____

Date: _____

Complete this action plan and the accompanying exercises to ready yourself for effective promotion

ACTION PLAN: ENGAGE PEOPLE WITH EFFECTIVE FOLLOW UP

Pre-launch emails

Follow up series for you to send to your affiliates & partners

Follow up series for your affiliates to send to their list

JV Emails

Interview request

Invitation email

Guest request

Winners and Affiliates emails

Mid-campaign emails

Reward and resource information

Shout outs and contest standings

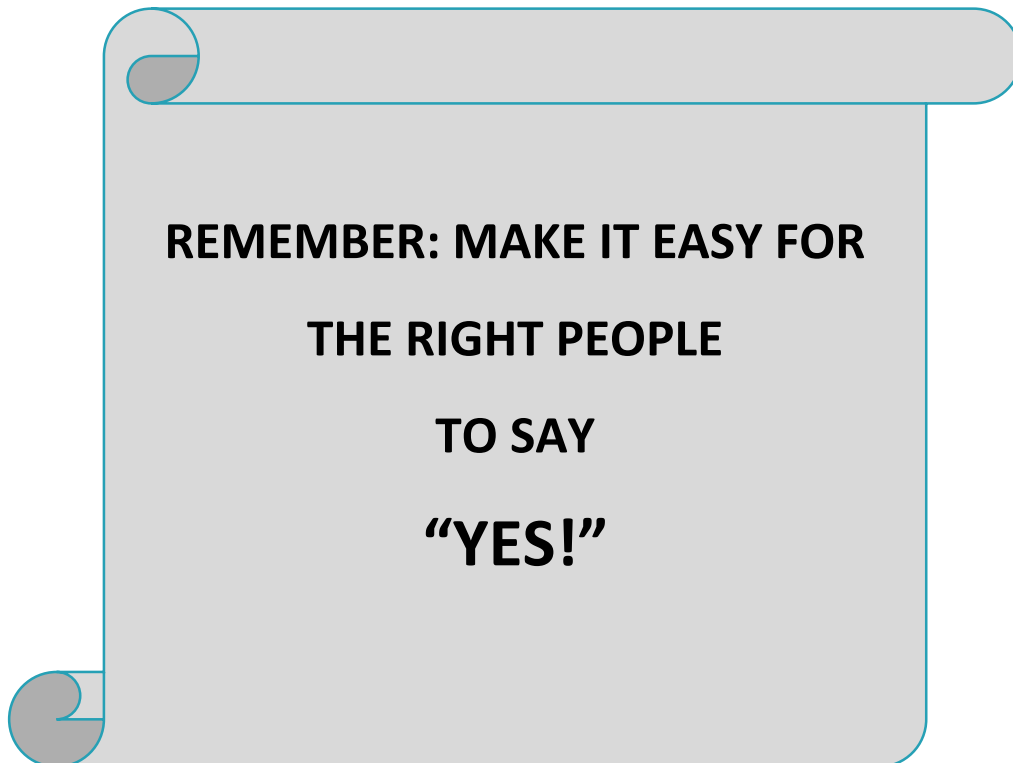
Winners Lists

Checklist: Email creation

1. Follow up series to your subscribers:

- Welcome and details
 - Reminder (two days before)
 - Reminder (day before)
 - Reminder (an hour before)
 - Thank you and reminder to download (immediately after)
 - Extra offer/upsell (day after)
 - Request for feedback; “big takeaway”; remind them they can make requests for future webinars
 - Simple reminder they can find their gifts at your download page link
 - Final thank you email summarizing successful results, with surprise extra gift link. Tell them when they will hear from you next.
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- Affiliate emails
 - Welcome and where to find resources
 - A copy of your promo schedule
 - Invitation to join closed Facebook Group
 - Details of any contests
 - Details of extra training, surprise bonuses
 - Request for questions, reminder about FAQ page
 - Sample promo emails (send at intervals during campaign)
 - Report on successful webinar results (conversions) and winning contest results
 - Notice that payments have been sent (optional)

- Big thanks and extra gift for affiliates
- Guest emails
 - Request for interview
 - Invitation to JV
 - Thank you and further details
 - Email detailing special deal/bonus for their subscribers
 - Personal thank you and extra gift
- Winners announcements



EXERCISES: ORGANIZE AND SIMPLIFY YOUR PROMOTION

1. Give a copy of your promo schedule to affiliates and JV partners. Make sure it includes:

- When they should release specific emails or posts (and why)
- When you are releasing posts or interviews (and with whom)
- When you are releasing ads (if you are advertising)
- Which contests you are running
- When winners will be announced

2. Write 50-100 tweets for affiliates, guests, self

3. Decide on surprise, extra “thank you” gifts

4. Create affiliate contest with app

5. Write social posts

- Outsource to _____
- Done

6. If you haven’t already done so, create top-quality landing page; preferably with the easiest, most effective solution—[LeadPages®](#). Include:

- Descriptive or intriguing headline
- Dates course will run OR date of webinar, time, time zone
- Include link to [Time and Date.com](#)
- What it is
- 1-3 big benefits
- What they will get
- Name and profile photo of celebrity guest if you have one
- STRONG CALL TO ACTION
- Sign up button