



# 7-STEPS TO LAUNCH

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## YOUR IDEAL CUSTOMER

Who's your ideal customer? What things do they struggle with and say out loud? Journal their "before".

## YOUR 80/20

Who are you getting the most responses from? Are they moms? Are they single? Do they work in a hospital? Determine where your 20% is.

## YOUR VALUES

What do you love? What do you hate? Get clear on those values and which phrases or words resonate with you.

## YOUR BRAND AVATAR

Who is your brand avatar? How do they speak? Which colours, fonts and verbs do they use? How would they describe the program you're launching?

## YOUR STORY

Why should people trust you? What makes your story different? What things haven't been "perfect" that they can relate to? And how does it align with their values?

## YOUR SWEET SPOT

There's assumptions your ideal customer makes. Why is this program the "sweet spot" for them? What will be different about it this time? How will they feel after they take the program? Journal about their "after".

## YOUR CONTENT STRATEGY

There needs to be a purpose and strategy to every piece of content you put out during your launch. You need to determine your 4 areas - Limiting Belief, Expertise, Deliver Results, Bring It On Home!