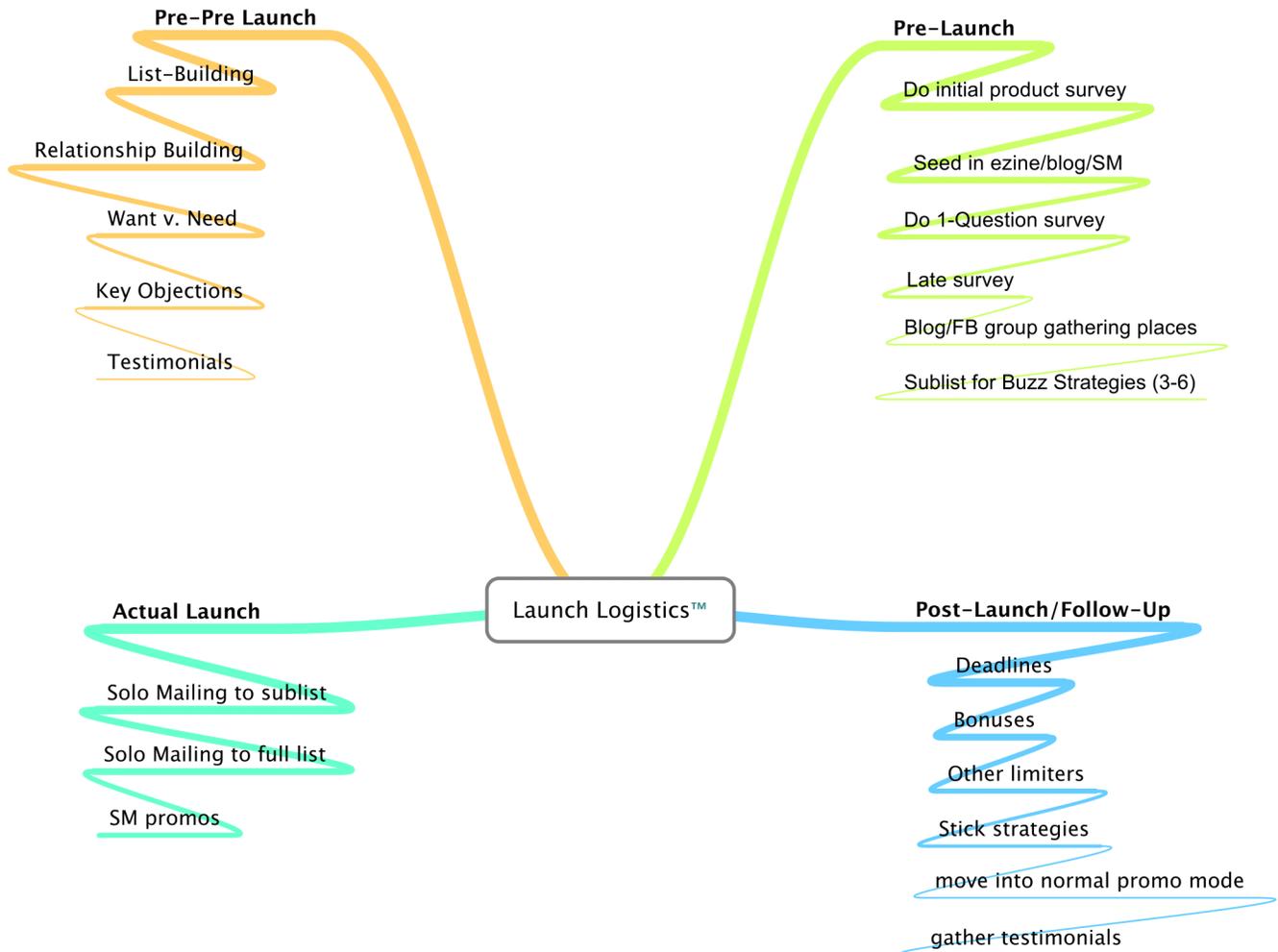


# Your Easy Launch Map



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## Pre-Pre Launch

You want to pre-juice your launch by making sure you're focused on growing your email list (and especially a sub-list specifically for your launch), deepening your relationship with your subscribers, being clear about the difference between what they want and what they need, knowing what will hold them back from saying yes to your offer, and gathering testimonials and stories from past clients and customers to help successfully support your launch.

## 2. Pre-Launch

If you're not sure what to offer next, ask your current list what they want. Once you know what that is, start seeding that offer in your regular online communications. Just before your offer is ready to go, check-in with your list again to be sure you're covering exactly what they want in your offer. If possible, create an online gathering space to answer questions (which are just objections in disguise) and create excitement and anticipation for your offer.

Be sure to have a number of "buzz" strategies in place to continue building interest and anticipation for your offer. Things like contests, Facebook Lives, webinars, Q&A sessions, Challenges, and additional free content.

### 3. Actual Launch

If you do the right things in the Pre-Launch, your actual launch is easy. You've done the work to find out what your market wants, paid attention and addressed the things that would hold them back from saying yes, and created excited interest and anticipation for your offer. All you need to do now is let them know that the doors are open and you're ready to take registrations. We use all our platforms to do this - email and social media - in multiple but simple ways.

### 4. Post-Launch

70% of your sales happen in the follow-up. This is when you're answering more questions (and the more you do this personally, the higher your sales), reminding people of deadlines, such as disappearing bonuses, payment plan dates, and any other limiters you've added. You're also showing gratitude by paying careful attention to all the people who said yes!

There's obviously a lot of pieces that fall under the 4 phases of a successful launch but none of them are hard to implement. All you need is the process laid out for you in simple-to-implement steps, with templates and checklists to follow.

And you're in luck - because that's exactly what I have coming for you in the updated and revised Launch Logistics Intensive!

Stay tuned for more soon!

## About your Lifestyle Biz Coach...

Alicia Forest, MBA is a freedom-loving lake girl and intuitive business strategist who guides and supports women entrepreneurs to design a life they love that's supported by a business they love using her proven practical strategies and tools to create a livelihood that's priority-based, profitable, and part-time.



As founder of the Lively Biz Business Club for Lifestyle Entrepreneurs, she's been the guiding force behind some of the best-known and successful online businesses in the coaching arena, as well in the industries of education, health and wellness, and new age, and has inspired thousands of entrepreneurs to create a business that's fun and funds a life they love.

Her expertise has been featured on Entrepreneur.com, Escape from Cubicle Nation, T. Harv Ekers' SuccessTracs, Holistic Business Journal and countless digital media outlets. She's also the author of *6 Simple Steps to 6 Figures for the Solo Service Professional: How to Create Your Lifestyle Business Based on Your Passion for Serving Others*, available at major booksellers.

When she's not helping entrepreneurs create ease and flow in their business, you can find her enjoying life by playing with her husband James and kids, Chloe and Jack, stretching her woo-woo wings, reading the Outlander series, writing in some form, or if it's summer – at the lake.

Learn more about designing your priority-based, profitable, part-time business at [aliciaforest.com](http://aliciaforest.com).