

CHECKLIST

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

Countdown to Launch Day—Email Magic and More

- I have created a business plan for my group coaching program
- I have created a schedule and solid deadlines for:
 - My program and content creation
 - Affiliate resource creation
 - Promotions
 - Other _____
- I have created a strong follow up email series for my affiliates and JV partners to use, pre-launch and post launch
- I have created a strong follow up email series to use for myself, when keeping in contact with my:
 - Subscribers
 - Beta testers, affiliates
 - JV partners (if different from affiliates)
- I am ensuring my emails are:
 - Helpful
 - Interesting
 - Well-timed
 - Shareable
- I am making sure that all my content (including emails):
 - Delivers
 - Connects

Countdown to Launch Day—Email Magic and More

- Fulfills my promises
- I have created emails to contact:
 - Past clients
 - Inactive subscribers
- The promotion schedule I shared with my affiliates and subscribers clearly lets them know:
 - 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
 - What the rewards are
 - When winners will be announced
 - Other _____
- I am using LeadPages® or a similar top-quality service to create top-quality landing pages my JV partners and affiliates will be proud to send subscribers to check out
- I am using affiliate strategies such as:
 - Weekly affiliate contests
 - Emails reporting ongoing results
 - Flash prizes
 - New resources

Countdown to Launch Day—Email Magic and More

- Shout-outs and praise
- Other _____
- I am making sure my affiliates know how to contact me and ask questions
- I have taken time to know everything I can about my affiliates' and partners' audiences
- I have arranged for an affiliate management system that makes it easy to automatically pay affiliates promptly
- I am making sure my webinar or group sign up incentive makes the most of strategies such as:
 - Knowing what they are asking for
 - Offering something for free that others are making them pay for
 - Making sure it promises—and delivers—a transformative, exciting results
 - Remembering that my interaction and helpfulness are what is going to really connect with people: Not just an inanimate object like an eBook.
 - Trying to make it unique—and definitely making it special
 - Offering the best value and quality I am capable of producing
 - Presenting it in a real, warm and authentic way—and being there to support them before, during and after using it
 - Other _____
- I have put thought into my packaging and formatting of my group program and I have tailored it creatively to be easy to use and pleasing for my ideal audience
- I am factoring in ease of use and accessibility

Countdown to Launch Day—Email Magic and More

- I am suiting its delivery timing and methods to my participants' lifestyles
- I know exactly who I am writing to, and I feel comfortable being myself with them
- I am creating subject lines for my emails that:
 - Makes the right person curious OR...
 - Tells them clearly what is inside
- My email series for the launch includes:
 - A “Welcome” letter, giving them necessary information such as where to find affiliate resources
 - A copy of my promotion schedule, so they can adequately prepare and be ready
 - Surprise bonus or resource announcements
 - Reminder emails about reminding their subscribers
 - Contest announcements and information
 - Contest results—a winners list and thanks to all who participated
 - Reminder emails on each promotion point as it comes up
 - Timely tips or suggestions
 - At least one quickie poll or survey
 - Reader questions addressed—either directly in the email or letting them know where to find the Blog post or FAQ section, if I created one
- I have made sure I've factored in tracking my emails (and learning to track them on my autoresponder, if I have to)

- I have warmed up my audience pre-launch by:
 - Creating a closed Facebook Group
 - Creating a Twitter hashtag at Hashtags.org
 - Creating an Instagram hashtag, if I'm using Instagram
 - Capturing “as it happens”, relevant and fun things on camera via Periscope live feed

- I have:
 - Determined whether or not it is the right time to add group coaching
 - Found out what repeatable and transformative thing people want that I am more than able to provide
 - Researched my ideal participant and test the market (mini-webinar, video, poll, etc.)
 - Created a strong identity and name for my program
 - Made sure it contains my own unique stamp and twist
 - Beta-tested my coaching group.
 - Invited successful, active clients, fans, peers and past clients to take it for free
 - Ironed out any bugs and added any resources
 - Prepared my introductory incentive (webinar, eBook, mini-challenge, etc.)
 - Prepared all content, re-purposing my existing highly-relevant material

Countdown to Launch Day—Email Magic and More

- Created a launch plan
- Shared it with my affiliates
- I have created a separate promotion strategy and plan by:
 - Creating email series and calls to action to encourage beta testers to share
 - Started blogging and posting about my topic
 - Started following and researching potential JV partners
 - Set up a foolproof affiliate system
 - Set up all technology and outsourcing
 - Researched potential JV partners more thoroughly
 - Made sure all content is ready (including landing pages and affiliate resources)
 - Contacted potential partners
 - Tracked all my interactions with them so I don't skip any important stages (e.g. sending "Thank you" letters and commissions!)
 - Decided what platforms to integrate my promotion campaign across
- I am ready to get started in group coaching!