

# Course 1, Lesson 11: Execute Your Strategic Launch

## 1. Core Concept & Learning Objective

**Concept:** This is it. You've built the assets, the funnel, and the plan. Now, you execute. A strategic launch isn't just "turning on" your website. It's the 30-day period where you are "live," actively implementing your content plan, driving traffic, monitoring your funnel, and managing the influx of new leads and customers. This is your "Go-Time" drill.

**Learning Objective:** By the end of this lesson, you will **implement** your 30-day content plan (from L9). You will **monitor** your "Launch Dashboard" for 3 key metrics and **manage** the customer service process for your first wave of leads and clients.

## 2. Interactive Content Activities (3 Activities)

### Activity 1: The "Launch Mission Control" Dashboard (Tool Exploration)

- **Description:** You can't manage what you don't measure. We're building a dead-simple, 3-metric dashboard to monitor your launch in real-time. This is your "Mission Control."
- **Instructions:**
  1. Open a new, blank Google Sheet.
  2. This dashboard will be updated *manually* by you once a day.
  3. Create 3 "Key Metric" trackers:
    - **Metric 1: Landing Page Visitors (Traffic):** How many people visited your L5 page today? (Get this from Carrd/Mailchimp analytics).
    - **Metric 2: New Subscribers (Leads):** How many new email subscribers did you get today? (Get this from ConvertKit/Mailchimp).
    - **Metric 3: MVO Sales (Customers):** How many MVOs did you sell today?
  4. Create a 4th metric: **Landing Page Conversion Rate** (Leads / Visitors) \* 100.

- **Expected Outcome:** A simple Google Sheet "Mission Control" dashboard. This is the *only* thing you need to look at during your launch.

### Activity 2: "Go for 'No'" (The Launch Mindset Drill) (Strategic Exercise)

- **Description:** During a launch, you will get "No's." People will unsubscribe. People will say your price is too high. This is *normal*. It's data, not rejection. We are going to reframe "No" as a positive sign.
- **Instructions:**
  1. In your "Mission Control" doc, add a new tab called "The 'No' Tracker."
  2. Your goal for this launch is to collect 20 "No's."
  3. A "No" can be:
    - An "unsubscribe" from your email list.
    - A "No, not for me" reply to a DM.
    - A negative comment.
  4. *Reframe:* Every "No" means you are reaching *new* people and your message is *clear* enough to repel the wrong-fit clients, making room for the right-fit ones.
- **Expected Outcome:** A "No Tracker" that gamifies rejection and turns it into a positive, data-gathering "win."

### Activity 3: The "Launch Week" Execution Sprint (Strategic Exercise)

- **Description:** This is the execution phase. You are now "live." Your job for the next 7 days is to execute your content plan (L9) and monitor your dashboard (Activity 1).
- **Instructions:**
  1. **Daily (15 mins): "Post & Engage"**
    - Post your scheduled content from your L9 calendar.
    - Spend 15 minutes engaging *authentically* with replies and comments.
  2. **Daily (5 mins): "Check Mission Control"**
    - Update your 3-metric dashboard. What's the conversion rate?
  3. **Daily (10 mins): "Serve New Customers"**

- Check for new MVO sales.
- Send a *personal* "Thank You" email (or onboard them) immediately.
- **Expected Outcome:** You will complete this 3-part daily drill for 7 days, successfully executing your first "launch week."

### 3. Assignment & Project Milestone (Portfolio Deliverable)

#### Assignment: The "Launch Week" After-Action Report

- **Description:** You've completed your first 7-day launch sprint. This report documents the *real data* from your launch. It is the single most valuable piece of real-world business data you have ever created.
- **Step-by-Step Instructions:**
  1. Create a new document titled "[Your Business Name] - Launch Week Report."
  2. **Section 1: The "Mission Control" Data**
    - Take a screenshot of your "Mission Control" dashboard from Activity 1.
    - **Total Visitors:** (e.g., 350)
    - **Total New Leads:** (e.g., 70)
    - **Final Conversion Rate:** (e.g.,  $70 / 350 = 20\%$ )
    - **Total MVO Sales:** (e.g., 5)
    - **Total Revenue:** (e.g.,  $5 \times \$150 = \$750$ )
  3. **Section 2: The "No" Tracker**
    - How many "No's" did you collect?
    - What was the #1 objection or reason for unsubscribing?
  4. **Section 3: What Worked, What Didn't**
    - **What Worked?** (e.g., "My 'Problem' Pillar post (L9) drove 50% of my new leads.")
    - **What Didn't?** (e.g., "My 'Why' posts got high engagement but 0 new subscribers.")
- **Evaluation Criteria:**

- *Excellent*: The report is filled with *real data* (even if the numbers are small). The student shows a clear analysis of "What Worked" vs. "What Didn't."
- *Adequate*: The report is hypothetical and has no real data. The student did not execute the launch.
- **Connection to Final Project**: This **Launch Week Report** is **Section 11: Launch Data & Analysis** of your **Complete Launch Playbook**. This is the data you will use in your final lesson to build your 90-day plan.

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

1. (MC) What are the 3 "Mission Critical" metrics on your Launch Dashboard?
  - A) Visitors, Leads (Subscribers), and Customers (Sales)
  - B) Likes, Comments, and Shares
  - C) Time spent on site, Bounce Rate, and Follower Count
  - D) Open Rate, Click Rate, and Unsubscribe Rate
2. (MC) What is your "Landing Page Conversion Rate"?
  - A)  $(\text{Visitors} / \text{Leads}) * 100$
  - B)  $(\text{Leads} / \text{Visitors}) * 100$
  - C)  $(\text{Sales} / \text{Leads}) * 100$
  - D)  $(\text{Likes} / \text{Visitors}) * 100$
3. (MC) What is the "Drill Sergeant" purpose of the "Go for 'No'" activity?
  - A) To get as many "no's" as possible so you can quit.
  - B) To prove that your idea is bad.
  - C) To reframe rejection as *data* and gamify it to overcome fear.
  - D) To annoy people until they buy.
4. (SA) A "good" landing page conversion rate is often cited as 10-20%. If you have 100 Visitors and 3 Subscribers, what is your conversion rate, and what does this data tell you?
5. (SA) Why is it important to send a *personal* "Thank You" email to your very first MVO customers?

6. (SA) What are the 3 daily tasks in your "Launch Week" execution sprint?
7. (Scenario) A student is 3 days into their launch. They post their content and get 0 new leads and 0 sales. They are panicking. What is the *first* "diagnostic" question you would ask them?

*Correct Answers: 1(A), 2(B), 3(C) 4. (Example) Rate =  $(3/100) * 100 = 3\%$ . This data tells you there is a mismatch between your content (the "promise") and your landing page (the "offer"). Your content isn't attracting the right visitors, OR your landing page copy (L5) is not compelling enough. 5. (Example) It builds massive customer loyalty, shows a human is behind the brand, and is your #1 opportunity to get a testimonial. 6. Post & Engage (15min), Check Mission Control (5min), Serve New Customers (10min). 7. (Example) "Did you check your "Mission Control" dashboard? What's the data? Are you getting visitors to your landing page? If yes, but no signups, the landing page is the problem. If you're getting no visitors at all, your content (L9) isn't working or your CTA is broken."*