Full Launch Checklist

Deliverables

❏ The Core Product
❏ Bonuses
❏ One Time Offer 1 Deliverables
❏ One Time Offer 2 Deliverables
❏ 3+ Value Bombs
❏ Awareness bridge
❏ Back End Product Plan / Deliverables
❏ Membership Area
❏ All Technology Integrated & Tested For Functionality

Marketing

❏ Branding (logo, color palette, typography, etc)
❏ Sales Page
❏ OTO 1 Page
❏ OTO 2 Page
❏ Membership Area / Thank You Page
❏ Email Marketing Account Setup
❏ 7 - 30 Days Of Email Follow Up For Each Product

Back End Sales

❏ Back End Product Deliverables
❏ Call Booking Page
❏ Call Booking Confirmation Page
❏ Sales Script / Flow
❏ Order Form
❏ Onboarding Process

Miscellaneous

❏ Support Desk Setup
❏ Facebook Page
❏ Instagram Account
❏ Terms & Service / Refund Policies / Contracts / Privacy policy