

10 Hacks to Creating a Successful Launch

Marti Ouellette has over 25 years project management experience from start ups to Fortune 10 companies. Here are her 10 'must haves'. [Book a consultation](#) if you want to know more.

#1. Give yourself an 8-week runway: From planning through debrief, give yourself space to be creative and have fun. Creating from a time scarcity place creates desperation not joy.

#2. Define what success looks like! What is your intention for this launch? How many registrations, attendees, clients do you intend to enroll? What are your 'good, better, best' goals?

#3. Know your available energy! A successful launch requires you to bring your presence and your energy to social media - plan what that will look like and be prepared to undercommit and overdeliver!

#4. Write all your copy FIRST! Your emails, your registration page, your thank you pages and your sales page before you begin. KNOW your **BIG PROMISE** before you begin.

#5. Create Deadlines: Unless you want to do everything in one day, create a plan of when things will be created, completed AND reviewed. Everything should be reviewed for accuracy, flow, typos, and feeling. Have at least one other person review each item - someone who is analytical.

#6. Define the Journey: Create a flowchart of your customer experience. Ask yourself, do your emails, pages and social media create the feeling you want your brand to deliver? Does it evoke the emotion that I want my audience to experience? Is it confusing? Is it direct? Is it clear?

#7. Calenderize checkpoints with you and your team. Check in with yourself, your team and your tribe. How are you feeling? How is the team? What you are creating for your team in this moment is what you are creating for your audience. Do they feel inspired? Are you excited about what you are bringing forth? The answer should be HECK YES!

#8. Ask for Feedback: Reach out to your peers and ask for feedback. Remember, if you want to go somewhere fast, go alone. If you want to go far, bring others. Others can see things you may be blind to. Open yourself up, be vulnerable and receive the gift of feedback.

#9. Create Anticipation: Let your audience know something is coming. Drop teasers in your social media, create anticipation that something new, different, bigger, refreshed is coming and let them know how excited you are to put it out there!

#10. Double, Triple and Quadruple Check: A minimum of 3 days before the launch walk through all the activities with your team. Review all the emails, the days they will go out, the social media posts and the registration and sales pages. Ensure all links work all dates are correct. Be sure everyone on your team knows what needs to occur when so there is no question what gets to happen and who is responsible.

BONUS: 3 hour Launch Planning Session

I offer a Launch Planning Session where we plan your launch from inception through debrief. You will receive a schedule of all activities along with due dates and team member assignments to use for your launch. Go to www.meoconsulting.com to schedule a call and we will book your session.

Marti Ouellette, Founder/CEO
cell: 1.480.235.4241


MEO Consulting LLC
Be extraordinary