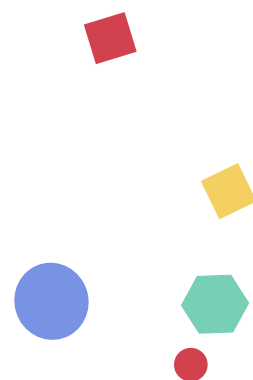


Module 3

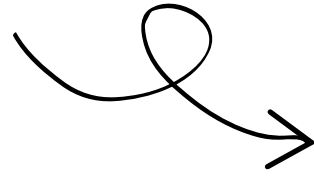
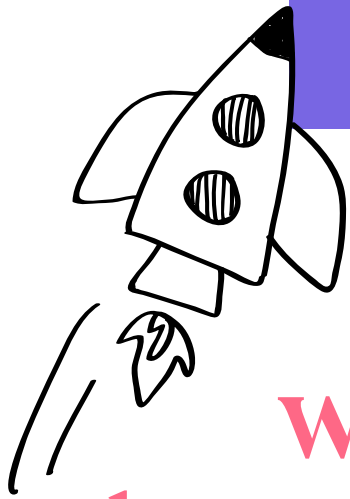
Workbook

Lauren Prentice
SUBSCRIPTION BOX COACH





Pre-launch



Where do your ideal clients hang out? Where can you find them?

List 10 places that your ideal client might be found, both online and 'in real life'

1.

2.

3.

4.

5.

6.

7.

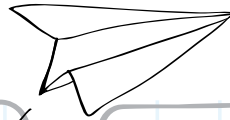
8.

9.

10.

What things can you talk about as an expert?

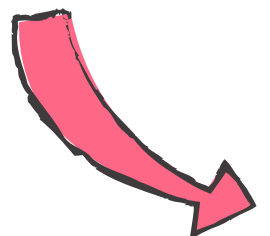
What mini workshops could you run to enable you to spread the word further to your ideal client?



What can I talk about



Mini Workshop ideas...



My launch plan of action



Week 1:

Date:

Build excitement- something exciting is coming, what is it?

Week 2

Date:

Become relatable: do you feel like...

Week 3

Date:

**This is what's coming; who wants it?
Who loves it?**

Week 4

Date:

Viral Giveaway, have a nurture sequence in place

Week 5

Date:

Open cart for pre-orders

Week 6

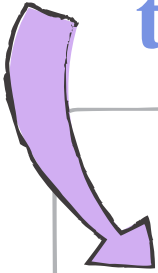
Date:

Create FOMO



Offers:

What kind of offers can you afford to have for early birds or long term offers to entice people in?



**How will you make sure people don't just 'buy and run'?
Will you have commitment terms?**