



THE 30-DAY DFY **LIIFT4**TM

LAUNCH PLAN WORKSHEET

The 30-DAY DFY LIIFT4 Launch Plan Worksheet:

This worksheet will help frame your launch and will get you thinking about the key points that your audience NEEDS to hear to take ACTION.

In every launch you need to define who your ideal customer is and what their #1 limiting belief is (I'll get into more detail with that that is in the worksheet). This is what your entire launch will hinge off of. Let's dive in!

3. Why does your IDEAL CUSTOMER need LIIFT4 and why does she need that specific product (is traveling this summer, wants time with the kids to do activities, etc)? What's happening in her life that creates urgency around her needing you (accountability? support?) and LIIFT4?

Example. She doesn't have an hour a day to workout and needs something that is quick and easy to follow. She is an intermediate exerciser and wants to get back into something that is simple but will get her results to keep her motivated. She wants to have time for her kids during the summer. She wants to tone up and feel good in her skin.

4. What is her "before" experience (before using you and LIIFT4)? What things is she experiencing that are causing pain in her life? What are her feelings, frustrations, and circumstances?

5. What are her limiting beliefs (why does she think she can't achieve her goals)? What things does she believe are getting in the way of her going from her "before" to her "after"?

Write down 5 things that she may be thinking about (Ex. I don't have enough time to exercise so I will never be able to lose weight, etc)

6. Which limiting belief do you hear {or believe you will hear} most often from your prospective customers?

7. What will be your IDEAL CUSTOMERS “after” experience (after using you and LIIFT4)? How does her life change for the better? What feelings, circumstances and ah-ha moments come from these positive changes?

Now it’s time to formula your Hypothesis.

What is the hypothesis you have about your IDEAL CUSTOMER’S problem and how she can solve it? What change needs to happen for her to FINALLY achieve her goals?

Check out the example to see how this comes together:

Limiting Belief: I just don’t have time to get results

What I Recommend: HIIT training will get you there without the time suck and in 30 min 4 times per week

What They’ve Always Wanted: to find a program where they could get results in less time

Overcomes Limiting Belief: It isn't about needing an hour a day - but using your time effectively and HITTING your workouts hard with HITT training so you have time to enjoy the summer and can balance both
Result They Want: lose weight and tone up without needing to commit to an hour a day.

When _____ {your ideal customers do what you recommend}, they can _____ {achieve the goals they've always wanted to achieve} because _____ {it FINALLY helps them overcome what has been holding them back}.

(When **you use your time effectively by focusing on HIIT training**, you can **lose weight and tone up without needing to commit to an hour workout per day** and you can FINALLY **get results in less time** which allows you to **achieve your fitness goals and still enjoy the summer!**

Your Turn!

Limiting Belief:

What I Recommend:

What They've Always Wanted:

Overcomes Limiting Belief:

Result They Want:

When _____ {your ideal customers do what you recommend}, they can _____ {achieve the goals they've always wanted to achieve} because _____ {it FINALLY helps them overcome what has been holding them back}.

Now let's summarize the 2 KEY Components of your launch:

Limiting Belief #1 {the ones you hear most often}:

Before:

After:

Hypothesis:

Limiting Belief #2 {the ones you hear 2nd most often}:

Before:

After:

Hypothesis:

Great work! That's the tricky part.

Now you are READY TO LAUNCH!! Make sure to check in with [The DFY 30 DAY LIIFT4 Launch Plan](#) FB group for next steps!