MODULE 9

POST-LAUNCH

Which launch events felt good to you?

What felt good about them? How did the frequency feel? Should you increase the frequency next time?

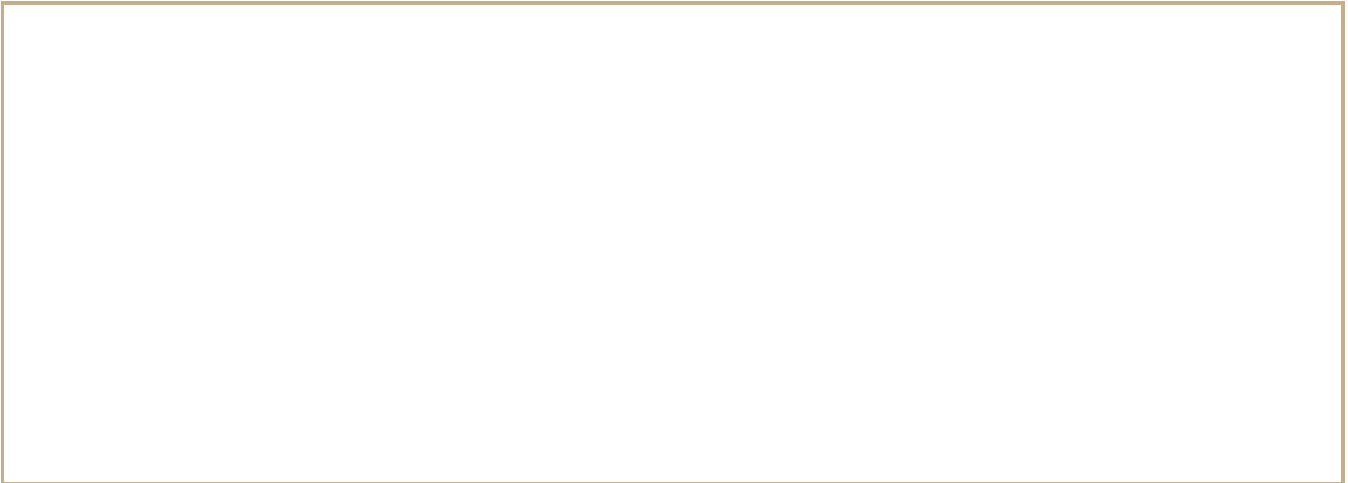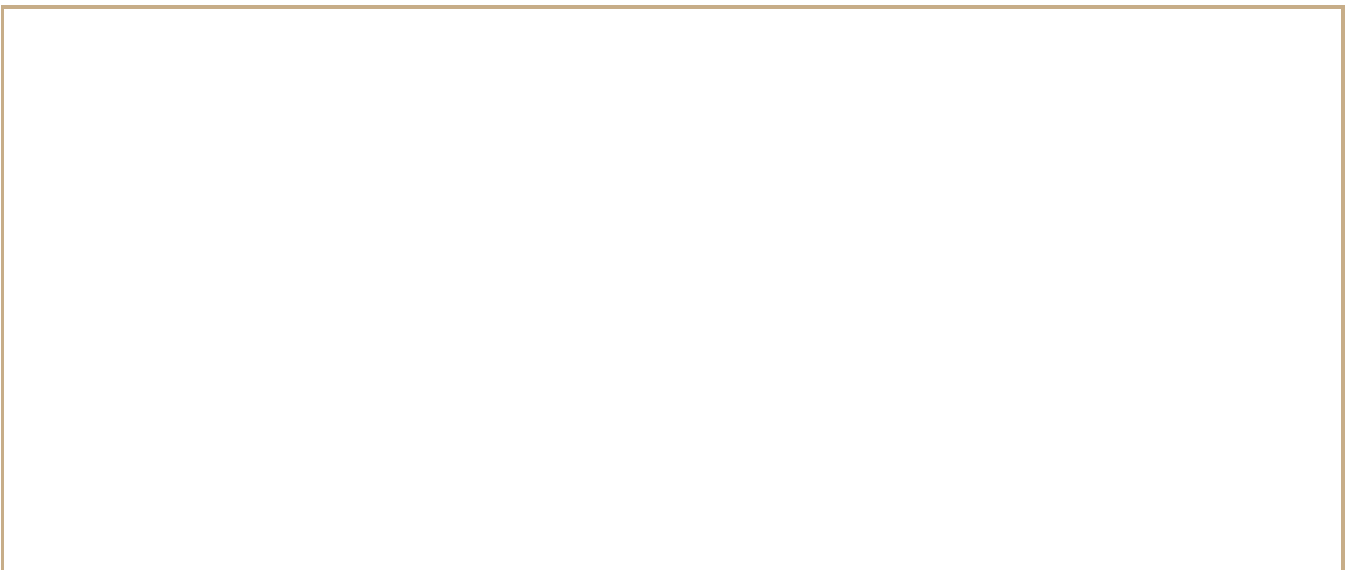Which launch events do you want to keep?

Which launch events, if any, do you want to shift for next cart?

Are there new launch events that you would like to try?

Is there anything else that you would do differently?

What questions and feedback did you receive during launch?

Based on those questions, what shifts can you make for your next launch?

LEAD BUILDING

What lead building activities did you use?

What worked? What didn't?

What will you do differently going forward?

LIST BUILDING

List number before you started your launch.

List number after your launch.

Total list growth.

How did they join your list? Where did they come from?

What will you do to continue to grow your list?

Calculate your conversion rates.

Total Sales

Number of Unique Website Visits

Total Sales / Number of unique website visits * 100

Conversion Rate

Where did conversions come from?

What % from ads versus your existing list?

ANALYZE THE NUMBERS

How many webinars did the average person attend?

How did they get onto your list?

Which days had the most sales?

What activities happened on those days? Was there a webinar? A sales email?
A livestream?

Of all of the different sales that you made, how many
of those people attended one or more webinars?

How long were they on your list?

LAUNCH YOUR CALLING

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EMAIL ANALYTICS

Review your email campaigns.

What was your open rate?

What was your click rate?

You should be able to get the above from your email marketing platform.

Clickthrough rate

(Total clicks / Number of delivered emails) * 100

Example: 500 total clicks / 10,000 delivered emails * 100 = 5% clickthrough rate
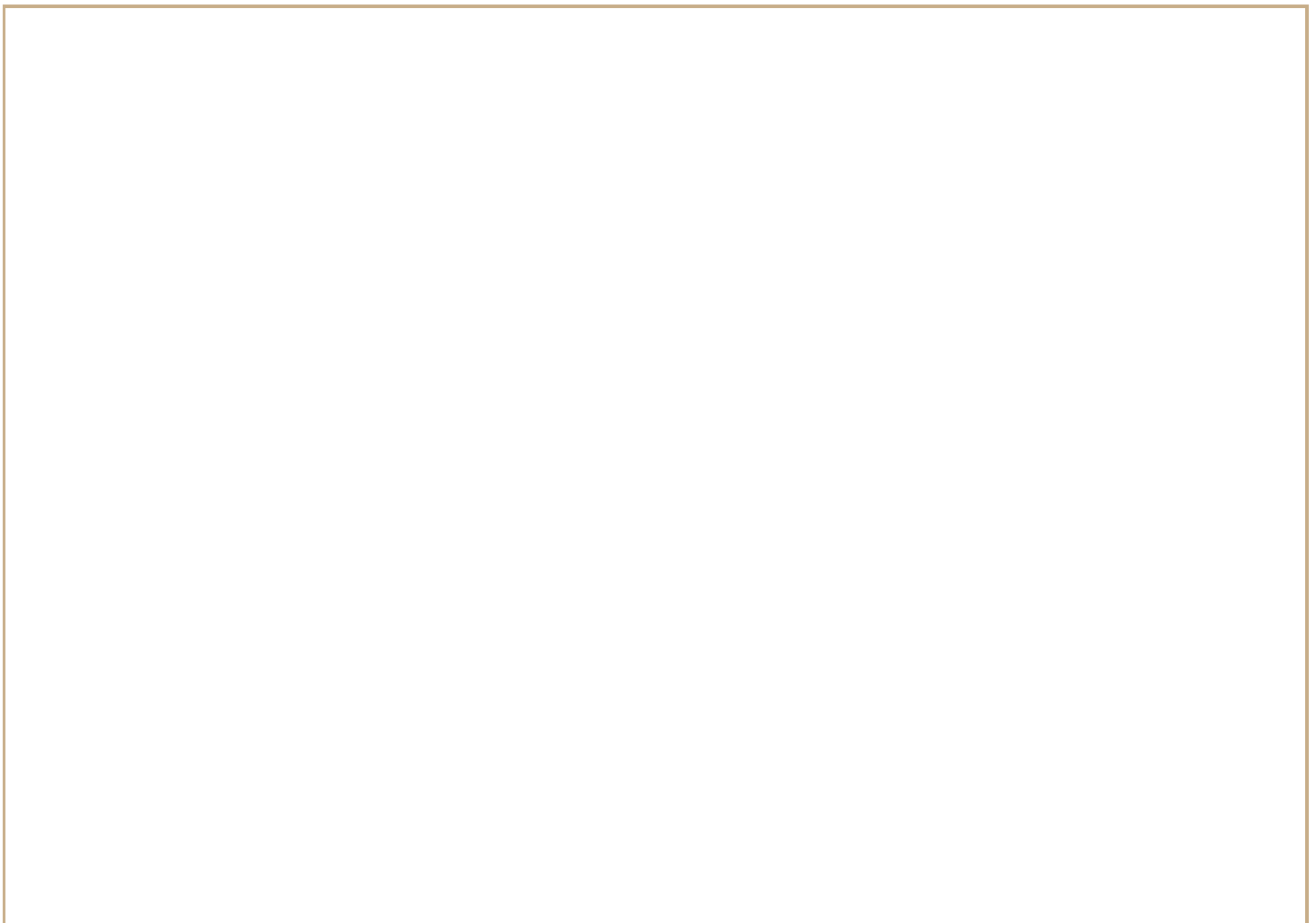
What was your clickthrough rate?

Review the emails that performed best. What days were they sent? Was there anything unique about the copy?

EMAIL ANALYTICS

Review the emails that didn't perform well.
What days were they sent? Was there anything about the copy or messaging that could be changed?

Some things you want to look out for: Can the email be shortened? Does it need to be made more personal? Is the call-to-action clear? Should it be sent on a different day or time?

ADS REVIEW

Which ad placements performed best?

What times of day or days of the week delivered the most conversions at the lowest cost?

Out of total sales, what percentage did Facebook report?

Total sales	
Total ad spend	
Facebook Ad Manager Expense	

(Money Received - Money Spent)/Money Spent = ROI

Facebook Ad ROI	

What are your plans for self-care?

The greatest danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it..

MICHELANGELO

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with gratitude