Firefly Mentoring - 2 Week Launch Checklist

WEEK 1 – FOUNDATIONS & ADMIN

Monday:

• Finalise package styles (4/8/16 hr plans)

• Write simple package descriptions

Tuesday:

• Set Firefly lowball launch goals

Wednesday (Class Night):

• Rest / No tasks

Thursday:

• Validate PayPal to bank account

• Begin business bank account setup

Friday:

• Draft refund & rescheduling policy

Saturday (Class Morning):

• Light day due to class

• Create Privacy Policy template

• Create Terms & Conditions template

Sunday:

• Optional: Create brand moodboard or colour guide

WEEK 2 – WEBSITE, CLIENT FLOW & MARKETING

Monday:

• Add "Book Now" or "Checkout" button to website

• Ensure simple, clean user flow

Tuesday (Class Night):

• Set up checkout info collection fields (name, goals, email)

• Begin email confirmation template

Wednesday:

• Rest / No tasks

Thursday:

• Set up email automations:

- Confirmation email

- Pre-chat "What to Expect" email

Friday:

• Create Thank You page and post-checkout messaging

Saturday (Class Morning):

• Light tasks after class:

- Connect TidyCal calendar sync

- Test booking flow end-to-end

Sunday:

• Create client experience templates:

- Expectations page ("What mentoring is / isn't")

- Session notes template

- Progress tracking document

LAUNCH DAY (Following Monday):

• Contact beta testers

• Publish launch post