

ASIAN FEMALE

ENTREPRENEUR *collective*

Brand Launch Checklist

"Shine and Rise"

Brand Launch Checklist

Here is your checklist for your brand launch. You don't need to use all these strategies but the more you can implement the better! Let's get started – I am so excited for you!

Have you created an opt in way ahead of your launch and started collecting email addresses? (Refer to the email marketing training for more information.)

Have you set a launch date? Make sure you leave plenty of time to create your website/videos etc. Don't rush this! Allow yourself more time if you need it. Ideally your launch should be during the week and I would always say Tuesday - Thursdays are good days!

Can you support your launch with a professional video campaign? For example, a three-part series in relation to your brand

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If not, can you support your launch with launch lives on the day of the launch and post launch? Ensure that you map the themes out! So this could be an introduction to your brand, why you do what you do, why you are passionate and who you help, what your big mission and vision is etc.

If you can support your launch with new professional headshots or photoshoot this will be very impactful. I would only release these on the days of your launch or a few days after to create a buzz!

Have you created your countdown graphics? You can create these yourself in Canva/Designsta or if you want them made by a designer I would recommend Rebecca from Sugar Branded. I would recommend doing 3, 2, 1 graphics and support the posts with your new mission and vision etc and how your brand will help others. You can use the countdown function on Instagram stories too!

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Have you got a special launch offer in place with a deadline to encourage people to book with you? People need a deadline so ensure you have an offer that ends on a specific date – you should be promoting this daily on your channels.

Is your visibility high before your launch? Don't just wait until the day of your launch to share content, be building your audience months in advance. You can use the various content and social media channel trainings to help you!

Get your cheerleaders on board! Make a list of connections who will be able to share your launch post. Perhaps that is your mastermind group, friends, family members or peers. There is a script for this in the business scripts section.

FB Ads target people who like your page and their friends or you can target people in your area to increase your reach!

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Do FB lives on the day of your launch expressing what your mission is and your excitement! Do these in other groups if you can too and this really is a must! You can then also boost your post to expand your reach through Facebook ads.

Are there any podcasts or guest posts you could do that coincide with your launch? Local PR is always easy to generate so be sure to pitch to them just a few days before your launch. I have uploaded an example press release in the business scripts section. Please note that this is for local PR only and if you were to go national/international a different script would be required.

Group posting strategy will also be key. Make a list of all the groups you are part of and exchange value or ask them to post in their group. There might be a fee for this. You will only get engagement if you share a story etc so make sure you are super clear on your story before you share and make sure you use a powerful image of yourself!