

# Launch Checklist

- Schedule Launch
- Promote Launch to JV Partners
- Get JV Commitment
- JV Promo Materials
- Customer Promo Materials
- JV Blog
- Launch Blog
- Early bird Conference Call
- Sales Page
- Upsell Pages
- Thank You Pages
- Analytics on All Pages
- Build anticipation
- Create upsell offer
- Bonuses for irresistible offer
- Hire extra help for websites and email
- Hire copywriter for opt in and sales pages
- Give away FREE stuff to build my list

## Technical

### **Test:**

- JV Double opt in form
- Videos
- FB comments working
- JV emails being received
- Merchant account alerted for big influx

## The Offer to JVs

- Commissions
- Prizes
- Reciprocals
- Consumption Emails
- JV Launch Blog
- Video on JV page
- Thank you gift/notes
- Ask for a bonus
- Ask for a mailing AFTER cart opens (get stats on customers who bought through JV buy button from shopping cart open vs mine)

## The Offer to Customers

Prelaunch: Content on JV Blog w/ Comments, Social Media  
Product  
Bonuses  
Upsells / Downsells

## Triggers

Social Proof  
Scarcity  
Authority  
Likability/Trust/Rapport  
Contrast  
Commitment/Consistency  
Reciprocity  
Reason Why  
Don't Lose  
Event Based  
Friction

## The Product

Make people feel great  
Teach Consumption  
What next  
Spread the word