

DISCOVERY LAUNCH

1. Your Offer

Review your potential offer against these qualities of a great launch discovery offer:

- What kind of introduction or mini version or cheat sheet of a bigger offering that you'll do in the future?
- How can you prepare people to be ready for that thing you're creating?
- Can you make it easy to create + consume and also make sure it feels valuable and complete?
- How can you will make your offer interactive and allow for people to respond, reply, and participate?
- What clear outcome will people get as a result of giving you their email address? ... just like a product launch, people have to know they are going to solve a problem.

Brainstorm your offer below.

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2. Take Inventory

Take Inventory: Another way to decide what to offer is and to figure out what's already done is to look at your current assets. Here's a start to that process of figuring out what ya already got!

- Do you have current/past client testimonials? Can you get them?
- Do you have an existing optin you want to use?
- Is there existing content series you can turn into your optin?
- Do you have existing product samples
- Don't forget about things that you made but never released
- Do you have a blog or website?
- Have a recording of an old webinar?
- Have you done a survey that might have clues what to offer?

✳ We recommend: **[Download this Launch Inventory list here to go further](#)** and create a full list of all the tools, content, and people you have to help you during this launch.

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3. Your Launch To Do List

After taking a look at your assets, time to make your launch to do list.

Here's a starting point of all the pieces/pages/things you need to make:

- Offer page with web form to sign up
- Confirm email page
- Thank you page / download page
- Copy for all pages
- Newsletter p.s. for each newsletter in 6 weeks leading up
- Graphics for newsletter, social media, banners under posts
- Social media messages
- What emails do you need to write
- Emails to partners
- Autoresponder - must be set when page is live (what are you struggling with?)

✱ We recommend: Throw all your items into Asana or some task manager (even if it's just you!) and make sure to assign dates to everything.

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4. Your Partners

1. Do you need to hire anyone to help you create the items on the “make” list above? Often a good technical V.A. will be able to quickly set up your pages. List out some of the jobs that need to get done in the space below - then go back and decide if one person might be able to do all those things!

2. Decide if you want to get help from peers, partners, and other people who support you... (this should be a yes!!). Here’s a sample of to-do’s to get people on board as your

- brainstorm a list of potential promotional partners
- contact partners with a personal email
- email reminders in the weeks before to remind them that it’s coming
- ask for their feedback if you have given them an advanced copy
- consider using their feedback as testimonials on your landing/optin page
- ask them to publish a review if you give them an advance copy of the offer (perhaps on the date you go “live”

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5. Your Communication Schedule

Starting 6-8 weeks before you plan to launch:

Map out all the communication you'll send out for your launch by marking on calendar. Include everything on the list below as well as any other places you communicate with people — maybe via blog comments, forums, in Facebook groups.

This is just a starting point.

- date you'll start mentioning it on social media (all dates)
 - date you'll add a p.s. to a newsletter (all mentions)
 - when you'll ask questions directly to your audience (and where you'll do that)
 - what emails you'll send directly to the interest list (if you have one)
 - mentions you'll make in a podcast
 - always be on the lookout for responses to blog posts, what people are liking and responding to on social media.
- * Helpful Hint: try to start with brief mentions and teases of what you're updating or creating...then ramp up to more frequent mentions the 1-2 weeks before your offer is ready.

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6. Write Your Copy

Write all the copy - try to write all the copy (included in list above) way in advance of your launch.

First - brainstorm the list of copy you need to write - break it up between on page or off-page communication.

Then - add the emails to your to do list in the step above.

OnPage:

- landing page copy
- thank you page copy
- confirm your email page copy

Communication/Off Page:

- p.s. for all newsletters
- stand alone announcement email 1
- stand alone announcement email 2
- we're open email
- email series welcome

Additional resources to help you:

[Refine your launch emails worksheet](#)

[Write your launch emails mini-course](#)

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7. Tracking + Analytics

Setting up Google Analytics to measure traffic and conversions is an important part of the launch process. Do this before you open or go live to measure the conversion rate of visitors to sign ups!

- [Install Google Analytics on your Wordpress website](#)
- [How to set up google goals](#)

BONUS: [Here's a more complete roadmap that you can also use to plan your Discovery Launch](#)