

Shine Bright

LAUNCH STRATEGY

SHINE AND RISE MASTERMIND

INSPIRE | MOTIVATE | GENERATE

LAUNCH WITH A BANG!

- ❖ Ensure **visibility is high before launch** -graphics for the countdown. Don't reveal branding before hand and set a time for new website
- ❖ **Styled shoot or professional shoot** to support your relaunch including a branded shoot
- ❖ **Video campaign** talking about your business, your journey, why you do what you do – speak to your IC
- ❖ **Special launch price** with a deadline so that you using scarcity
- ❖ Start **collecting email address's** or do a opt in before hand
- ❖ You can plan a **actual event launch**

LAUNCH WITH A BANG!

- ❖ **Influencers or your network** to share your rebrand posts – reach out to them a few days before. I have shared a script in the file uploads
- ❖ **FB Ads** – people who like your page and their friends or target people in your area
- ❖ **FB live** on the day of your launch expressing what your mission is and your excitement! Do these in other groups if you can too!
- ❖ Is there any podcasts or guest posts you could do that coincide with your launch? **Local PR is always easy.**
- ❖ **Group posting strategy.** List of all 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