

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 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?