



# *Copy* *POWER*

**FOR LAUNCHES**

### **3 Content Checklists to Help You:**

- Plan ALL of your launch copy
- Get more conversions and sales
- Have your most successful launch to date

## Hey hey hey there lovely.

I'm so glad you're here. Launches have SO MANY moving parts, and planning one can make you feel like a toddler on espresso: You're running around and want to do everything, but it's all so *interesting* that you can't choose what to focus on. Before long, you tire yourself out in frustration and throw a raging, crying fit.

Planning a launch is *definitely* a mind-buzz because of ALL THE THINGS to focus on. And unfortunately, so many of us focus so hard on the technical aspects that we put content on the back burner and end up half-assing it.

The technical aspects take a lot of our attention, because they *require* a lot of our attention... Which is why we tend to not pay as much attention to the things that are a bit less of a mind boggle, like writing the content.

**And that's really unfortunate, because the content of a launch—what you SAY to people about what you're selling—is *the thing* that has the power to make or break how successful your launch is... and how much money you make from it.**

In this guide, you'll find 3 different checklists to help you plan launch content. One checklist for a basic launch, one for a launch that's slightly more involved, and another for a launch that has all the bells and whistles.

If you've never done a launch before, start with the first checklist. (Trust me.) Even basic launches can be extremely profitable, and you'll learn so much in your first few launches that you'll set yourself up for long-lasting future success.

Cheers to you!

XOXO,  
Chelsea

## CHECKLIST #1: BASIC LAUNCH

Use this checklist if you're doing your first ever launch, or if you want to "soft launch" a product to your subscriber list before making it available to more people.

This launch is basic and straight forward, but still has the potential to earn you a lot of money.

At the time of writing, I've only ever done this type of launch or smaller for Copy Power... and I've got say: Ain't no shame in the small launch game. They can be amazingly profitable, are relatively low-stress, and are a lot of fun to execute.

- **Sales page**
- **Email sequence to teach & to pitch (5-7 emails)**
  - Email 1 (optional): Announce 3-part lesson you have coming up & let readers know what to expect.
  - Email 2: Lesson #1 related to your product with actionable advice.
  - Email 3: Lesson #2 related to your product with actionable advice.
  - Email 4: Lesson #3 related to your product with actionable advice. At the end, mention your product & link to the sales page.
  - Emails 5 & 6: Sales pitches for your product.
  - Email 7 (optional): Cart close, urgency-based sales pitch.

## CHECKLIST #2: DESIRE-BOOSTING LAUNCH

Use this checklist to create a little more “buzz” about the product you’re selling. Once you know you’ve got a successful product, this is a great launch to do to get more people into your funnel and to publicize yourself on a wider scale.

In addition to creating more buzz and desire for your product because you’re creating more content touch-points, this also does a lot to boost your expertise in your field, gaining you a lot of long-term respect and loyalty in your niche.

- **Sales page**
- **Blog posts**
  - An “announcement” blog post to get in on the 3-part email lesson sequence. Illustrate the benefit of what will be learned.
  - A story-based blog post (ideally your story or a client’s) that illustrates the value of what’s to be learned. Call to action to email sequence.

*\*\*I’d suggest sending these blog posts out as newsletters to your email list.\*\**

- **Social media sharing**
  - One link-sharing blurb per post per platform you use. (Example: For one blog post, create one blurb for LinkedIn, one for Facebook, one for Instagram, Pinterest, Twitter, etc.) – *Don’t forget images!*
  - Live video content – 2 to 3 times
    - Write 2-3 scripts or outlines to share candidly and talk about your product on social media platforms. Video is a big deal, and even if it’s “unprofessional” and not polished, you’ll want to capitalize on it with this type of launch.
- **Email sequences**
  - Email sequence to teach & to pitch (4 emails)
    - Email 1: Lesson #1 related to your product with actionable advice.
    - Email 2: Lesson #2 related to your product with actionable advice.
    - Email 3: Lesson #3 related to your product with actionable advice. At the end, mention your product & link to your sales page.

- Emails 4: Sales pitch for your product, based on content within lessons and results of those lessons.
- Cart close email sequence (3 emails)
  - Email 1: Notify of upcoming cart close, insert testimonials and user results, pitch to buy.
  - Email 2: Countdown timer, mention any bonuses, story to illustrate before & after, pitch to buy.
  - Email 3: Urgency-based sales pitch, last chance to buy.

*\*\*This email sequence is similar to the basic launch. (There is no announcement email though, because the “announcement” job will be done with your blog posts and social media awareness.)*

*However, you will be doing some more sophisticated automation with this email sequence. Because you’ll be doing more social media and blog-based awareness for your launch, you’ll set it up so readers get emails 1-4 in conjunction with when they sign up. (Or to start on a certain date if they’re already on your list.)*

*After that, the cart close sequence will be sent out in relation to the date of the cart close. If you’ve already done a launch using checklist #1 and you want to re-launch the same thing again, this is an AMAZING opportunity to re-purpose content and save yourself some work.\*\**

# CHECKLIST #3: ALL-OUT LAUNCH BONANZA

This checklist is for creating content for a launch that serves two purposes:

1. To make money by selling your product
2. To grow your audience and readership

It includes copy to host a webinar, to work with affiliates, retargeting, and to upsell or downsell your audience based on their purchase choices. It'll help you reach more new audience members than ever, will skyrocket your credibility as an expert, and will virtually ensure a healthy profit when it's all said and done.

FOR SALES TO YOUR OWN AUDIENCE:

*For the sake of example, we'll assume you're presenting two buy-in options. (Like a DIY course and DIY course + coaching.)*

- **Sales pages**
  - Main sales page - presents offer and all buy-in options.
  - Option 2 landing/sales page.
    - Only shown to those who've already purchased option 1.
  - Post-purchase thank you pages for both options
    - Make thank you page for option 1 an up-sell page to option 2.
  - Downsell popup
    - Optional. Based on exit intent. For people who leave sales pages without purchasing.
- **Email sequences**
  - Main teaching & sales email sequence
    - Email 1: Lesson #1 related to your product with actionable advice
    - Email 2: Lesson #2 related to your product with actionable advice
    - Email 3: Lesson #3 related to your product with actionable advice. At the end, mention your product & link to your sales page.
    - Emails 4 & 5: Sales pitches for your product, based on content within lessons and results.
  - Upsell email sequence after option 1 purchase
    - Email 1: Thank you for buying / build up excitement for what's to come. Plant seed of desire for upsell.

- Email 2: Story or testimonial of what someone like them achieved and how the upsell (option 2) helped them more than option 1 could have. Sales pitch to option 2 landing page.
- Email 3: Same prompt as email 2. (Optional)
- Cart close email sequence – Option 1
  - Email 1: Notify of upcoming cart close, insert testimonials and user results, pitch to buy.
  - Email 2: Countdown timer, mention any bonuses, story to illustrate before & after, pitch to buy.
  - Email 3: Urgency-based sales pitch, last chance to buy.
- Cart close email sequence – Option 2
  - Email 1: Notify of upcoming cart close, insert testimonials and user results, pitch to buy.
  - Email 2: Countdown timer, mention any bonuses, story to illustrate before & after, pitch to buy.
  - Email 3: Urgency-based sales pitch, last chance to buy.

*\*\*No reader will get every email sequence. Use your email automation software to set behavior-based triggers so that when someone buys option 1, for example, they get the upsell email sequence to option 2. If someone buys option 2 immediately from the main email sequence, they won't get the other three sequences. Cart close sequences only go to people who haven't bought in yet, or who haven't bought the upsell option.\*\**

#### • **Webinar Content & Email Funnel**

- Webinar sign-up page
- Webinar script
- 2-3 email reminders to sign up for webinar
- 1-3 email reminders to add webinar to calendar with link to attend
- Post-webinar email sales sequence
  - Email 1: Link to recording (if available) & review amazing story discussed during webinar. Link to sales page.
  - Email 2: Sales pitch #1.
  - Email 3: Sales pitch #2. (Consider it optional after sales pitch #1 in this series to then tie it in with the appropriate cart close email sequence.)

*\*\*Not everyone who is a part of your launch will attend your webinar. The idea though, is to get people who attend it to be more likely to buy as an overall part of your launch strategy. And, of course, to introduce new people to your work via affiliates in hopes that many of them will also buy.\*\**

- **Blog posts**
  - Blog post 1: A story-centric post that reveals the need for what you're selling (& what you're offering in your main email sequence), with a call to action to sign up for your teaching emails.
  - Blog post 2: A case study on what's possible with the product your selling, with a mention of your course by name and a call to action to the sales page -or- a call to action to your email sequence, depending on when in the launch cycle it publishes.
  - Blog post 3: A case study (or two) of before & after results related to the exact product you're selling. Call to action to sales page.

*\*\*I'd suggest sending these blog posts out as newsletters to your email list.\*\**

- **Social media**
  - Link sharing blurbs
    - One blurb per link per platform.
    - Images for these blurbs.
  - Video content
    - 4-5 scripts or outlines of scripts to use in talking about your product and your launch on video-based social media. Space these out throughout your launch. (Facebook or Instagram, whatever is the biggest hit with your followers.)
  - Traffic & interest ads
    - Ads linking to blog post that presents email sequence as call to action and/or landing page specifically for email sequence (1-2 ad copies per platform)
  - Retargeting ads
    - Ads linking to sales page (1-2 different ad copies per platform)
    - Ads linking to option 2 landing page (1-2 different ad copies per platform)

#### FOR YOUR AFFILIATES:

- Sign-up page with details of your affiliate program
- Swipe copy versions of main email sequence to send to their lists
- Swipe copy versions of webinar email funnel to send to their lists
- Swipe copy versions of cart close emails to send to their lists
- Swipe copy for social media sharing
- Affiliate engagement email sequence:
  - Email 1: Pre-pre launch with what to expect

- Email 2: Pre-launch with dates to put in calendar & links to swipe copy and your affiliate area
- Email 3-5: Launch instructions sent out as the launch is happening to keep them pushing out the right content at the right time
- Email 6: Thank you email with results & when to expect payment

## **JOT DOWN IDEAS & MAKE YOUR OUTLINE**

Now that you've got your content checklist?

Print out the one that's right for you, and jot down notes in the margins on what the topic of each content piece will be. This gives you a visualization of the reader's thought flow as they move through your launch funnel, and will serve as your outline as you get started writing.

It's really invigorating and energizing to see the content of your launch come together, and I can't wait to hear how your launch goes.

## **AND IF IT'S A LITTLE TOO INTIMIDATING? ... GET IN TOUCH.**

But.... maybe you're finding these lists a little intimidating. Good launches (even small ones) require A LOT of content, and maybe you're realizing you don't have the time to do it yourself. Or you don't know the first thing about working with reader thought flows and creating conversion-based content.

Let me tell you: I get you, and I'm here to help.

**Send an email to [chelsea@getcopypower.com](mailto:chelsea@getcopypower.com)** to schedule a free 30-minute consult to figure out how we can work together to take some of the pressure off. We'll figure out how to get you jaw-dropping content for your launch, and to, of course, make sure you meet (or exceed!) your sales goals for it.

**[CLICK HERE TO SEND ME AN EMAIL. \(AND WE'LL ROCK YOUR LAUNCH SO HARD.\)](#)**