

Course 1, Lesson 12: Analyze, Optimize, Repeat: Your First 90-Day Plan

1. Core Concept & Learning Objective

Concept: You did it. You launched. You have data. Your business is *live*. A launch is not an end; it's the *beginning*. The final step is to analyze your "Launch Week" data (L11) and use it to build a strategic 90-day action plan. This is how you build a sustainable business: Analyze, Optimize, Repeat.

Learning Objective: By the end of this lesson, you will **analyze** your "Launch Week Report" (L11) to identify your #1 "bottleneck." You will **brainstorm** 3 "optimization" strategies to fix that bottleneck and **create** a strategic 90-day plan for your business.

2. Interactive Content Activities (3 Activities)

Activity 1: "Find the Bottleneck" (Data Analysis)

- **Description:** Your launch data tells a story. We're going to read it. Your "funnel" has 3 parts, and we'll find the *one* that's weakest.
- **Instructions:**
 1. Look at your **Launch Week Report (L11)**.
 2. **Bottleneck 1: Traffic?**
 - *Symptom:* Low "Visitors." (e.g., < 100 visitors)
 - *Diagnosis:* Your **Content Plan (L9)** isn't working. Your message isn't reaching people.
 3. **Bottleneck 2: Leads?**
 - *Symptom:* High "Visitors," but low "Leads" (Conversion Rate < 10%).
 - *Diagnosis:* Your **Landing Page (L5)** is the problem. The hook or offer is wrong.
 4. **Bottleneck 3: Sales?**

- *Symptom:* High "Leads," but zero "Sales."
- *Diagnosis:* Your **MVO (L7)** or **Email Sequence (L6)** is the problem. The price is wrong, the offer is weak, or the emails aren't compelling.
- **Expected Outcome:** A 1-sentence statement: "My #1 bottleneck is [Traffic / Leads / Sales]."

Activity 2: The "Optimization" Brainstorm (Strategic Exercise)

- **Description:** Now that you know the bottleneck, you can fix it. We'll brainstorm 3 "A/B tests" or strategies to improve that *one* metric.
- **Instructions:**
 1. Based on your bottleneck, brainstorm 3 fixes.
 2. If "Traffic" is the problem:
 - *Fix 1:* A/B Test 3 new "Problem" Pillar posts.
 - *Fix 2:* Change your content *format* (e.g., from Carousels to Reels).
 - *Fix 3:* Add a new "viral" hook to your top-performing post.
 3. If "Leads" is the problem:
 - *Fix 1:* A/B Test a new **Headline (L5)** on your landing page.
 - *Fix 2:* Change your **Lead Magnet (L4)** entirely.
 - *Fix 3:* Make your **CTA button (L5)** a different color.
 4. If "Sales" is the problem:
 - *Fix 1:* A/B Test a new, lower **Price (L7)** for your MVO.
 - *Fix 2:* Rewrite your **Offer Stack (L7)** to add more value.
 - *Fix 3:* Rewrite your **Email 3 "Offer" (L6)** to be more direct.
- **Expected Outcome:** A list of 3 specific, actionable "tests" you can run in the next 30 days to fix your bottleneck.

Activity 3: Your 90-Day "Repeat" Plan (Creative Development)

- **Description:** This is your new "battle rhythm." You will take your 30-day content plan (L9) and your new "optimization" tests (Activity 2) and build a 90-day strategic plan.

- **Instructions:**

1. **Month 1 (Days 1-30): "Optimize"**

- *Goal:* Fix the #1 Bottleneck.
- *Action:* Run your 3 "Optimization" tests from Activity 2.

2. **Month 2 (Days 31-60): "Amplify"**

- *Goal:* Double down on what *worked*.
- *Action:* Take your #1 best-performing "Traffic" post (L11) and "Amplify" it (e.g., turn it into a Reel, write a blog post on it, run a \$5/day ad to it).

3. **Month 3 (Days 61-90): "Ascend"**

- *Goal:* Build your *next* offer.
- *Action:* Start outlining your "Core Offer" (the \$500-\$2000 product) that you will sell to your new list of MVO *customers*.

- **Expected Outcome:** A 1-page "90-Day Plan" with a clear goal and action for each month.

3. Assignment & Project Milestone (Portfolio Deliverable)

Assignment: The 90-Day Strategic Action Plan

- **Description:** This is the final piece of your launch playbook. It takes your launch *data* and turns it into a long-term *strategy*. This proves you're not just a "launcher"; you're a "CEO" who can build a sustainable business.
- **Step-by-Step Instructions:**
 1. Create a new document titled "[Your Business Name] - 90-Day Action Plan."
 2. **Section 1: My #1 Bottleneck:**
 - State your bottleneck (Traffic, Leads, or Sales) and the *data* from L11 that proves it.
 3. **Section 2: Month 1 "Optimization" Sprints:**
 - List the 3 optimization tests you will run.
 4. **Section 3: Month 2 "Amplify" Goal:**

- Identify the #1 asset you will amplify.
5. **Section 4: Month 3 "Ascend" Goal:**
- State the *idea* for your next "Core Offer."
6. **Submission:** This 1-page plan is your final assignment for the course.
- **Evaluation Criteria:**
 - *Excellent:* The plan is 100% based on the *data* from L11. The bottleneck is correctly identified, and the optimization sprints are logical and specific.
 - *Adequate:* The plan is generic (e.g., "I will post more"). It is not based on the L11 data and has no clear, actionable tests.
 - **Connection to Final Project:** This 90-Day Action Plan is **Section 12: The 90-Day Growth Plan** of your **Complete Launch Playbook**. This is the final chapter, and it sets you up for your journey in the *next* course.

4. End-of-Lesson Assessment (7 Questions)

1. (MC) What does "Analyze, Optimize, Repeat" mean?
 - A) To analyze your data, make one change to fix a bottleneck, and then repeat the process.
 - B) To delete your website and start over every 90 days.
 - C) To analyze your competitors, copy them, and repeat.
 - D) To never change your strategy, even if it's not working.
2. (MC) Your data: 1,000 Visitors, 500 Leads (50% CVR), 0 Sales. What is your #1 bottleneck?
 - A) Traffic (You need more visitors).
 - B) Leads (Your landing page is broken).
 - C) Sales (Your MVO or email sequence is the problem).
 - D) You have no bottleneck; this is perfect.
3. (MC) Your data: 100 Visitors, 5 Leads (5% CVR), 1 Sale. What is your *most likely* #1 bottleneck?
 - A) Traffic (100 visitors is too low to get good data).

- B) Leads (Your 5% CVR is the biggest "leak" in your funnel).
- C) Sales (Your 1-in-5 sales conversion (20%) is actually very good!).
- D) B and A are both likely bottlenecks.

4. (SA) What is an "A/B test"?
5. (SA) Your bottleneck is "Leads" (your landing page CVR is 3%). Name one optimization test you could run in Month 1.
6. (SA) What is the goal of "Month 2: Amplify"?
7. (Scenario) A student completes her launch. She's tired and says, "Great, it's built. Now I can just let it run on autopilot and watch the money come in." What "Drill Sergeant" truth does she need to hear?

Correct Answers: 1(A), 2(C), 3(D) (Both are problems, but the 5% CVR is the most immediate fix). 4. (Example) It's a test where you compare two versions of one thing (e.g., "Headline A" vs. "Headline B") to see which one performs better. 5. (Example) A/B test a new, more compelling headline on the landing page. 6. (Example) To take the 1-2 things that worked in your launch (e.g., your best post) and "double down" on them to get more results. 7. (Example) "A 'funnel' is not a 'set it and forget it' magic box. It's a system you have to manage. Your 'autopilot' just ran for 7 days, and now you have data (L11). Your real job as CEO starts now: Analyze that data, find the