The Launch System - Portal Plan

Table of Contents

🚀 INTRODUCTION – WELCOME TO THE LAUNCH SYSTEM

Your roadmap to a profitable launch starts here — let's dive in!

TLS guides you step-by-step through the essential phases of creating, marketing, and selling your digital product. Whether you're a complete beginner or refining an existing offer, this guide simplifies the process with clear instructions and ready-to-use templates.

Portal Plan is the starting point in your launch journey — a simple, step-by-step plan that shows you exactly what to do, from brainstorming your product idea to promoting it online. Whether you're starting from scratch or refining an existing offer, Portal Plan provides the tools, select templates, and tactics to get you from concept to cash flow swiftly.

Throughout this guide, you'll learn how to:

- Define and structure your digital product using a simple decision-making tool to clarify your best offer idea

- Develop essential marketing assets, including graphics, email sequences, and sales pages

- Implement a targeted launch strategy to generate initial sales and build momentum

- Track results and optimize your approach for future launches

Portal Plan serves as your entry point into The Launch System - laying the groundwork for future expansion within the TLS universe. Future modules will delve deeper into advanced strategies, scaling, and optimization within the TLS framework.

By the end of this guide, you'll have a complete digital product ready to launch and promote.

Ready to launch? Let's get started.

😄 About the Author

With over 25 years of experience in tech, the author has successfully led high-impact projects, developed strategic systems, and launched digital products using proven frameworks. From managing multi-million-dollar programs to crafting actionable product launch plans, they specialize in simplifying complex processes into clear, step-by-step systems that anyone can follow.

This guide isn't just theory — it's a practical, results-driven roadmap designed to help you launch your first digital product in 30 days or less. Drawing on decades of project management expertise, it breaks down each phase into actionable steps, ensuring you move from concept to cash flow with confidence.

🏆 Why this Guide is a Game-Changer

🧭 What *Already* Exists

There ARE 30-day startup guides out there — but most are:

Type	Weakness
🖌️ Blog posts	Often too broad, missing the step-by-step structure required to take action
🎓 Online courses	Some are packed with fluff - lacking a streamlined, actionable path
📺 YouTube tutorials	Fragmented, hard to follow in sequence
📙 eBooks	Theory-heavy — little to no actionable content

💫 Why the Portal Plan Guide is More Than Just a PDF

The Portal Plan isn't just another PDF — it's a structured, step-by-step framework designed to eliminate guesswork and accelerate your launch process.

What sets it apart:

- **Proven Roadmap -** You're not just getting information — you're getting a clear, actionable blueprint to launch a digital product in 30 days or less

- **Plug-and-Play Templates -** Some templates and checklists included; this guide includes a select set of templates to help you get started. For example, you'll receive a Product Decision Matrix template to help you clarify your best product idea quickly. Additional templates may be added or released separately as part of future product updates or bundles.

- **Real-World Strategies:** Tested and refined steps to move from idea to implementation without wasting time or resources

- **Step-by-Step Structure:** Follow a logical sequence from concept ideation to marketing and follow-up, ensuring nothing is missed

- **It's repeatable and reusable** – no need to spend additional money for each new product

- **It was created by an experienced professional**

- If you want to go deeper, additional modules within The Launch System will explore more advanced tactics, scaling strategies, and optimization techniques

Whether you're launching your first product or optimizing an existing offer, the Portal Plan gives you the exact steps to implement quickly and effectively.

🔑 Why This Matters

- Many people abandon their launch because they lack a clear, step-by-step structure - The Portal Plan eliminates that overwhelm, providing a proven framework for a successful start

- By investing in the Portal Plan, you're equipping yourself with the exact steps to go from idea to income — without spending thousands outsourcing the work

- It's a **reusable framework** you can apply not only to your first product, but also to future launches as you build momentum and expand into other modules within The Launch System

---

☑ What the Portal Plan IS:

- A **30-day, step-by-step action plan** for setting up and launching a digital product & online presence

- The first module in **The Launch System** - with a focus on structuring foundational assets and implementing a streamlined launch

- **Select templates and checklists** for each launch phase

- A targeted **30-day marketing strategy** that includes social media, email, and follow-up

- A **self-paced system** with optional tech support for additional guidance

- Includes recommendations for **AI-powered tools** to simplify content creation, marketing, and more — no advanced tech skills required

- **Target audience**, **pricing**, **and positioning** strategies to optimize your launch

---

✕ What the Portal Plan IS NOT:

- **Not a done-for-you service** — you're responsible for implementation, with optional support available for more personalized guidance

- **Not a guaranteed income generator** — results depend on effort, market, and execution

- **Not a beginner's tech course** — Basic comfort with learning tools like AI, Stripe, and Canva is recommended — but step-by-step guidance is provided

- **Not a custom strategy** — it's a plug-and-play action plan

- **Not a quick-fix** — This isn't an "overnight success" — it's a proven step-by-step system to build and launch a product strategically

- **Not passive** — you'll need to work the system

- **Not a tech bootcamp** — If you need a deeper dive into any tech tool, we recommend free YouTube tutorials for additional support

- **Not a college course** – no theories to study, just real world solutions & practical advice

- **Not a financial guide** — budgeting tips are included, but not financial or legal advice

---

📝 Summary

- **What It Is -** A comprehensive, step-by-step system to launch a digital product strategically in 30 days

- **What You Get -** 2 essential templates, actionable checklists, and marketing grids to guide every phase — from concept to follow-up, plus recommendations for AI tools to simplify your workflow

- **Optional Add-Ons:** Advanced workbooks, templates, and consulting services for deeper

- **Need More?** Explore advanced resources to refine your launch strategy and expand your product line

---

❄ Cost Value Comparison - What You're REALLY Saving with Portal Plan

Think hiring a consultant is the only way? Think again. Here's a breakdown of the real-world costs you're avoiding by using Portal Plan's proven framework — and how much you're saving by implementing it yourself.

Concept Ideation

Total Value: $1,390 - $2,075

- Research & Strategy: **$500 - $750**
- Compiling & Organizing: **$540 - $675**
- Section-Specific Work: **$350 - $650**

Asset Creation

Total Value: $1,490 - $2,175

- Asset Creation: Social Media, Email, Landing Pages: **$600 - $800**
- Compiling & Organizing: **$540 - $675**
- Section-Specific Work: **$350 - $700**

Platform Selection

Total Value: $1,490 - $2,275

- Research & Strategy: **$500 - $750**
- Compiling & Organizing: **$540 - $675**
- Section-Specific Work: **$450 - $850**

Pricing & Positioning

Total Value: $1,315 - $1,925

- Research & Strategy: **$500 - $750**
- Compiling & Organizing: **$540 - $675**
- Section-Specific Work: **$275 - $500**

Social Media Setup & Integration

Total Value: $1,365 - $2,075

- Research & Strategy: **$500 - $750**
- Compiling & Organizing: **$540 - $675**
- Section-Specific Work: **$325 - $650**

Marketing Strategy

Total Value: $1,490 - $2,325

- Research & Strategy: **$500 - $750**
- Compiling & Organizing: **$540 - $675**
- Section-Specific Work: **$450 - $900**

Launch & Follow-Up

Total Value: $1,365 - $2,075

- Research & Strategy: **$500 - $750**
- Compiling & Organizing: **$540 - $675**
- Section-Specific Work: **$325 - $650**

Tools & Resources

Total Value: $1,213 - $1,765

- Research & Strategy: **$500 - $750**
- Compiling & Organizing: **$540 - $675**
- Section-Specific Work: **$173 - $340**

Wrap-Up & Next Steps

Total Value: $1,389 - $1,974

- Research & Strategy: **$500 - $750**
- Compiling & Organizing: **$540 - $675**
- Section-Specific Work: **$349 - $549**

☑ *Grand Total Value of the Portal Plan:* **$12,206 - $18,664**

And that's what you're getting for just a tiny fraction of the cost.

☑ Ready to Fast-Track Your Launch?

You now have everything you need to execute a full 30-day launch — from start to finish — including:

- **Launch Checklists & Workbooks:** Step-by-step guides for every phase of the launch, from ideation to follow-up

- **Advanced Templates:** Social Media Posts, Email Sequences, and Landing Page Layouts to streamline your content creation

- **AI Resource Guide:** Tools, Prompts, and Techniques to accelerate content creation and simplify complex tasks

- **Follow-Up Sequence:** Scripts and templates to keep your audience engaged after launch day — ensuring you maintain momentum

---

🎁 What's Inside

Your complete 30-day launch toolkit — all in one system:

- **Step-by-Step Launch Checklists:** Structured guides to keep you moving forward without missing a step
- **Starter Templates:** Optional add-ons for Social Media Posts, Email Sequences, and Landing Page Layouts to streamline your content creation
- **AI Resource Guide:** Tools, Prompts, and Techniques to accelerate content creation and simplify complex tasks
- **Follow-Up Email Sequence:** Proven scripts to keep your audience engaged beyond launch day
- **Bonus Resources:** Quick-start guides and troubleshooting tips for each key phase

💼 What You'll Get

- A clear, actionable framework to take you from idea to launch in 30 days

- Selected templates, checklists, and examples to keep you moving forward

- A simplified approach that removes unnecessary steps and tech complexity

📝 What You'll Learn

- How to identify a quick-win product that aligns with your audience and skill set

- How to build essential assets (like social media templates and landing pages) without overcomplicating

- How to leverage AI tools to simplify content creation and reduce time spent on repetitive tasks

- How to implement a simple, repeatable marketing and follow-up plan that keeps momentum going

---

🌀 WELCOME TO THE PORTAL PLAN

🌿 About This Guide

Portal Plan: Launch Your Digital Product in 30 Days

Congratulations on your purchase of this life-changing roadmap!

No fluff. No hype. Just a proven system that works.

In 30 days, you'll build a complete online studio with:

- o   A brand that stands out
- o   A digital product that sells
- o   A checkout system
- o   A mailing list
- o   A funnel that converts
- o   A website that works
- o   A social media presence on three key platforms

— without a big budget OR a team!

This isn't about making millions overnight. It's about making real, measurable progress — fast.

📝 Purpose

- To equip you with a proven, step-by-step system to launch in 30 days or less — no tech overwhelm, no big budget, no wasted time

---

🎯 Target Audience

- Solopreneurs, tech-savvy content creators, creatives, hobbyists, entrepreneurs, and small businesses looking to launch their digital product or presence quickly

- Anyone tired of complex systems who just wants a straightforward, repeatable launch plan that works — without the tech overwhelm

---

⚠️ Assumptions & Expectations

To get the full value from the Portal Plan, it's assumed that you:

Have Time to Implement

Plan for 2-4 focused hours per day over 30 days. Adjust as needed based on your pace and project complexity.

Take Consistent Action

Each step builds on the last. Skipping or delaying steps may impact your results.

Are Open to Learning New Tools

You'll use Stripe, Canva, and leverage the power of AI tools like ChatGPT or Jasper to streamline content creation. Basic familiarity helps, but high-level guidance is included.

Have Basic Tech Skills (or Are Willing to Learn)

Expect simple tasks like setting up landing pages, formatting emails, and creating payment links. If you're new to these, step-by-step support is available.

Commit to the Full 30 Days

The sequence matters. Follow it as outlined to get the best results. It's up to you to decide the pace as well as when to launch.

Understand That Results & Costs May Vary

Your outcomes depend on audience, niche, and marketing efforts. Portal Plan isn't responsible for any 3rd party price increases (tools, apps, etc.).

Take Ownership

This is not a passive plan. AI tools and templates simplify the process, but your consistent action is what drives success.

💰 Investment in Your Launch - What to Expect

Budget Range: For a lean, DIY launch, expect to invest **$50-$500** - depending on the tool selection. For a more robust, ad-driven launch with more advanced tools and support, budget **$800-$1,300**.

💵 Budget Considerations

DIY Approach:

- Domain and hosting fees

- Basic design tools (Canva, MailerLite)

- Optional AI content generators - Tools to help you write social posts, emails, and sales copy faster

Advanced Support (Optional):

- Ad campaigns to drive targeted traffic

- Advanced AI tools for content creation

- Technical support for email sequences, websites, or landing pages (estimated $50 - $150 per hour, based on provider

---

✅ Recommended Budget Range for Each Phase of Portal Plan Implementation

The Portal Plan can be implemented with minimal costs, but strategic investments can accelerate results. Here's where to spend:

1. Marketing & Ad Spend

For beginners, start with a $5/day budget on Facebook Ads for 2 weeks to test your messaging before scaling up.

- Facebook/Instagram Ads: $5 - $15/day for 2-4 weeks

- YouTube/Google Ads: $3 - $10/day for targeted tests

---

2. Email Marketing Tools

- MailerLite (or similar): Free for up to 1,000 subscribers — upgrade to paid plans as your list grows

- Paid plans: Starting at $10/month for advanced features

---

3. Design Tools

- Canva: Free; Canva Pro: $12.99/month

- Stock Images/Icons (optional): Sites like Unsplash (free) or Shutterstock ($10-$30 per month) provide visuals to enhance your marketing materials

---

4. Website Domain & Hosting

- Domain: $12 - $20 annually

- Hosting: Free (Netlify, GitHub) or $10 - $20+/month for more advanced features or custom domains (Squarespace, Wix, GoDaddy, etc.)

---

5. AI Tools & Resources (Optional)

- AI Content Generators (e.g., ChatGPT, Jasper): Initial use is free, then $20 - $50/month

- **Tip:** Start with free trials for tools like ChatGPT or Jasper - full-feature plans range from $20 - $50/month, based on usage and feature(s) needed

---

6. Technical Assistance (Optional)

- If you're not comfortable with setup tasks like landing pages or email sequences, consider outsourcing for $50 - $150/hour, depending on provider

- **Focus on:** High-impact tasks to maximize ROI

Guidance for Cost & Time Management

- **Keep it Lean:** Start with only essential and free tools — add paid options as needed

- **Track Expenses:** Creating a simple budget tracker avoids unexpected costs

- **Prioritize:** Focus on areas that impact revenue (e.g., ads, email marketing)

- **Learn Enough to Launch:** You don't need to master every tool — just get the basics in place so you can launch and refine as you go

---

🌐 30-DAY PORTAL PLAN OVERVIEW

The next 30 days are structured for maximum impact — guiding you from concept to launch in clear, actionable steps. **Action Steps** are listed in the chart below for easy reference.

Important: Follow the sequence as outlined to build momentum each day. Each week has a distinct focus and purpose, leading you step-by-step to a complete launch.

Need Extra Support? If you prefer not to handle certain steps yourself, technical assistance is available for setup, design, and execution. Custom support is offered based on your specific needs.

.

Day	Task	Action Step
Week 1 *Foundation & Concept Ideation*		
1-2	Clarify Your Offer & Define Your Audience	Complete Product Decision Matrix worksheet
3-5	Research Market Trends & Identify Core Pain Points	Research 3 competitors - note how your offer stands out
6-7	Develop Unique Selling Proposition (USP)	Write 1-sentence USP to guide marketing messaging
Week 2 *Asset Creation & Platform Setup*		
8-10	Design Social Media Templates & Visual Assets	Use Canva to create 3 branded posts (announcement, benefit, last call)
11-13	Create Landing Page Content & Mockups	Complete the Landing Page Checklist
14	Set Up Email Capture System	Test the email signup form and confirm the download link
Week 3 *Marketing Strategy & Launch Prep*		
15-16	Develop Your Marketing Plan (Organic & Paid)	Map out your 3-day launch email sequence
17-19	Write Email Sequences & Social Media Posts	Draft 3 social posts and 3 emails
20-21	Create Ad Content & Graphics	Design promotional graphics and upload to MailerLite
Week 4 *Launch & Follow-Up*		
22-23	Launch Your First Offer & Monitor Performance	Send the first email and monitor initial response
24-26	Send Follow-Up Emails & Optimize Campaigns	Highlight key benefits in follow-up messaging
27-29	Assess Performance & Implement Adjustments	Adjust copy or images in social posts or pricing based on engagement
30	Plan Next Steps & Upsells	Complete the Launch Reflection Worksheet and identify potential upsells

Step 1: Concept Ideation

◆ Suggested Template(s)

🎓 Idea Gateway Grid Worksheet

Format: PDF with columns for Product Title, Target Audience, Delivery Format, Completion Time, and Pricing

Purpose: Identify 3 product ideas and assess them based on Interest, Simplicity, and Demand

---

💵 Cost to Outsource this Step

- Research & Strategy: **$500 - $750**

- Compiling & Organizing: **$540 - $675**

- Section-Specific Work: **$350 - $650**

  DIY saves: $1,390 - $2,075

📝 Purpose of This Section

- Identify a simple, actionable product idea that can be created and launched within 30 days
- Focus on "quick wins" — products that are easy to create, require minimal resources, and align with audience needs

---

📌 What Is Concept Ideation?

Let's dig into the goldmine of your best ideas. This is where magic meets strategy! ✨

- Concept Ideation is about finding your quickest path to launching online — simple, actionable, profitable ideas

- Keep it simple: Choose a product that can be executed quickly, without major tech or budget requirements

- The goal isn't to overcomplicate the process, but to build confidence, create a quick win, and validate your idea for future growth

💡 5 Quick Product Types to Consider:

Not sure which format fits your idea? Start with a simple Digital Guide or Email Series to get your feet wet.

- **Digital Guide/PDF -** Single, actionable document with quick, practical advice

- **Email Series or Micro-Course -** Multi-day email sequence focused on one key concept

- **Mini-Workbook or Journal -** Fillable PDF that guides users through a specific process

- **Swipe File or Template Pack -** Pre-designed templates (e.g., social media posts, email scripts)

- **Audio Experience or Guided Visualization -** Brief, calming audio for reflection or visualization

---

Example Product Breakdown: The Flash Feather

- **Product Type:** Digital PDF
- **Purpose:** Quick, inspiring nudge for those feeling stuck or needing clarity
- **Structure:** 3 actionable points, each with a simple call to action (e.g., "Move Forward," "Release the Past")
- **Pricing:** $7.77 — Low-cost, impulse-friendly, spiritual (777) entry point
- **Execution:** Designed in Canva with AI content assistance from ChatGPT (free or low-cost options available)
- **Common Mistakes to Avoid in This Type of Product:**
  - Overcomplicating content with too many points or unnecessary details
  - Adding excessive visuals that distract from the core message
  - Pricing too high for a simple, introductory product

❌ Common Mistakes to Avoid

- **Overthinking the Product Idea:** Keep it simple — avoid multi-module courses when a single PDF will do
- **Choosing Complex Products:** Opt for "quick wins" that can be executed in 30 days or less
- **Ignoring Audience Needs:** Align the product with what the audience wants, not just what you want to create
- **Setting the Wrong Price:** Pricing too low can devalue the product; pricing too high may create resistance for first-time buyers

🛠️ **Action Step: The Product Decision Matrix Worksheet**

Got your idea? Let's shape it into something irresistible!

What It Is: Use a simple scoring method to evaluate your top 3 product ideas based on Interest, Simplicity, and Demand

Columns to include: Product Title, Purpose, Target Audience, Delivery Format, Completion Time, Pricing

Scoring: Assign a score from 1-5 for each criteria — Interest, Simplicity, and Demand - the product with the highest score is your quickest win

Need more guidance? Check the **Resources** page for step-by-step links.

Step 2: Asset Creation

🔷 Suggested Template(s)

These templates are included to guide you through asset creation. Future template packs may be available as add-ons to expand your toolkit.

✅ **Asset Checklist**

> **Purpose:** Track each asset type (content, cover, graphics, delivery link, email)
>
> **Format:** Checklist with sections for Product Content, Cover, Graphics, Delivery Link, Email Sequence

✅ **Flash Feather Example Walk-Through Template**

> **Purpose:** Show how to structure a single product setup (content, cover, delivery, promo posts)
>
> - **Format:** Detailed breakdown of a sample product structure

---

💵 Cost to Outsource this Step

- Content Creation (Social Media, Email, Landing Pages): **$600 - $800**
- Compiling & Organizing: **$540 - $675**
- Section-Specific Work: **$350 - $700**

  DIY Saves: $1,490 - $2,175

📝 Purpose of This Section

- Transform your product idea into tangible assets that can be delivered to your audience

- Develop all essential content, visuals, and delivery components to ensure consistency and cohesion

---

📌 What Is Asset Creation?

- It's the process of **turning your product concept into deliverable assets** that can be sold or shared
- This includes core content, visual assets, and a clear delivery method

- Ensure assets are cohesive, visually aligned, and ready for launch using the provided templates as your foundation

---

💡 Types of Assets to Create

Product Content

- Single-Page PDF Guide
- 3-Part Email Sequence
- Fillable Workbook
- Template Pack (e.g., social media templates) - Optional: Create your own templates for social media posts, email sequences, or product graphics. Future template packs may also be available as add-ons.
- Audio Script for a Guided Visualization

Product Cover/Thumbnail

- Branded, visually engaging cover that sets the tone for the product
- **Tools:** Canva, ChatGPT, Google Docs, PowerPoint
- **Dimensions:** 1080x1080px (social), 8.5x11 inches (PDFs)

Promotional Graphics

- **Announcement Post:** Visual that introduces the product
- **Benefits Post:** Highlights 3 key takeaways or benefits
- **Last Call Post:** Urgency-focused visual with a clear call to action
- **Tools:** Canva, Paint 3D (Both free to low-cost options for creating promotional graphics)

Delivery Assets

- **Thank-You Page:** Confirms the purchase and provides the download link
- **Download Link:** Hosted via GitHub/Netlify with a branded link
- **Email Sequence:** 3-part follow-up series:
  - **Email 1:** Purchase confirmation + download link
  - **Email 2:** Reminder to access the product + 1 key benefit
  - **Email 3:** Last call email with urgency and a bonus offer

---

🚶 Example Walk-Through: The Flash Feather Setup

Purpose: Demonstrates how to structure and deliver a simple product, from content to promotional graphics

Format: Single-page PDF with 3 actionable points, each with a brief call to action

Repeatable: This setup can be replicated for any product, streamlining asset creation and delivery — a powerful tool for building multiple products quickly

- **Product Content:** A single-page PDF with three actionable points and a call to action
- **Product Cover:** Canva-designed cover using a consistent color theme (1080x1080px)
- **Promotional Graphics:**
    - **Announcement Post:** "The Flash Feather is here! Get clarity now for just $7.77."
    - **Benefits Post:** "Feeling stuck? The Flash Feather has 3 simple steps to move forward."
    - **Last Call Post:** "Last chance to grab The Flash Feather at $7.77. Don't miss it!"

❌ **Common Mistakes to Avoid**

- **Overdesigning Content:** Keep it simple and aligned with the brand
- **Skipping the Cover Design:** Even a basic PDF should have a branded cover to boost perceived value
- **Inconsistent Visuals:** Ensure all graphics align with the product's theme and colors
- **Losing Track of Assets:** Centralize all files to avoid misplacing key assets

---

🛠️ **Action Step: The Asset Creation Checklist**

Use the Asset Checklist template to track your content, graphics, and email sequence in one centralized location

- **Content:** Draft, format, proofread, and finalize
- **Cover Design:** Export as PNG/JPG, upload to product folder
- **Graphics:** Create 3 posts (announcement, benefits, last call)
- **Delivery Link:** Host on GitHub/Netlify, test and confirm link
- **Email Sequence:** Write and schedule 3 emails (confirmation, reminder, last call)
- **Additional Notes:** Include space for notes, file locations, and any updates during asset creation

---

Need more guidance? Check the **Resources** page for step-by-step links.

Step 3: Platform Selection

◆ **Suggested Template(s)**

🎓 **Platform Portal Checklist**

Purpose: Track platform setups for payment (Stripe), email marketing (MailerLite), and product delivery (GitHub/Netlify). This checklist keeps your logins, links, and troubleshooting notes all in one place.

Format: Worksheet with dedicated sections for each platform, with space for login info, links, and notes

New to these platforms? Use the Resources page for quick-start guides and setup tutorials.

💹 **Cost to Outsource this Step:**

- Research & Strategy: **$500 - $750**

- Compiling & Organizing: **$540 - $675**

- Section-Specific Work: **$450 - $850**

  DIY Saves: $1,490 - $2,275

📝 **Purpose of This Section**

- Choose and set up your essential tools for payment, email, and product delivery. We'll focus on budget-friendly, beginner-friendly platforms that keep your setup simple and manageable.
- Streamline setup to maintain the 30-day timeline

📌 **What Is Platform Selection?**

It's about getting your digital house in order — every link, every login, every asset 🛠️

- Platform selection means choosing where your product will live, how you'll get paid, and how you'll communicate with buyers. You only need **three key platforms:**

  - **Payment Processing (e.g., Stripe):** So you can get paid securely
  - **Email Marketing (e.g., MailerLite):** To send download links and follow-up messages
  - **Product Delivery (e.g., GitHub/Netlify):** Where your digital product is hosted and accessed

- Keep it simple — you don't need every tool out there - just these three will cover all your bases

---

Additional Considerations:

- **Login Management:** Store all logins securely using a password manager or dedicated document.
- **Setup Expectations:**
  - Stripe setup: 20-30 minutes
  - MailerLite setup: 15-20 minutes
  - Netlify/GitHub setup: 15-20 minutes

Support Links to Help with Setup:

- Stripe Setup Guide
- MailerLite Setup Guide
- Netlify Setup Guide
- GitHub Setup Guide

💡 **3 Core Platforms to Implement**

1. Payment Processor: Stripe or Ko-Fi

- **Why Stripe?** Low fees, easy setup, integrates with websites, and provides secure checkout pages

- **Why Ko- Fi?** Beginner-friendly, allows one-time or recurring payments, and includes a built-in audience discovery feature for potential buyers

- 🔧 **Setup Steps**

  - Create account and verify banking info (10-15 minutes)

  - Set up a product link - e.g., PDF page, landing page (10-20 minutes)

  - Integrate payment link into product page, email sequence, or both (10 minutes per platform)

- ❌ **Common Mistakes to Avoid**

  - Not linking bank account for payouts

  - Not testing payment link before launch

  - Confusing product link with checkout link

- 👍 **Pros**
  - o **Stripe:** Direct bank payouts, customizable checkout
  - o **Ko-Fi:** Built-in audience, simple setup; no monthly fees, easy setup, audience discovery, and simple product links; offers a free tier for basic product sales and a paid option for advanced features like membership tiers
- 👎 **Cons**
  - o **Stripe:** Requires bank verification
  - o **Ko-Fi:** Higher fees, branding limitations

2. Email Marketing: MailerLite

- **Why MailerLite?** Free for up to 1,000 subscribers, includes basic landing pages and simple automations. Paid plans unlock more advanced features.

- 🔧 **Setup Steps**

  - Create a landing page to collect emails (15-20 minutes)

  - Set up a 3-email sequence - welcome, reminder, last call - (20-30 minutes)

  - Link email form to product delivery page or download link (5-10 minutes)

  - Test emails in preview mode (5 minutes)

  - Ensure that the email sequence aligns with the product messaging to maintain consistency (5 minutes)

- ❌ **Common Mistakes to Avoid**

  - Not verifying sender email before launch

  - Overcomplicating the email sequence with too many emails

  - Forgetting to include a clear call-to-action in each email

3. Product Delivery & Hosting: GitHub/Netlify

- **Why GitHub/Netlify?** Reliable hosting, free to use, and allows for clean, shareable download links; both platforms are beginner-friendly with free plans. Basic html skills, but no advanced coding required — just upload your file and copy the link.

- 🔧 **Setup Steps**

  - Host the PDF on GitHub and generate a download link (10-15 minutes)

  - Connect the link to the email delivery page or thank-you page (5-10 minutes)

  - Test the link to ensure it works across browsers and devices (5 minutes)

- Ensure the PDF link is accessible and not restricted (e.g., set to public in GitHub). Test in multiple browsers and in Incognito mode to confirm.

- If the link doesn't open, ensure the file is set to 'public' or review the redirect settings

- Confirm that the file is not password-protected or restricted in any way that could block access

- ❌ **Common Mistakes to Avoid**
  - Not testing the link in incognito mode to verify public access
  - Forgetting to set the download link as a redirect instead of a direct link
  - Creating multiple links instead of using a single, branded download link can confuse buyers and complicate tracking
  - Not verifying the download link in multiple browsers and devices to ensure universal access
  - If the link isn't working, ensure the file is set to public in GitHub and the URL is correctly formatted in Netlify

---

🏃 Example Walk-Through - Flash Feather Setup

A visual reference to demonstrate how each platform integrates to deliver a single product.

- **Payment:** Stripe was set up to accept payments via a single product page
- **Email Marketing:** MailerLite was used to collect email addresses and send automated delivery emails; MailerLite email sequence includes a download link in each email to reinforce product access points
- **Product Delivery:** The PDF was hosted on GitHub, and the download link was integrated into the email sequence and thank-you page
- Ensure that all visuals, download links, and email content maintain consistent branding for a cohesive customer experience

---

🛠 Action Step: The Platform Checklist

Ready, set, go! Let's keep building…

- A structured worksheet to track each platform setup, login details, and troubleshooting notes
  - **Columns:** Platform, Purpose, Setup Steps, Login Info, Troubleshooting Notes
  - **Checklist:** Payment link tested, email sequence set up, download link verified
  - **Additional Notes:** Space for any platform-specific instructions or adjustments

---

Need more guidance? Check the **Resources** page for step-by-step links.

Step 4: Pricing & Positioning

🔷 **Suggested Template(s)**

Use the Pricing Portal Grid framework to outline each product's perceived value and price.

🎓 **Pricing Portal Grid**

> **Purpose:** Outline each product, its perceived value, and final price; helps visualize pricing tiers, perceived value, and potential upsells to ensure consistent positioning
>
> **Format:** Chart with columns for Product Title, Perceived Value, Price, and Positioning Strategy

---

💹 **Cost to Outsource this Step:**

- Pricing Consultant for Strategy Session: **$100 - $200**
- Competitive Analysis and Pricing Research: **$100 - $150**
- Copywriter for Product Positioning Statements: **$75 - $150**

  DIY Saves: $275 - $500

📝 **Purpose of This Section**

- Setting a price point that aligns with the product's perceived value while remaining accessible to first-time buyers
- Focus on three pricing tiers to simplify decision-making and encourage buyer action

---

📌 **What Is Pricing & Positioning?**

- Setting a price that aligns with the product's value while remaining accessible to first-time buyers

- Effective pricing and positioning not only attract buyers but also establish perceived value, making it easier to scale with higher-ticket products

- Remember, your pricing isn't just about the dollar amount — it's about aligning perceived value with what your audience is willing to pay

---

💡 3 Pricing Tiers to Consider

Entry-Level ($7 - $11)

- Quick wins, impulse buys, trust-building
- These are great entry points for first-time buyers who want a quick win without a big investment
- Ideal for single PDFs, mini-guides, templates
- **Example:** Flash Feather – $7.77 for 3 actionable steps
- **Positioning:** "Get unstuck fast for just $7.77"

Mid-Tier ($49 - $77)

- Resource packs, multi-step guides, bundled templates
- Perfect for those seeking more comprehensive resources without committing to premium pricing
- **Example:** Template Bundle – $49 for 10 social media templates + 5 email scripts
- **Positioning:** "Everything you need in one pack"

Premium ($99 - $150)

- High-impact, exclusive
- Ideal for those ready to take serious action and receive hands-on guidance
- **Example:** 1:1 Session – $150 for a 60-minute strategy call
- **Positioning:** "Accelerate your launch with hands-on guidance"

🎇 Examples of Effective Pricing

- **Flash Feather –** $7.77: Quick, low-cost win; spiritual "777" hook
- **Template Bundle –** $49: Multiple assets for one price; perceived high value
- **1:1 Session:** $150: Premium support for those who need extra help

---

❌ Common Pricing Mistakes

- **Too Low:** Undermines perceived value and may attract less committed buyers
- **Too High:** Creates friction for first-time buyers without sufficient perceived value
- **Ignoring Market Expectations:** Misaligned pricing can confuse potential buyers if similar offers are priced lower
- **Failing to Communicate Value:** Clearly outline deliverables at each price point to reduce buyer hesitation

---

🛠 Action Step: The Pricing Grid Worksheet

Use the framework below to outline your product's pricing structure:

- A structured worksheet with columns for:
  - Product Title
  - Content Overview
  - Perceived Value Statement
  - Final Price
  - Includes space for notes on positioning strategy and any potential upsells
  - Review pricing quarterly to ensure it aligns with evolving product strategy

---

Need more guidance? Check the **Resources** page for step-by-step links.

Step 5: Social Media Setup & Integration

◆ **Suggested Template(s)**

🎓 **Social Media Content Plan**

Purpose: Plan your launch content using a simple content calendar framework. Outline dates, platforms, content types (e.g., posts, stories), key messages, CTAs, and media assets.

Format: Create a basic grid or spreadsheet with columns for:
- Date
- Platform
- Content Type (Post, Story, Reel)
- Key Message
- CTA
- Media Asset

💹 **Cost to Outsource this Step**

- Research & Strategy: **$500 - $750**

- Compiling & Organizing: **$540 - $675**

- Section-Specific Work: **$325 - $650**

  DIY Saves: $1,365 - $2,075

📝 **Purpose of This Section**

- Set up core social media accounts (Facebook, YouTube, Instagram) to **establish a baseline online presence** before launching. The focus is on consistency and clarity — not perfection.
- Ensure consistent brand presence across platforms
- Lay a scalable foundation for future launches and promotions

---

📌 What Is Social Media Setup and Integration?

Social Media Setup & Integration is about establishing a cohesive online presence across key platforms to amplify your product launch. This phase ensures your accounts are aligned with your brand, driving engagement and awareness.

Even if you're new to social media marketing, this section will walk you through **simple, repeatable steps** to maintain a cohesive brand presence across all platforms.

Whether you're just starting out or looking to refine your current strategy, the goal is to establish a **consistent brand presence across all platforms** using simple, repeatable steps

You'll learn how to:

- Create consistent branding across all platforms
- Effectively plan and organize your content
- Leverage platform-specific features to maximize reach
- Develop a targeted content strategy to maximize reach and visibility
- Utilize templates and tools to streamline content creation and scheduling
- Ensure cohesive messaging that reinforces brand identity and product positioning

---

💡 Recommended Platforms

o **Facebook**
  - Establish a business page with consistent branding (profile image, cover photo, bio)
  - Add a clear call-to-action button (e.g., Learn More, Contact Us)
  - Link to product landing page or MailerLite signup
  - Verify the account to increase credibility
  - Pin a key post to the top of the page for easy visibility
  - Use the same profile image and cover photo across all platforms to reinforce brand identity

---

o **YouTube**
  - Create a branded channel with a cohesive profile image and banner
  - Write a concise bio that aligns with product messaging
  - Upload a teaser or welcome video (e.g., "What to Expect from The Flash Feather")
  - Add links to the product page and social profiles
  - Optimize video titles and descriptions for SEO and searchability
  - Keep your video intro simple. A 30-second welcome video can effectively introduce the product and encourage viewers to learn more.
  - Use keyword-rich titles and descriptions to increase visibility

---

o **Instagram**
  - Create a business account with consistent branding (profile image, bio link)

- Utilize Story Highlights to showcase key content — like launch updates or product teasers. Ensure each story includes a clear CTA (e.g., 'Swipe Up' for links)
- Utilize a multi-link tool (e.g., Linktree) to direct to multiple pages (e.g., product page, sign-up page, YouTube)
- If you don't have a website, Linktree or similar tools can centralize all product links in one place, simplifying navigation for followers

---

❌ Common Mistakes to Avoid

- Inconsistent branding across platforms (profile images, names)
- Missing bio links, reducing traffic to product pages or email sign-up forms
- Unverified accounts, lowering credibility and trust
- Ignoring platform-specific features (e.g., YouTube thumbnails, Instagram Story Highlights)
- Before promoting your page, verify that all links work properly — including the CTA button and any product links
- To ensure all links function properly, test each link in Incognito mode and on both desktop and mobile

---

🛠️ Action Step: Social Media Setup Checklist Worksheet

- Create a simple checklist to track social media setup steps:
  - Profile Image - Ensure it's consistent across platforms
  - Bio Link - Verify that the bio link leads to the correct landing page or email sign-up form
  - Primary CTA (e.g., Download Product, Learn More) - Clearly state the action you want visitors to take (e.g., 'Download Product' or 'Learn More')
  - Launch Day Posts (Content, Scheduled Time, Platform) - Plan content type, scheduled time, and platform
  - Space for login info and notes on branding adjustments - Include space for login info and branding adjustments

---

🔺 Next Steps

- **Launch Goals:** Define specific outcomes (e.g., sales targets, subscriber growth).
- **Primary Platforms:** Identify the main platforms for launch (e.g., Facebook, YouTube, Instagram).
- **Content Plan:** Determine key content types (e.g., teaser videos, launch posts, email sequences).
- **Engagement Strategy:** Outline tactics for responding to comments, messages, and feedback.
- **Tracking Metrics:** List key performance indicators (KPIs) for monitoring success

If setting up all platforms feels daunting, focus on just one or two platforms first (e.g., Facebook and Instagram) and expand once you feel more confident

Once social accounts are set up and optimized, **proceed to Step 6: Marketing Strategy** to begin promoting the product and engaging the audience.

Need more guidance? Check the **Resources** page for step-by-step links.

Step 6: Marketing Strategy

🔷 **Suggested Template(s)**

🎓 **Marketing Portal Grid**

Purpose: Use a simple marketing planner to outline key content for each platform. Include sections for:

- o Social Posts
- o Ads
- o Emails
- o Key Messaging
- o Call to Action (CTA)
- o Audience Targeting

Format: Planner with sections for Social Posts, Ads, Emails — including messaging, CTA, and audience targeting

🎓 **Sample Marketing Schedule Template**

Purpose: A 5-day marketing schedule for rapid launch execution. Plan your marketing rollout over a 5-day period using a basic content schedule. Focus on:

- o Messaging
- o Timing
- o Visuals
- o Calls to Action

Format: 5-Day Planner with post/ad/email schedule and visual notes

---

💵 **Cost to Outsource this Step**

- • Research & Strategy: **$500 - $750**
- • Compiling & Organizing: **$540 - $675**
- • Section-Specific Work: **$450 - $900**

DIY Saves: $1,490 - $2,325

📝 Purpose of this section

- Create a focused 3-part marketing plan for social media, ads, and email
- Ensure messaging consistency across all platforms
- Execute targeted promotions without overcomplicating the process
- If the full 3-part plan feels too complex, start with just **one social post, one email, and one ad** to keep it manageable.

📌 What Is a Marketing Strategy?

- A repeatable 3-part marketing plan to quickly promote a single product through social media, ads, and email — without overcomplicating the process
- Focus on **one key message** and repeat it across all three channels (social posts, ads, emails). Consistency builds recognition.
- Effective marketing strategies create brand recognition, build trust, and position your product as a solution

---

💡 3-Part Marketing Strategy

This 3-part strategy is a foundational plan you can adjust and expand as you refine your marketing approach.

- **Part 1: Organic Social Posts**
  - **Announcement Post:** "It's here! The Flash Feather is now live. Get instant clarity for $7.77."
  - **Social Proof Post:** "Hear what others are saying about The Flash Feather – [Insert quick testimonial or benefit highlight]."
  - **Last Call Post:** "Last chance to grab The Flash Feather at $7.77. Offer ends in 24 hours!"
  - **Visuals:** Consistent color scheme, simple text overlay, branded imagery
  - If you're only using one platform, stick to a single, consistent message to maintain clarity

- **Part 2: Basic Ads Strategy**
  - **Single image or video** with a clear, compelling hook
  - **Budget:** $5/day for 3 days to test engagement and refine hooks
  - **Ad Structure**
    - "Feeling stuck? Here's your next move."
    - Offer: "Get The Flash Feather for just $7.77 — limited time only."
    - Call to Action: "Click to access."
  - Track ad performance to refine future campaigns and identify the most engaging hooks
  - Test different audiences to see which group responds best to your messaging. Keep the budget low until you identify your top-performing segment.

- **Part 3: Simple Email Sequence**
  - **Email 1:** Introduction - Announce the product and its core benefits. Subject: "Ready to Launch? The Flash Feather is Here."
  - **Email 2:** Social Proof – Share testimonials or quick wins. Subject: "What Others Are Saying About The Flash Feather."
  - **Email 3:** Last Call – Highlight urgency with a time-sensitive offer. Subject: "24 Hours Left – Last Chance to Grab The Flash Feather."
  - **Consistency Tip:** Ensure subject lines and email content align with core messaging for a cohesive user experience
  - If you're not ready to set up an email sequence, consider a single follow-up email to keep it simple
  - If you haven't set up an email service yet, consider drafting the email content in a simple Word or Google Doc. You can then copy and paste it when you're ready to set up the email sequence.

🏃 Example Walk-Through: Flash Feather Marketing Plan

- **Day 1: Launch Day**
  - Announce product via social post and email
  - Publish the first ad to drive immediate traffic
  - Include a note to schedule the first email immediately after the first post
- **Day 3: Social Proof Day**
  - Share a quick testimonial or highlight one key benefit
  - Send Email 2 focusing on social proof
  - Ensure testimonial visuals are consistent across email and social posts
- **Day 5: Last Call**
  - Final reminder post and email with a time-sensitive CTA (e.g., "Offer ends tonight at midnight!")
  - Drive urgency with a clear CTA (e.g., "Last chance to grab The Flash Feather for $7.77!")
- Not ready for a full 3-day sequence? Start with just Day 1 (Launch Day) to keep it simple, then build on it for future launches.

❌ Common Marketing Mistakes

- **Ignoring Engagement Data:** Track engagement metrics (clicks, opens, conversions)
- **Inconsistent Visuals:** Keep visuals and messaging aligned across posts and emails
- **Content Overload:** Focus each message on one clear call-to-action
- **Not Tracking Engagement:** Regularly review metrics to optimize future campaigns. Tracking engagement can feel tedious but is essential for identifying what works. Keep it simple by noting clicks, opens, and responses in a basic spreadsheet.

🛠️ **Action Step: The Marketing Grid Worksheet**

A structured worksheet to outline each post, ad, and email. Use it for both planning and post-launch analysis to refine strategies.

Create a basic marketing grid to track each piece of content for your launch. Include columns for:

- Content Type (Post, Ad, Email)
- Key Message
- Call to Action (CTA)
- Scheduled Date
- Platform (e.g., Facebook, Instagram)
- Engagement Notes (Clicks, Opens, Comments)

Need more guidance? Check the **Resources** page for step-by-step links.

Step 7: Launch & Follow-Up

◆ **Suggested Template(s)**

🎓 **Portal Launch Grid**

Purpose: Track all launch tasks in a simple checklist. Include key phases:

- Pre-Launch Setup
- Launch Day Activities
- Follow-Up Actions

Format: Checklist with sections for Pre-Launch, Launch Day, and Follow-Up

🎓 **Follow-Up Email Templates**

Purpose: Write a basic email sequence to keep your audience engaged during the launch period. Focus on:

- Launch Announcement Email

- Reminder Email

- Last Call Email

Format: 3 templates — Launch Email, Reminder Email, Last Call Email

🎓 **Launch Reflection Portal**

Purpose: After the launch, review your sales data and identify areas for improvement. Use a simple note-taking format to capture insights.

Format: Guided worksheet with prompts for analyzing data and identifying adjustments

🎓 **Launch Portal Announcement**

Purpose: Announce the product launch across your chosen platforms. Include:

- Product Name

- Key Benefits

- Call to Action (CTA)

Format: Pre-written post template to promote the launch

🎓 Follow-Up/Reminder Post Template

Purpose: Keep your audience engaged during the launch period with reminder posts that reinforce urgency and value.

Format: Pre-written post template to maintain momentum

Don't forget to track key metrics during and after the launch. Focus on:

- Clicks, opens, and conversions for emails
- Social media engagement rates (likes, shares, comments)
- Ad performance metrics (CTR, cost per click, conversions)

🎓 Highlight Reel/Story Template

Purpose: Create a simple, visually engaging launch recap using Canva or a similar design tool. Include:

- Key highlights
- Final Call to Action
- Product Link

Format: Vertical Canva template for Instagram/Facebook Stories or Reels

---

💵 Cost to Outsource this Step

- Research & Strategy: **$500 - $750**

- Compiling & Organizing: **$540 - $675**

- Section-Specific Work: **$325 - $650**

  DIY Saves: $1,365 - $2,075

📝 Purpose of this section

The Launch & Follow-Up phase ensures all final steps — from launch tasks to post-launch follow-ups — are executed strategically. Align messaging, monitor performance, and gather feedback to maximize sales opportunities while maintaining brand consistency.

This phase is also an opportunity to **reflect on what worked, what didn't, and what can be refined** for future launches. Documenting your results now will streamline future launch planning and improve outcomes over time.

📌 What Is Launch & Follow-Up?

- The last step before going live — verifying that all assets, links, and messaging are aligned and functional
- Critical for maximizing sales and maintaining engagement after launch
- Provides an opportunity to gather feedback, refine products, and identify upsell opportunities

---

📝 Pre-Launch Checklist

- **Test All Links:** Confirm that payment links, download links, and email sequences function correctly

- **Review Product Content:** Ensure consistent branding, formatting, and presentation

- **Schedule Social Media Posts:** Prepare 3 key posts - announcement, social proof, last call

- **Draft Email Sequence:** Finalize the 3-part email series and schedule in MailerLite

- **Confirm Delivery Link:** Test download links across multiple browsers and devices to ensure universal access

---

🚀 Launch Day Action Plan

- **Step 1: Announce the Launch:** Share the primary product post and send the first email
- **Step 2: Monitor Engagement:** Track sales, clicks, and email opens. Look for user questions or friction points
- **Step 3: Respond to Inquiries:** Address questions, resolve issues, and engage with potential buyers

---

🔄 Follow-Up Strategy

Day 2: Reminder Email: Highlight a key benefit and add a bonus

- **Subject:** "Don't Miss Out — Grab The Flash Feather Now!"
- **Body:** "Hey [First Name], still thinking about The Flash Feather? Here's a quick reminder — it's packed with 3 actionable steps to move you forward. Today only, I'm including a bonus checklist to help you take action faster."

Day 4: Last Call Social Post: Create urgency with a countdown

- **Text:** "24 hours left to grab The Flash Feather at $7.77 before the price goes up."
- **CTA:** "Click to get it now and start your journey forward."

Day 5: Final Email: Last call offer + thank you

- **Subject:** 24 Hours Left — Last Chance to Get The Flash Feather"
- **Body:** "Hey [First Name], this is your final chance to grab The Flash Feather at just $7.77. As a thank-you, I'm including a mini guide to help you dive deeper. Get it before it's gone!"

❌ Common Post-Launch Mistakes

- **Failing to Track Data:** Monitor sales, clicks, and opens to identify what's working
- **Overloading Emails:** Keep each email focused on one clear call-to-action
- **Missing Social Proof:** Include a quick testimonial or product benefit in follow-up emails
- **Delayed Follow-Up:** Waiting too long to follow up can mean missed sales or feedback opportunities

---

🛠️ Action Step: The Launch Checklist Worksheet

- A step-by-step checklist to track each stage of the launch, with space for notes and adjustments based on initial results
- After completing the checklist, review key data to assess what worked, what didn't, and how to improve the next launch

---

Need more guidance? Check the **Resources** page for step-by-step links.

Tools & Resources

◆ **Suggested Template(s)**

🎓 **Tools Portal Grid**

>**Purpose:** A simple table where you can track essential tools, their purposes, login info, and costs. Think of it as a quick reference to keep all your tools organized in one place.
>
>**Format:** Table with columns for Tool Name, Purpose, Setup Notes, Login Info, Monthly Cost, and Troubleshooting

💵 **Cost to Outsource this Step**

- Research & Strategy: **$500 - $750**
- Compiling & Organizing: **$540 - $675**
- Section-Specific Work: **$173 - $340**

 DIY Saves: $1,213 - $1,765

📝 **Purpose of this Section**

This section highlights essential tools for creating, promoting, and delivering products effectively. Focus is on beginner-friendly, budget-conscious options to maximize functionality without overspending.

This is your go-to guide for choosing the best tools to create, promote, and deliver your product — all without breaking the bank

📌 **Why These Tools?**

- **Simple and Beginner-Friendly:** Each tool was chosen for its ease of use — no advanced tech skills needed

- **Cost Tracking:** Stay on budget with a list of free or low-cost tools

- **Core Tools:** These are your must-haves for product creation and delivery

- **Optional Tools:** Add these if you want to go the extra mile with design, video, or audio

- **Cost Breakdown & Budgeting Tips:** Includes space for tracking expenses and login info

  - Each tool has been carefully selected for its simplicity, affordability, and effectiveness in executing the 30-day launch plan.
  - Focus is on beginner-friendly tools that minimize tech overwhelm while maximizing functionality
  - Track your spending and avoid surprise costs

💡 **Core Tools & Their Purpose**

- **[Stripe](https://stripe.com/) - https://stripe.com/**
  - Stripe is your go-to tool for accepting payments and managing transactions. Think of it as your online cash register
  - **Purpose:** Accept payments, generate product links, and track sales
  - **Features:** Easy setup, customizable product pages, transaction tracking
  - **Cost:** Free to set up. Each transaction has a fee of 2.9% + $0.30. Example: For a $7.77 sale, you'll pay about $0.53 in fees.
  - **Example Use:** Create a single product link for The Flash Feather at $7.77
  - **Common Mistakes:** Not connecting the bank account for payouts, not testing payment links
  - **Tip:** Test payment links on both desktop and mobile before launching to avoid missed sales

---

- **[MailerLite](https://www.mailerlite.com/) - https://www.mailerlite.com/**
  - MailerLite is your email marketing assistant — great for capturing emails, sending updates, and managing basic automations
  - **Purpose:** Email collection, landing pages, basic automation
  - **Features:** Free for up to 1,000 subscribers, simple landing page builder, automation
  - **Cost:** Free up to 1,000 subscribers; paid plans start at $10/month
  - **Example Use:** Create a landing page to collect emails for The Flash Feather launch
  - **Common Mistakes:** Not verifying sender email, not setting up a thank-you page, overcomplicating automation
  - **Tip:** Check in on your automation every few days to ensure everything's running smoothly. A single broken link can mean missed connections.

- **[Canva](https://www.canva.com/) - https://www.canva.com/**
  - Canva is your design toolbox — perfect for creating eye-catching graphics, product covers, and social media visuals.
  - **Purpose:** Design graphics, PDFs, promotional assets
  - **Features:** Templates for social posts, product covers, email headers
  - **Cost:** Free basic plan; Pro version $12.95/month
  - **Example Use:** Design product cover and social media graphics
  - **Common Mistakes:** Inconsistent fonts, colors, and sizes — keep branding consistent

- **Tip:** Before diving in, take 5 minutes to watch the 'Get Started with Canva' tutorial — it'll save you hours later.

- **Google Docs** - **https://docs.google.com**
    - Think of Google Docs as your all-in-one workspace for drafting, editing, and formatting content. Plus, it's completely free.
    - **Purpose:** Content creation, formatting, editing
    - **Features:** Templates, editing tools, collaboration
    - **Cost:** Free with Google account
    - **Example Use:** Draft your product content here, then export as a PDF to use in Canva or MailerLite
    - **Common Mistakes:** Not proofreading content, overcomplicating layout
    - **Tip:** Sign up for a Google Workspace free trial account for advanced features

---

- **GitHub/Netlify** - **https://github.com** and **https://www.netlify.com**
    - GitHub and Netlify work together to host your product files and create easy download links. Think of them as your online storage and delivery system.
    - **Purpose:** Host product files and generate downloadable links
    - **Features:** Free hosting, custom URLs, file management
    - **Cost:** Free
    - **Example Use:** Host The Flash Feather PDF and create a branded download link
    - **Common Mistakes:** Not testing links across devices, not setting up redirects properly
    - **Tip:** Not sure how to code? Consider a quick HTML crash course or ask ChatGPT for step-by-step guidance. A little prep now can save you major headaches later.

- **Optional Tools**

    Midjourney - **https://www.midjourney.com**

    - Generate custom visuals and graphics for your products. Great for those who aren't designers — $10/month
    - Ideal for product covers, social posts

    Audacity - **https://v2-audacity.com**

    - Record audio for free — perfect for guided meditations, product intros, or background music

    Loom - **https://www.loom.com**

- Record quick screen shares or product demos. Free for basic use, $10/month for more features.
- Useful for tutorials or walkthroughs
- **Nightcafe** & **Craiyon** – AI-generated visuals for free. Useful for product covers, but double-check commercial use rules.
    - **https://creator.nightcafe.studio/**
    - **https://www.craiyon.com/**

💹 Cost Breakdown & Budgeting Tips

Only add tools when you're ready. Start with free options and upgrade as your sales grow.

Suggested Launch Budget: Start small. Only pay for tools you absolutely need, like Stripe fees and Canva Pro.

- **Suggested Budget for First Product Launch:**
    - Stripe Fees: $0.30 + 2.9% per transaction
    - Canva Pro: $12.95/month (optional)
    - Midjourney: $10/month (optional)
    - **Monthly Total:** $23 - $40 (based on optional tools)

❌ Common Tool-Related Mistakes

- **Overcomplicating the Setup:** Stick to just the essentials — more tools mean more complications
- **Skipping Testing:** Before launch, click every link, test every email, and confirm every download page works
- **Ignoring Cost Tracking:** Note each tool's cost and renewal date to avoid surprise charges
- **Not Testing Tool Integrations:** Check that all tools talk to each other smoothly, especially payment links and download pages

---

🛠️ Action Step: Tools Portal Grid

Think of the Tools Portal Grid as your budget and login tracker in one place. Keeping it all in one sheet will save you from hunting down passwords and unexpected charges later.

Track renewal dates for tools with subscription fees to avoid unexpected charges.

Start by listing just the essentials — like Stripe, MailerLite, and Canva. You can always add more tools later.

- Use this worksheet to record:
  - Tool Name
  - Purpose
  - Setup Steps
  - Login Info
  - Monthly Cost
  - Key Features & Troubleshooting Notes

Need more guidance? Check the **Resources** page for step-by-step links.

Wrap-Up & Next Steps

You did it! You now have the blueprint to launch your product. Ready to take the next step? Let's keep the momentum going! 💥

🔷 Suggested Additional Items

🎓 **Template Bundle – $19.99 (*Price Increase: $29 as of June 1, 2025*)**

- **Purpose:** Stay organized and on track with 10 plug-and-play templates for every launch step — from checklists to email sequences

- **Format:** Downloadable bundle to streamline each step of your launch

🎓 **Launch Workbook – $19.99**

- **Purpose:** Get clarity on your next move with guided prompts, planning templates, and reflection pages

🎓 **1:1 Consulting Session – Market Rate**

- **Purpose:** Need hands-on help? Book a 1:1 session for tailored tech or marketing guidance.

- Contact for rates and availability

💵 Cost to Outsource this Step

- Research & Strategy: **$500 - $750**

- Compiling & Organizing: **$540 - $675**

- Section-Specific Work: **$349 - $549**

  DIY Saves: $1,389 - $1,974

📝 Purpose of this Section

Now that you have the core system, it's time to put it into action. Use the Template Bundle to stay organized, or go deeper with the Launch Workbook. You're closer than ever to making it happen!.

Need a boost? Check out the next steps and get ready to soar! 🚀

⚠ What's Next? Keep the Momentum Going!

Repeat the Process

- Run it again! Apply the TLS steps to a new product or update your existing one. Track key numbers like sales, email opens, and social engagement to see what's working.

Refine the Existing Product

- Fine-tune what you've already created. Adjust the price, tweak the messaging, or update content based on feedback. Example: If sales of The Flash Feather are slow, consider adjusting the price or adding a bonus.

Expand the Product Line

Create complementary products:

- **Template Pack:** Pre-written emails, social posts, and product cover templates — just plug in your content
- **Guided Journal:** Reflect on your launch, brainstorm new ideas, and track progress
- **Product Workbook:** Interactive exercises and worksheets to plan your next product
- **1:1 Guidance:** Need a hand? Book a session to troubleshoot tech, plan a new product, or get marketing advice.

Stay Connected & Keep Learning

- Stay in the loop! Watch for email updates, workshops, and advanced modules to keep building your launch skills.

Final Call to Action

- Pick one small action to complete today. Whether it's a 1:1 session, a template bundle, or a journal entry, every step moves you closer to your next launch.

Action Step: Launch Reflection Worksheet

- Set a calendar reminder for 30 days after launch to revisit this worksheet. Look for what worked, what didn't, and where to improve next time.

Remember, every launch is a learning experience. Stay consistent, refine your approach, and keep building momentum!

→ PORTAL PLAN APPENDIX

📖 Glossary of Terms

1. **Asset Creation:** The process of developing all necessary content, visuals, and resources to effectively deliver a product to the intended audience - includes product content, covers, graphics, and delivery assets

2. **Bounce Rate:** The percentage of visitors who leave your site without taking any action, like clicking a link or signing up

3. **Conversion Funnel:** A series of steps a potential customer goes through before making a purchase, from awareness to decision

4. **Conversion Rate:** The percentage of visitors who complete a desired action, such as purchasing a product or signing up for a newsletter

5. **CTA (Call to Action):** A prompt that encourages the audience to take a specific action, such as "Buy Now," "Download," or "Subscribe."

6. **CTR (Click-Through Rate):** The ratio of users who click a link to the number of total users who view the page, ad, or email - used to measure the effectiveness of marketing efforts

7. **Customer Journey:** The complete experience a customer has from the moment they discover your product to the post-purchase follow-up

8. **DIY –** A self-directed approach to completing tasks or projects without outsourcing or hiring professional assistance - in this guide, it refers to handling product creation, marketing, and launch steps independently to save costs

9. **Flash Feather:** A low-cost, single-page digital PDF product designed to provide a quick, actionable insight or inspiration. Used as an entry-level offer in this guide.

10. **GitHub:** A platform for hosting and sharing files, code, and assets online. Used for delivering digital products and managing download links. It's a free way to host websites when used with Netlify.

11. **Landing Page:** A standalone webpage designed to capture a visitor's attention and prompt them to take a specific action, like purchasing a product or signing up for a free download

12. **Lead:** A potential customer who has shown interest in your product, such as by signing up for a free download or subscribing to your email list

13. **Lead Magnet:** A free or low-cost resource offered to potential customers in exchange for their contact information - such as a downloadable PDF, checklist, or mini course

14. **MailerLite:** An email marketing platform that enables users to create and automate email sequences, manage subscribers, and track engagement.

15. **Netlify:** A platform for deploying and hosting websites and digital assets. Used in this guide to deliver product downloads and maintain branded links. Pair with GitHub (to host code).

16. **Product Decision Matrix:** A structured worksheet that helps in evaluating potential product ideas based on interest, simplicity, and demand.

17. **Promotional Graphics:** Visual assets created to promote a product, including announcement posts, benefits posts, and last call posts

18. **Recurring Revenue:** Income generated from repeat purchases or subscriptions, like monthly memberships or ongoing product sales

19. **Stripe:** A payment processing platform that enables users to accept online payments and manage transactions securely.

20. **Swipe File:** A collection of pre-designed templates or assets that can be quickly customized and reused for marketing purposes. Template Pack is a separate, optional product and not included in this guide.

21. **Template Pack:** A set of ready-made templates designed to be used repeatedly for social media, email, or product content

22. **Upsell:** A strategy to encourage a customer to purchase a higher-priced product or add-on after their initial purchase

23. **USP (Unique Selling Proposition):** A distinct feature or benefit that sets a product apart from others in the market, highlighting its primary value to the target audience.

24. **Value Ladder:** A sequence of products or services that increase in price and value, guiding a customer from a low-cost entry point to premium offers

25. **Walk-Through:** A step-by-step example that demonstrates how to execute a specific task or process, often using a single product as a reference.

26. **Workbook:** A fillable PDF or digital document that guides the user through specific exercises or prompts related to the product content.

◈ Complete List of Suggested Templates

The number of included templates may vary over time. Check the most current version of the guide or product page for the latest offerings.

✅ = **Included in this Guide** 🎓 = **Optional – Available to purchase separately**

🎓 Step 1: Concept Ideation

- **Idea Gateway Grid Worksheet**

    - **Purpose:** Brainstorm 3 product ideas and evaluate them based on Interest, Simplicity, and Demand; this worksheet can also serve as a reference for evaluating additional product ideas as your business grows

    - **Format:** PDF with columns for Product Title, Target Audience, Delivery Format, Estimated Completion Time, and Pricing

---

✅ Step 2: Asset Creation

- **Asset Checklist**

    - **Purpose**: Track each asset type (content, cover, graphics, delivery link)

    - **Format:** Checklist with sections for Product Content, Product Cover, Graphics, Delivery Link, and Email Sequence

- **Flash Feather Example Walk-Through Template**

    - **Purpose:** Detailed breakdown of a simple product setup (content, cover, delivery, promo posts); can be adapted to showcase additional product examples, making it a versatile tool for future launches

    - **Format:** Detailed guide showing how to structure a single product (e.g., product content, cover, promotional post, email)

🎓 Step 3: Platform Selection

- **Platform Portal Checklist**

    - **Purpose:** Track platform setups for Stripe, MailerLite, GitHub/Netlify, including logins, links, and troubleshooting notes

- **Format:** Worksheet with sections for Stripe, MailerLite, GitHub/Netlify, with space for login info, setup notes, and troubleshooting

---

🎓 Step 4: Pricing & Positioning

- **Pricing Portal Grid**

    - **Purpose:** Outline each product, its perceived value, and final price

    - **Format:** Chart with columns for Product Title, Perceived Value, Price, and Positioning Strategy

---

🎓 Step 5 & 6: Social Media Setup & Marketing Strategy

- 🎓 **Marketing Portal Grid**

    - **Purpose:** Plan out each social post, ad, and email, including key messaging, CTA, and target audience

    - **Format:** Planner with space for Social Posts, Ads, and Emails — including key messaging, CTA, and target audience

- 🎓 **Sample Marketing Schedule Template**

    - **Purpose:** 5-day marketing schedule with suggested messaging, timing, and visuals; use this template for each new product launch to maintain consistent messaging and timing

    - **Format:** 5-Day Planner with suggested post/ad/email schedule, messaging, and visual notes

- 🎓 **Social Media Content Plan**

    - **Purpose:** Provides a 7- to 14-day content calendar to organize posts leading up to and during the launch

    - **Format:** Grid/Spreadsheet with columns for Date, Platform, Content Type (Post, Story, Reel), Key Message, CTA, and Image/Video Asset

---

🎓 Step 7: Launch & Follow-Up

- 🎓 **Portal Launch Grid**

    - **Purpose:** Track all launch tasks, from link testing to follow-up emails

- **Format:** Checklist with sections for Pre-Launch, Launch Day, and Follow-Up tasks

- 🎓 **Follow-Up Email Templates (3-Part Sequence)**

  - **Purpose:** Plug-and-play email templates for launch day, reminder, and final call

  - **Format:** 3 plug-and-play email templates (Launch Email, Reminder Email, Last Call Email)

- 🎓 **Launch Reflection Portal**

  - **Purpose:** Reflect on launch performance, track sales data, and outline next steps

  - **Format:** Guided worksheet with prompts for reviewing launch data, tracking feedback, and outlining next steps

- 🎓 **Launch Portal Announcement**

  - **Purpose:** Announce product launch on social media sites; update the hook, key benefits, and CTA for each new product to maintain relevance and drive engagement

  - **Format**: Pre-written post template for announcing the product launch
    - Includes:
      - **Product Hook** (e.g., "It's here! Product xyz is now live — get ready to transform your life.")
      - **Key Benefits** (e.g., "From concept to launch in 30 days — without spending thousands.")
      - **CTA** (e.g., "Click to learn more & secure your spot.")

- 🎓 **Follow-Up/Reminder Post Template**

  - **Purpose:** Use this template not just for follow-up, but also for re-engagement campaigns after the initial launch
  - **Format:** Follow-up post template to keep the launch top-of-mind for the audience
    - Includes:
      - **Urgency Statement** (e.g., "Only 3 days left to grab TLS at the launch price!")
      - **Social Proof** (e.g., "Here's what others are saying about TLS…")
      - **CTA** (e.g., "Don't miss your chance to launch for less — click now.")

- 🎓 **Highlight Reel/Story Template**

  - **Purpose:** Include behind-the-scenes content to keep your audience engaged between launches
  - **Format:** Vertical Canva template for Instagram/Facebook Stories or Reels
    - Includes:
      - **Key Messages:** Countdown to launch, sneak peeks, behind-the-scenes.
      - **CTA:** "Swipe up to learn more" or "Tap to get started."

🎓 Tools & Resources

- **Tools Portal Grid**

  - **Purpose:** Track each tool, its purpose, login info, costs, and key functions; include renewal dates for subscription-based tools to avoid unexpected charges and ensure budgeting accuracy

  - **Format:** Table with columns for Tool Name, Purpose, Setup Notes, Login Info, Monthly Cost, and Troubleshooting

---

🎓 Wrap-Up & Next Steps

- 🎓 **Launch Workbook – $29**

  - **Purpose:** A structured workbook with prompts, templates, and space for reflecting on both current and future launches

- 🎓 **Template Bundle – $49**

  - **Purpose:** Can be sold as a standalone product or as part of a bundled offer to increase perceived value; includes email sequence templates, social post graphics, and a product checklist

- 🎓 **1:1 Consulting Session – Market Rate**

  - **Purpose:** Personalized tech or marketing guidance tailored to their specific product

---

✉ Need Help?

Need Help? Got Questions? Prefer to outsource one or more steps via paid assistance?

Contact Us Directly:

studio@glidingechoes.com

◆ Recommended Resources

Not sure what a term means? Check the Glossary for quick definitions and examples.

Concept Ideation

Quick Start Example: Let's say you're a yoga instructor. You could create a 3-part email series for beginners that includes:

- Email 1: '5 Simple Breathing Techniques to Start Your Day'
- Email 2: 'How to Stretch Out Tension in 10 Minutes'
- Email 3: 'Beginner's Guide to Mindful Meditation'"

Asset Creation

Looking for eye-catching visuals? Start with Unsplash for free images or Canva for easy-to-use templates

More beginner-friendly design resources:

- Unsplash (free stock images) - https://unsplash.com/
- Canva Tutorials (for beginners) - https://www.canva.com/learn/how-to-canva-beginners-guide/
- Remove.bg (for easy background removal) - https://www.remove.bg
- Iconfinder (free icons for visuals) https://www.iconfinder.com

---

Platform Selection

Always start with **free vs. paid options** for each platform (e.g., "MailerLite offers a free plan for up to 1,000 subscribers — a good starting point)

Troubleshooting Tips

Common tech issues and how to resolve them — e.g., broken links, formatting errors, or missing images

Common Tech Issues & Solutions:

- Broken links: Recheck link paths in GitHub/Netlify
- Formatting errors: Adjust styles in Canva or Google Docs
- Missing images: Ensure all files are properly linked and hosted

📋 Portal Plan Templates

Your launch toolkit is now complete. Let's get to work! 🧰

Asset Checklist

What assets need to be polished before your launch?

Product	
Product Content	
Product Cover	
Graphics	
Delivery Link	
Email Sequence	
NOTES	

Asset Checklist
Flash Feather Product Example

What assets need to be polished before your launch?

Product	
Product Content	Short scroll in PDF format, titled "Flash Feather" - key message = "You weren't meant to move slowly. You were meant to feel the shift when others feel the stillness."
Product Cover	Social media graphic featuring a gold feather & dark, mysterious background with product title overlay
Graphics	Promo post graphic, email header, and product thumbnail - all featuring feather iconography
Delivery Link	Link to PDF hosted on GitHub, delivered via email after purchase (ensure the link is tested and accessible prior to emailing)
Email Sequence	Example email copy for product delivery - including "Your Flash Feather is Ready" subject line & link to download
NOTES	Additional considerations or follow-up actions