



Social Media Launch Plan Worksheet



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Hey hey hey,

First, congratulations on your launch!

Launches are like roller coasters—thrilling but kinda make you wanna scream. Lucky for you, I've got the magic map to tame the beast: the launch planner.

Here's what's inside:

- **The Strategy:** This is your treasure map. It's gonna show you how to think like a marketing Jedi and make your content sparkle.
- **The Plan:** Think of it as your daily bread. It tells you what to post and when, so you're not scrambling like eggs on a Sunday morning.
- **The Debrief:** Ever heard of learning the hard way? Well, this is it, but better. We'll dive into what rocked, what flopped, and how to level up for your next grand opening.

Let's make your launch less "yikes" and more "yay"!

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Your Launch Kit



SCHEDULING TOOL
Metricool



GRAPHIC CREATION
CANVA



VIDEO EDITING
CAPCUT



EMAIL PROVIDER
(PAID)
Convertkit



EMAIL PROVIDER
(FREE)
MAILCHIMP



PLANNING TOOL
AIRTABLE

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

Social Media Launch Schedule

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)

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?

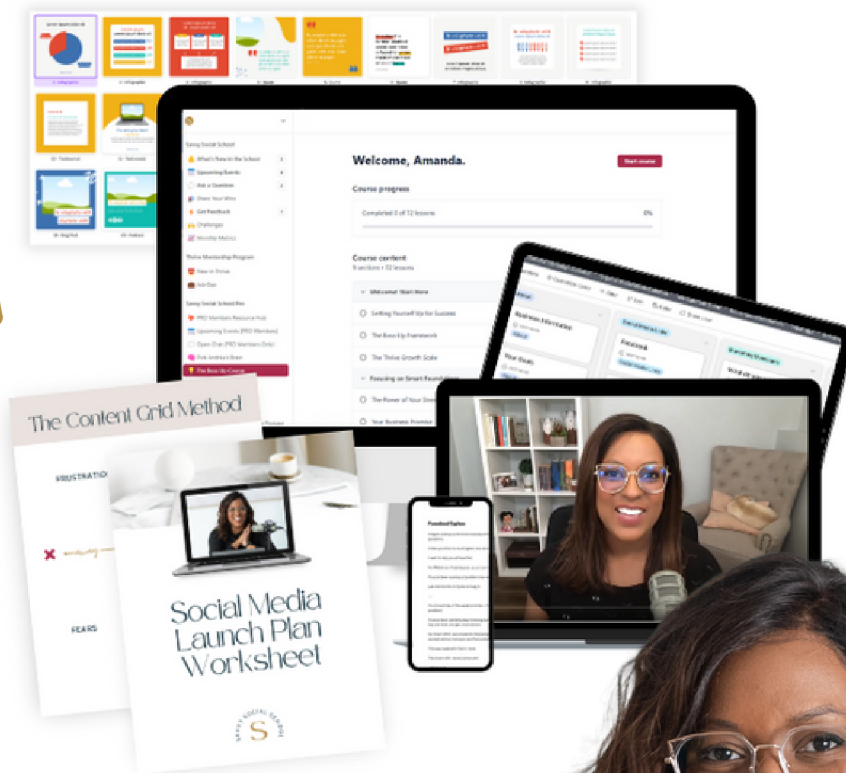
Launch Debrief Questions

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?

TAKE YOUR LAUNCH TO THE NEXT LEVEL



Grab **Content Maximizer Bundle** and supercharge your launch with a toolkit that's bursting at the seams with resources that make content creation feel like a walk in the park.

USE CODE "LAUNCH"
FOR 50% OFF

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