



Jennifer

ACTION PLAN

Designing and Creating your Program Quickly and Easily Worksheet

[Business Name:] _____ Date: _____

Step One: Setting Up your Short and Sweet Product Launch

Successful product releases are the result of clear planning - and timing. Use these brainstorming tips and exercises to make sure yours flows smoothly.

1. Have you planned and allowed for these launch components?

- a. Shopping cart set up
- b. Download and landing page creation
- c. Broadcast emails
- d. Affiliate resource creation
- e. Affiliate payment
- f. Affiliate management and interaction
- g. Promotion
- h. Advertising
- i. Follow up series
- j. Alternate products or upsells
- k. Affiliate products from other coaches or companies for those who need:
 - Additional tools
- l. Somewhere to go if they decide to exit your funnel

Practical Exercise

Step Two: Planning and Outsourcing

Set up an easy and effective system for creating products and packages, based on what works uniquely for you and your budget.

Product Launch Suggestions	Use these steps as a reminder and Action Checklist...
<p>1. Factor in and consider...</p>	<ul style="list-style-type: none"> • How quickly I want to create my signature incentive or first program • The length of time I need to allow is: • If I have a budget for outsourcing: <ul style="list-style-type: none"> <input type="checkbox"/> Yes. \$ _____ <input type="checkbox"/> No. I must do this myself
<p>2. Which product launch components or steps do you need to outsource?</p>	<ul style="list-style-type: none"> a) Shopping cart set up b) Download and landing page creation c) Broadcast emails d) Affiliate resource creation e) Affiliate payment f) Affiliate management and interaction g) Promotion h) Advertising i) Follow up email series creation j) Autoresponder management k) Graphics creation l) Social media management m) Web design

<p>3. Put together your broadcast emails and follow up series.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Sign up confirmation <input type="checkbox"/> Welcome letter <ul style="list-style-type: none"> <input type="checkbox"/> What to expect <input type="checkbox"/> How often to expect emails <input type="checkbox"/> Contact information <input type="checkbox"/> Download email with upsell to paid product(s) OR directing reader to landing page with more products <input type="checkbox"/> Follow up series <ul style="list-style-type: none"> <input type="checkbox"/> Letter asking if sign up incentive or bonus was helpful - and inviting questions <input type="checkbox"/> Letter containing big valuable tip <input type="checkbox"/> Letter containing useful information <input type="checkbox"/> Letter containing suggestions for putting the bonus gift or incentive to further use <input type="checkbox"/> Letter containing another valuable tip <input type="checkbox"/> Letter containing an offer to a passive product, “on-demand” program or package
<p>4. Start ...</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Creating buzz <input type="checkbox"/> Planning and setting up Advertising <input type="checkbox"/> Tracking your results!