

she owns it

LAUNCH ON SOCIAL MEDIA PLAN



WORKBOOK

Plan out your
next launch for success!

SOCIAL MEDIA

YOUR EXISTING AUDIENCE

If you have an existing audience (not compulsory) it's important to start talking about your launch leading way up to it actually happening. No matter where your audience is, you can start talking about content relevant and in line with what you are launching.

This will help you to really understand what your audience is looking for as well which can help you really tailor your launch to speak to & fulfil their needs.

TYPES OF POSTS



ASK A QUESTION

Ask a general question to engage your audience



YOUR FREEBIE

Post & link to your aligned freebie



GIVE VALUE

Post a valuable piece of information your audience will find helpful



GO LIVE!

Jump on and do a live masterclass on a topic relevant to your launch.



ENGAGE

Chat about something which requires a response from your audience



BREADCRUMB QUESTION

Ask a question relevant to your launch topic

FOR EXAMPLE

If you are doing a course on watercolour painting you could ask...

WHAT IS YOUR BIGGEST STRUGGLE WITH PAINTING WATERCOLOUR FLORALS?



TELL A STORY

Tell a story about you, ideally that builds authority but also insight into you and your life!



BEHIND THE SCENES

Show a sneak peak of whats happening behind the scenes


















































EG. Screenshots are good!



BUILD AUTHORITY

Write a long form post about how you overcame something, or had some form of success.

CONTENT PLAN

	M	T	W	T	F	S	S
6 WEEKS UNTIL LAUNCH	 GIVE VALUE		 BREADCRUMB QUESTION	 TELL A STORY	 BEHIND THE SCENES	 BUILD AUTHORITY	 ASK A QUESTION
5 WEEKS UNTIL LAUNCH	 GIVE VALUE		 ENGAGE	 TELL A STORY	 BREADCRUMB QUESTION	 BUILD AUTHORITY	 ASK A QUESTION
4 WEEKS UNTIL LAUNCH	 YOUR FREEBIE		 BREADCRUMB QUESTION	 TELL A STORY	 BEHIND THE SCENES	 BUILD AUTHORITY	 ASK A QUESTION
3 WEEKS UNTIL LAUNCH	 GIVE VALUE		 ENGAGE	 TELL A STORY	 BREADCRUMB QUESTION	 BUILD AUTHORITY	 ASK A QUESTION
2 WEEKS UNTIL LAUNCH	 GIVE VALUE		 BREADCRUMB QUESTION	 TELL A STORY	 BEHIND THE SCENES	 BUILD AUTHORITY	 ASK A QUESTION
1 WEEK UNTIL LAUNCH EEK!	 YOUR FREEBIE	 LINK TO SIGN UP	 ENGAGE	 TELL A STORY LINK TO SIGN UP	 BREADCRUMB QUESTION	 LINK TO SIGN UP	 LAUNCH STARTS TOMORROW LINK TO SIGN UP
LAUNCH WEEK	 RECAP TRAINING IN LAUNCH LINK TO SIGN UP	 SHOW PRIZES + FREEBIES IN LAUNCH LINK TO SIGN UP	 RECAP TRAINING IN LAUNCH LINK TO SIGN UP	 SHOW TESTIMONIAL OF LAUNCH LINK TO SIGN UP	 CART NOW OPEN! LINK TO COURSE	 CELEBRATE! YOU DID IT!	 CELEBRATE! YOU DID IT!

NOTE: THESE POSTS ARE NOT FOR INSIDE THE ACTUAL LAUNCH GROUP, THEY ARE FOR YOUR EXTERNAL SOCIAL MEDIA TO CONTINUE DRIVING TRAFFIC TO YOUR LAUNCH. WE WILL LOOK AT THIS IN DETAIL LATER.

notes

FILL YOUR LAUNCH GROUP

Filling your launch group takes time and patience, this is one of the hardest tasks of the whole launch process so mentally prepare for it.

As you gradually talk about your launch and link people to your freebie your Facebook group will start to fill up.

NOTE: Do not let people into the group at this point in time. Wait until the weekend before the launch as it will create a buzz of engagement allowing more people to see your posts.



LAUNCH GROUP CHECKLIST

- ☐ CREATE A POP UP GROUP
- ☐ ADD YOUR LAUNCH NAME
- ☐ ADD A DESCRIPTION
- ☐ SET UP THE GUIDES SECTION
- ☐ CREATE A GROUP BANNER

LAUNCH GROUP GUIDES PLANNER

GUIDE 1

INTRODUCING YOUR HOST
(INCLUDE A PHOTO AND BIO OF YOU)

GUIDE 2

WELCOME VIDEO
PRIZE LIST
IMPORTANT DATES

GUIDE 3

LESSON 1 VIDEO/LIVE
LESSON 1 RESOURCES
LESSON 1 SLIDEDeck

GUIDE 4

LESSON 2 VIDEO/LIVE
LESSON 2 RESOURCES
LESSON 2 SLIDEDeck

GUIDE 5

LESSON 3 VIDEO/LIVE
LESSON 3 RESOURCES
LESSON 3 SLIDEDeck

GUIDE 6

YOUR PRIMARY OFFER
THE BONUSES INCLUDED
YOUR SECONDARY OFFER

GUIDE 7

LIVE Q&A
TESTIMONIAL THREAD
(ASKING ATTENDEES FOR FEEDBACK
ON YOUR LAUNCH)

Additional Resources

If you want support unlocking growth in your business tap into the She Owns It Success System! Join our Membership to unlock access and join over 800 others!



Monthly Review & Plan Workshop

During this live workshop you'll remove all the distractions and get laser focussed on sales activities on so you can bring in more income and unlock your growth



Virtual Co-Working

Every Tuesday 9-11am, join us to work ON your content and plan and keep yourself accountable and on track.



Monthly Content Plan Workshop

No matter how good your offer, it won't sell if no- one knows about it. Lean on us to create savvy connection content and attract new customers and sales.



Monthly Coaching Calls

Hitting roadblocks? Join me for a live online marketing Q and A or 1-1 Voxer Support Day and get my support deciding on the next most powerful step forward in your biz.

FOCUS • ACCOUNTABILITY/ SUPPORT • ACTION • RESULTS



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