



# NEXT LEVEL *Launch Manager*

KEY COMPETENCIES

01

## LAUNCH PLANNING

Systems and partner foundations for easier prep, less fire fighting and prevent team burnout. Set better KPIs, accurate forecasts and budgets to boost profitability and create more predictable results and less stress.

- ✓ LAUNCH SYSTEMS SET UP
- ✓ TEAM ROLES AND RESPONSIBILITIES
- ✓ LAUNCH MASTER DOCS SET UP
- ✓ LAUNCH FOLDERS SET UP
- ✓ PROJECT MANAGEMENT TOOLS
- ✓ TEAM COMMUNICATIONS PLAN
- ✓ CHANNEL KPI'S FOR EACH LAUNCH

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## ADVANCED LAUNCH STRATEGY

Discover all the latest strategies including the best strategies for all stages of the launch, uncover your leaks and improve your results across the board including advanced strategies.

- ✓ PLANNING FROM DEBRIEF DATA
- ✓ TYPES OF LAUNCHES
- ✓ WHAT'S WORKING IN LAUNCHES
- ✓ HYBRID LAUNCHES
- ✓ LAUNCHES AS A SYSTEM
- ✓ LAUNCH RUNWAY
- ✓ ADVANCED STRATEGY
- ✓ LAUNCH STAGES

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## LAUNCH PLANNING

Systems and partner foundations for easier prep, less fire fighting and prevent team burnout. Set better KPIs, accurate forecasts and budgets to boost profitability and create more predictable results and less stress.

- ✓ LAUNCH GOALS
- ✓ LAUNCH STAGE PLANNING
- ✓ MARKETING BUDGETS
- ✓ LAUNCH METRICS & TRACKER
- ✓ LAUNCH SCHEDULES AND CALENDAR

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## LAUNCH CONTENT

Discover how to create high show-up, high-converting launch events and power them with paid traffic and organic strategies. Craft offers that convert and implement profit boosters.

- ✓ CREATIVE STRATEGY
- ✓ EVENT CONTENT
- ✓ EMAIL PLANNING AND SCHEDULE
- ✓ TESTIMONIALS / SUCCESS STORIES
- ✓ VIDEO CONTENT PLAN
- ✓ TEAM LAUNCH BRIEFING / KICK OFF
- ✓ REFERRAL PARTNER
- ✓ MARKETING ASSETS

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## OFFER STRATEGY

Systems and foundations for easier prep, less fire fighting and prevent team burnout. Set better KPIs, accurate forecasts and budgets to boost profitability and create more predictable results and less stress.

- ✓ CRAFT THE OFFER
- ✓ SALES PAGES
- ✓ CRO
- ✓ BONUS STRATEGY
- ✓ DESIGN ASSETS
- ✓ CONTENT RE-PURPOSING

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## LAUNCH EMAILS

Implement our agency system for email scheduling, reporting and content creation. Tried and tested frameworks and templates for improving results across all stages of the launch.

- ✓ EMAIL STRATEGY
- ✓ EMAIL SCHEDULE
- ✓ COPY CREATION
- ✓ ABANDONED CART

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## TRAFFIC STRATEGY

Create a comprehensive traffic strategy to support successful product launches. The strategy is designed to drive predictable, scalable traffic through a mix of organic and paid approaches, for all kinds of launch types.

- ✓ STRATEGIES TRAFFIC PLAN
- ✓ PAID ADS STRATEGY
- ✓ SOCIAL MEDIA & NURTURE PLAN
- ✓ UNDERSTANDING THE DATA
- ✓ VIDEO CONTENT STRATEGY

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## AUDIENCE BUILDING

Launch list strategy including media buying, waitlist strategy, lead scoring, marketing personalisation to boost conversions and how to hit your lead generation goals for launch.

- ✓ REVIEW LAST LAUNCH BUYERS
- ✓ AUDIENCE BUILDING
- ✓ WAITLIST STRATEGY
- ✓ LEAD SCORING SET UP
- ✓ LEAD GENERATION GOALS
- ✓ AUDIENCE TRACKING
- ✓ DESIGN ASSETS

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## LAUNCH TECH

Choose the right tech and tools for your launch and partner program. Track leads, use analytics effectively and implement systems to report success to stakeholders and team members for accountability.

- ✓ TECH STACK RECOMMENDATIONS
- ✓ LEAD TRACKING
- ✓ METRICS TRACKING AND REPORTING
- ✓ LANDING PAGES
- ✓ RUNNING COMMUNITIES
- ✓ ADS FOR LAUNCH

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## CONVERSION STRATEGY

Hiring, leadership and navigating how to manage launch teams (in-house and contractor) and nurture relationships. Step into your highest leadership and confidence as a Launch Manager.

- ✓ LAUNCH DASHBOARDS
- ✓ THE LAUNCH MANAGER ROLE
- ✓ INTERNAL / EXTERNAL TEAMS
- ✓ HIRING CONTRACTORS
- ✓ PLANNING CALLS & TEAM HUDDLES
- ✓ CHALLENGES AND EXPECTATIONS
- ✓ LAUNCH TEAM ONBOARDING CALL

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## LAUNCH EVENT DELIVERY

Create a high-engagement creative launch event, including community strategy, show up boosters, CX strategy. Learn how to manage the launch team on busy launch days and get best results from partners.

- ✓ LAUNCH FLOW - IDENTIFYING THE
- ✓ ONE % FACEBOOK GROUP STRATEGY
- ✓ AND ENGAGEMENT
- ✓ SHOW UP RATE BOOSTERS
- ✓ CONTENT CONSUMPTION STRATEGY
- ✓ CUSTOMER EXPERIENCE STRATEGY
- ✓ TEAM COVERAGE
- ✓ ENGAGEMENT CONTEST

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## CONVERSION STRATEGY

Use buyer behaviour psychology and conversion optimisation to boost sales conversions plus advanced strategies to recover lost sales at each stage of the sales journey.

- ✓ CART CONVERSION STRATEGY BUYER
- ✓ BEHAVIOUR
- ✓ ABANDONED CART
- ✓ CONVERSION EMAILS / POSTS / ADS
- ✓ PROFIT BOOSTERS

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## SALES TEAM

Learn how to blend sales team strategy into launches to boost profits and recover lost sales through abandoned cart, group / one-to-one sales calls.

- ✓ LAUNCH TEAM & SALES TEAM COMBO
- ✓ SALES SETUP ABANDONED CART
- ✓ CALLS GROUP SALES CALLS
- ✓ SALES CALL STRATEGY

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## OFFER DELIVERY

Once the launch is complete, implement our delivery systems to automate and simplify new customers onboarding. Refund reduction, partner strategies and CX strategy.

- ✓ BONUS DELIVERY
- ✓ BONUS TAGGING AUTOMATION
- ✓ REFUND REDUCTION WELCOME WEEK
- ✓ ONBOARDING SEQUENCES
- ✓ ONBOARDING DELIVERY EMAILS
- ✓ BUYER SURVEY



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## DEBRIEF AND CLOSING LAUNCH

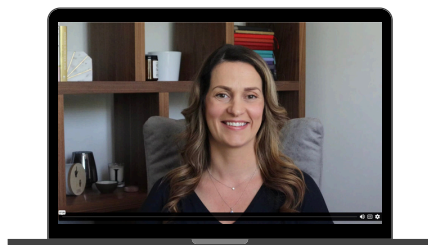
Learn how to get quantitative / qualitative debrief metrics and insights to debrief the launch and optimise launch results includes debrief presentations and briefing next launch.

- ✓ GETTING THE DATA
- ✓ CREATING INSIGHTS PUTTING
- ✓ TOGETHER THE DEBRIEF
- ✓ QUANTITATIVE DEBRIEF INSIGHTS
- ✓ QUALITATIVE DEBRIEF INSIGHTS
- ✓ PRESENTING THE DEBRIEF BRIEFING
- ✓ FOR NEXT LAUNCH



"Under Laura's tutelage, my Launch Manager took my launches seamlessly from 6 figures to 7."

JASMINE STAR



BOOK YOUR DEMO