

# Social Media Launch Plan Worksheet

**You're so close to your big launch...**

Hey there,

This social media launch plan & worksheet is designed to give you the guidance you need to launch with confidence.

If you have any questions at all, email [hi@onlinedrea.com](mailto:hi@onlinedrea.com) for additional support and resources.

Here we go,  
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# Social Media Launch Plan Worksheet

## Your Social Media Launch Kit

Scheduling Tool: **Traject Social**

Graphic Creation: **Canva**

Audiograms: **Headliner**

Email Provider (Paid): **Convertkit**

Email Provider (Free): **Mailchimp**

Stock Images: **Raw Pixel**

# Planning Your Launch

What day will you be launching your offer?

How will people sign up for the launch?

What are your expectations for this launch?

# Creating Your Launch Team

Who will be on your launch team?

What incentives will you provide them?

What are your expectations for them?

# Social Media Launch Schedule

Day 12 - Introduce your offer

Day 11 - Share your why - relate it to your offer

Day 10 - Highlight one specific feature of your offer

Day 9 - Reminder to sign up ( be direct )

Day 8 - Share something "behind-the-scenes" of the creation process

Day 7 - Take a stand - how are you different?

Day 6 - Share a testimonial

Day 5 - Highlight one specific feature of your offer

Day 4 - Tell a story - fiction or real

Day 3 - Give a sneak peek - what will it look like / sound like

Day 2 - Highlight one specific feature of your offer

Day 1 - Ask who is going to purchase/pay attention tomorrow (have them type "yes" in the comment)

**Day 0 - Launch day!** Go live and share your excitement with the world.

# Social Media Launch Schedule

**Day 0 - Launch day!** Go live and share your excitement with the world.

Day -1 - Share feedback - use launch team if needed

Day -2 - Reminder to buy ( be direct )

Day -3 - Share your why - relate it to your industry

Day -4 - Ask a "would you rather" question

Day -5 - Tell a story - what happens if they don't buy

Day -6 - Answer a common question about your offer

Day -7 - Go deep - Outline everything your offer does

Day -8 - Tell a story - what happens if they do buy

Day -9 - Last call to buy - focus on the result

Day -10 - Thank your new customers/clients/listeners

# Launch Debrief Questions

How many people purchased your offer?

Where did those people come from? / At what point in the launch campaign did they buy?

What did you enjoy about the launch process?

# Launch Debrief Questions

What didn't go as planned?

How did your launch team perform?

Based on the results from this launch, what goals do you have for your next one?