

THE  
BUSINESS  
ADVISORY

2025 LAUNCH®

Planner



Are you struggling to convert clients in your launches at the volume you have in the past?

**Don't worry – it's NOT just you.**

**No, your pricing isn't "too high" and yes, Live Launching® still works.**

Buyers today are far savvier and more selective than in the past, especially when it comes to investing in premium, high-ticket programs and services.

When considering investments, they expect refined, highly-customized solutions that speak directly to their current struggles, priorities, and aspirations, especially in an increasingly saturated online space.

Studies show **nearly 80% of consumers are more likely to make a purchase when brands provide personalized offers**, suggesting that individualized experiences are not just desirable, but actually expected nowadays.

This demand for personalization is reflected in retail, hospitality, and digital services, where tailored experiences and options are crucial to customer satisfaction.

Which means that as we move into 2025, re-evaluating your messaging and positioning isn't just a 'nice-to-do'—it's a necessity if you want to stay competitive.

In this launch planner, we encourage you to re-evaluate how your current Live Launch® is positioned:

- Is it specific enough that it speaks EXACTLY to your IDEAL client?
- Is it solving an URGENT problem that your audience faces NOW? (consider questions that come up consistently for your best clients, or on sales calls with qualified leads).
- And, does it pique interest enough for someone to block out their calendar for 9 days to attend, because they're confident that they'll get NEW and USEFUL information that they can't just find by going to Google or ChatGPT?

**If the answer to ANY of those questions is NO, your launch messaging likely needs a refresh.**

You're also encouraged to think critically about how you're preparing yourself for launch success, weeks before your Live launch® even happens.

We know that seasoned coaches, consultants and online service providers know "what" to do when it comes to launches – but unfortunately by the time they get there, it's already too late.

The success of your launch comes down to the activities that take place in the 6 weeks leading up to it, so ask yourself:

- Are you adding value first with an "easy yes" to build your list and your credibility? (consider a high-value lead magnet that solves a specific problem instantly and gives context to your unique methodology for driving results)
- Are you starting personal conversations with EVERY lead that enters your ecosystem?
- Are you getting leads on the phone WELL before the launch starts, nurturing them with more branded content, and staying top of mind with multiple touchpoints?

Again... if the answer is NO, the good news is that you no longer need to scratch your head wondering where it all went wrong.

Keep in mind these key considerations as you make your way through this planner – and before you jump in, check out these short podcast episodes to help you assess your launch from a new lens:

- [Tapping into the “spirit of the times” Mindset of Your Market](#)
- [How to Maximize Consultations](#)
- [Using FB Groups as a Sales Conversion Tool in 2024 and beyond](#)

# PART 1:

## Master Launch Cycling & build momentum – without burnout

We recommend cycling through your launch runway every 6-8 weeks throughout the year.

Business owners make the mistake of running business both “in” and “out” of launch – when in fact, you want to approach launch as a never-ending sales and brand building cycle. Even when you’re not launching, it never really “stops” – because you should always be repeating your cycle of nurture, promoting your opt in, promoting your Live Launch®, and launching.

Should you launch multiple offers or stick to one?

Ultimately, you will rotate through a “feeder” program and a “flagship” high ticket offer – one fueling the other.

Your feeder allows you to build an internal buyers list of clients who have gotten a taste of what it’s like to work for you at a lower price point, and are ready to elevate – but, you should master selling your flagship FIRST before you consider launching a feeder program.

**The feeder program** prepares your ideal customer for the flagship, speaks to the SAME level avatar (while you can sell in clients who are less advanced, you don’t want to directly speak to a lower-caliber clientele, as you will ultimately struggle to elevate them in a timely matter and create a longer buying cycle for yourself), and is priced between \$1997 and \$5K.

**The flagship program** is your crown jewel, where you teach your #1 methodology to getting ideal clients biggest and best results. It should be priced between \$10K and \$50K, and offer ONE core outcome that you claim your category in.

**Action item: Map out the dates for your 2025 launch cycles and the pre-launch activities leading up to each launch.**

*Example:*

Launch 1: January 20th, 2025

Pre-launch nurture starts: December 9th

Opt-in promo starts: Launch registrations start: December 23rd

Launch registrations start: January 6th

*This leaves two weeks for each portion of the pre-launch runway, setting you up to nurture and grow your audience so that you have a list of interested, engaged prospects to invite to your launch.*

Launch 1: \_\_\_\_\_  
Pre-launch nurture starts: \_\_\_\_\_  
Opt-in promo starts: \_\_\_\_\_  
Launch registrations start: \_\_\_\_\_

Launch 2: \_\_\_\_\_  
Pre-launch nurture starts: \_\_\_\_\_  
Opt-in promo starts: \_\_\_\_\_  
Launch registrations start: \_\_\_\_\_

Launch 3: \_\_\_\_\_  
Pre-launch nurture starts: \_\_\_\_\_  
Opt-in promo starts: \_\_\_\_\_  
Launch registrations start: \_\_\_\_\_

Launch 4: \_\_\_\_\_  
Pre-launch nurture starts: \_\_\_\_\_  
Opt-in promo starts: \_\_\_\_\_  
Launch registrations start: \_\_\_\_\_

Launch 5: \_\_\_\_\_  
Pre-launch nurture starts: \_\_\_\_\_  
Opt-in promo starts: \_\_\_\_\_  
Launch registrations start: \_\_\_\_\_

Launch 6: \_\_\_\_\_  
Pre-launch nurture starts: \_\_\_\_\_  
Opt-in promo starts: \_\_\_\_\_  
Launch registrations start: \_\_\_\_\_

Launch 7: \_\_\_\_\_  
Pre-launch nurture starts: \_\_\_\_\_  
Opt-in promo starts: \_\_\_\_\_  
Launch registrations start: \_\_\_\_\_

# PART 2:

## Designing your Live Launch®

In order to create relevance and urgency, you must solve their “new problem now.”

### Not sure what that is? Ask yourself:

What has changed over the last few months in your market or industry?

*Example: a health coach might consider how Ozempic has impacted weight loss for women.*

### What is urgent for your ideal clients RIGHT NOW?

*Sure, your client wants to live a longer, healthier life... but right now they just really need a sustainable plan to workout and meal prep with limited time so they can actually lose weight and start seeing results – despite being a mom with a busy schedule.*

### Why is this urgent?

*They have that family vacation coming up and right now, they don't feel confident putting on that swimsuit. Time is ticking!*

What is the risk if they don't address this?

*They're going to spend all that hard earned money flying to a gorgeous island, only to sit on the beach feeling self-conscious and dying in that cover-up. Not to mention, no one better post those candid photos on social media!*

What's possible if they DO address this?

*If they just get those first 15 lbs off, an object in motion STAYS in motion. And... imagine all the compliments flooding in when people see how good you look at your age!*

What are the words, emotions or energy you want to evoke?

*You want women in their 30s and 40s to remember that they don't have to lose themselves despite holding the title of "mom." You want them to feel confident, sexy and empowered to wear what they want and feel like the best version of themselves in this stage of their life.*

## **Got it? Awesome – now, it's time to design your ACTUAL Live Launch® and pillars.**

**Step #1:** Name It: \_\_\_\_\_ {think 3-5 words that are straight to the point, and clearly communicate the outcome, plus a subtitle that gives more context}.

**Example:** *Weight loss made SIMPLE masterclass series:*

*A free workshop for new moms who want practical advice for fitting health and wellness into their busy schedules.*

*Use words such as bootcamp, masterclass, workshop, incubator, experience, challenge, accelerator, intensive.*

## Step #2: Identify the CORE 4 pillars that you will be teaching in the workshop.

*These should be 4 key pillars that you work through in your FLAGSHIP program, that build on one another to lead to a specific result or outcome.*

### Example:

*Day 1: the 5 sneaky foods to eliminate from your diet now {that you might not realize are contributing to your weight gain}*

*Day 2: Low impact exercise that makes a noticeable difference (and can be done in just 30 minutes a day!)*

*Day 3: Low-cal substitutes for your favorite late night snacks*

*Day 4: Getting your kids involved: how to make exercise fun for the family*

Your turn:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

## Step #3: Claim it: why do you hold special authority here? Why are you the ONE to come to for this solution? {this will help with your content positioning and landing page!}

*As an entrepreneur and mom of 4, you were able to reach your weight-loss goals and be at your all-time healthiest at 48 years old. You're a certified nutrition coach who has been working with clients for more than 15 years, first in your full-time career and now as a business owner. To date, you've helped over 100 women over 35 lose at least 20 lbs and implement practical routines that help them not only shed teh lbs. but KEEP the weight off.*

Your turn:



**Step #4:** Frame it: give context, create emotional investment, and connect the dots based on not just the surface need, but the deep, underlying emotion.

*The urgent need might be weight loss, but it's so much more than that: you haven't felt the same in your body since giving birth to your oldest. You want to show up more confident for yourself, for your partner, and be an overall healthier, happier version of YOU so that you can be the best mom to your kids for the long haul. You yearn for the day you can look in the mirror, look back at the photos, try on the dress and actually LIKE what you see.*

Your turn:

# PART 3:

## Crafting messaging that converts

In preparing for your pre-launch runway, consider messaging that will stop the scroll, get them consuming your content and position YOU as the expert in helping them solve this urgent need?

What do they need to believe?

*That weight loss IS possible at their age, that exercise doesn't have to be over-complicated or take an hour out of their day to be effective, that meal prep can be affordable and practical for the whole family {aka – stuff the kids will actually eat!}*

How will you clearly convey that you can lead them to the future they desire?

*Showcasing your client Linda, who just celebrated 30 lbs down after becoming a new mom LESS than one year ago! She started implementing your simple, daily workout and meal prep regimen at home with 3 under 3 and still has room in her schedule to fit in date nights with her husband.*

What are all the reasons, stories, excuses or mental hang ups you need to address in your content even BEFORE you make an invite:

*Why they actually DO have time, why meal prep doesn't have to be expensive or time-consuming, why they don't need a gym membership and can establish a routine that motivates them even if it means using things they have around the house.*

What is the magic of your method that will make this work for them?

*Your 5-step framework requires no spending extra money on personal trainers or hefty gym memberships, the recipes you share are cost-effective and family friendly (ditch the expensive protein shakes), and results can be seen in just dedicating an hour or less of your day (in total!) to diet and exercise.*

## Action item: get organized!

Block one day per month for content writing and video recording for new content, and identify who on your team (internal or outsourced) can support with either writing, editing, or scheduling out posts so that you can stay visible consistently.

### CONTENT DATES:

#### January:

Writing: \_\_\_\_ / \_\_\_\_

Recording: \_\_\_\_ / \_\_\_\_

#### February:

Writing: \_\_\_\_ / \_\_\_\_

Recording: \_\_\_\_ / \_\_\_\_

#### March:

Writing: \_\_\_\_ / \_\_\_\_

Recording: \_\_\_\_ / \_\_\_\_

#### April:

Writing: \_\_\_\_ / \_\_\_\_

Recording: \_\_\_\_ / \_\_\_\_

#### May:

Writing: \_\_\_\_ / \_\_\_\_

Recording: \_\_\_\_ / \_\_\_\_

#### June:

Writing: \_\_\_\_ / \_\_\_\_

Recording: \_\_\_\_ / \_\_\_\_

#### July:

Writing: \_\_\_\_ / \_\_\_\_

Recording: \_\_\_\_ / \_\_\_\_

#### August:

Writing: \_\_\_\_ / \_\_\_\_

Recording: \_\_\_\_ / \_\_\_\_

#### September:

Writing: \_\_\_\_ / \_\_\_\_

Recording: \_\_\_\_ / \_\_\_\_

#### October:

Writing: \_\_\_\_ / \_\_\_\_

Recording: \_\_\_\_ / \_\_\_\_

#### November:

Writing: \_\_\_\_ / \_\_\_\_

Recording: \_\_\_\_ / \_\_\_\_

#### December:

Writing: \_\_\_\_ / \_\_\_\_

Recording: \_\_\_\_ / \_\_\_\_

# PART 4:

## Fill your launch

One-word marketing will get you at least 300 leads in your 2-week registration period with EASE if you do the prework, which is:

- 1: Posting 2x a day rotating through hope, how to and conviction mix of value add, inspiration, CTA
- 2: Actively building on a minimum of 2 platforms with engaged audiences (one primary one for insurance)
- 3: Setting and sticking to a daily lead generation and list building plan, so your top-of-funnel is always full
- 4: Being a good steward of your audience's attention and time by:
  - a. Writing and sharing a high-quality newsletter each week
  - b. Personal outreach and meaningful engagement on social media to build and nurture relationships on an ongoing basis
  - c. Sharing a mix of long form and short form content consistently

### Key steps to filling your launch:

- **One Word Marketing:** share video, stories, direct posts and livestreams with a CTA to comment a word so you can follow back up with launch invites – these can be a mix of short-form and direct to the point, and long-form storytelling with a CTA at the end.. Use one-word marketing when promoting your opt-in as well and during registration periods, cycle back through all opt-in posts to personally invite leads to join your launch
- **Weekly Newsletter:** Invite leads in your newsletter as a CTA
- **Direct email:** send 3-5 direct invites to your email list
- **Direct texts:** send 3-5 direct invites to your list of phone numbers
- **Social posts:** In addition to the "one
- **Visibility exchanges:** guest on podcasts, drive publication features, participate in joint livestreams on social media, and/or guest speak or teach in other programs. Drive action at the end of your session to register with a clear call-to-action (use UTMs so you know where leads are coming from!)
- **Website Opt-in:** include a banner or pop up on your website home page to drive traffic from organic search
- **Paid advertising / retargeting (optional):** while these leads often will cycle through more than one launch before converting, this allows you to fill your top-of-funnel in volume. You can drive direct registrations through ads or run paid traffic to your opt in and invite them to your launch on the back-end (either on the thank-you page or with a targeted email sequence).

- **Referrals/affiliates/invite-a-friend campaigns:** incentivize people for posting, sharing and inviting friends with either commission-based rewards, giveaways, or access to exclusive resources.
- **Go live:** in addition to sharing content consistently on social, make it a point to go live at least once per week on any platforms that you're building an audience on so that followers get notified that your live. Repeat your CTA multiple times throughout the video for people tuning in at different times, and remember to continue sweeping comment threads (LI and FB specifically) for people who might watch after the livestream is over.
- **Direct invitations:** reach out to your connections on social media, past clients, leads that have opted in to your freebie, and most importantly past launch leads who have attended previous workshops and showed interest.

Congratulations! You're one step closer to predictable launch results, elevated positioning, and a highly profitable 2025.

## Next steps:

If you haven't already, you can get feedback from our strategy team – for FREE – on your dates, launch pillars, and positioning simply booking a 30-minute pre-launch optimization strategy session.

[Book now](#)

Join us LIVE starting December 9th for our {virtual} 2025 Live Launch® Reset led by Kelly Roach and The Business Advisory Team – where we'll work with you hands-on to refine your launch plan so you feel 100% confident going into the New Year.

[Save your seat](#)