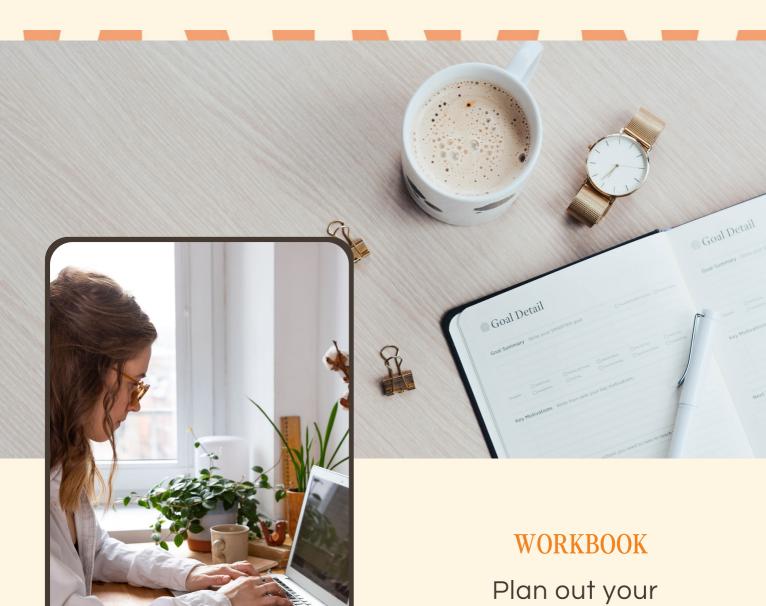
LAUNCH ON SOCIAL MEDIA PLAN



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 general question to engage your audience



Post 8 link to your aligned freebie



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 vou could ask... WHAT IS YOUR BIGGEST STRUGGLE WITH

PAINTING WATERCOLOUR FLORALS?



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



BEHIND THE SCENES

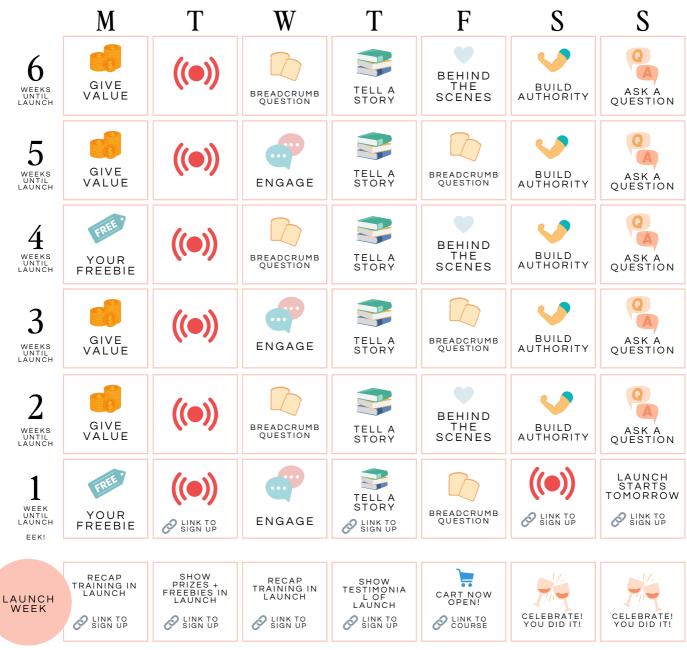
Show a sneak peak of whats happening behind the scenes

EG. Screenshots are good!



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

CONTENT PLAN



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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