

MODULE 07 WORKBOOK

Selling Out the Launch

*Fill the first hundred spots***What you finish with**

A dated two-week launch plan with every email and post written in advance.

How to use this workbook

Print it, keep it beside your cutting mat, and fill one section in after each lesson. Nothing here needs to be neat — it needs to be decided.

07.1 Building the waitlist

The offer, the form and where to put it so it actually collects names.

Your notes

The one decision from this lesson

07.2 The two-week runway

Day-by-day: teasers, behind-the-scenes, reveal, open, close.

Your notes

The one decision from this lesson

07.3 Writing the sales page

Promise, proof, what arrives, price, objections, guarantee.

Your notes

The one decision from this lesson

07.4 Launch emails that convert

Five emails, in order, with the subject lines that get opened.

Your notes

The one decision from this lesson

07.5 Founding-member offers

Scarcity that's honest: caps, bonuses and closing doors on purpose.

Your notes

The one decision from this lesson

07.6 Launch week triage

What to fix, what to ignore, and how to answer DMs at volume.

Your notes

The one decision from this lesson

Module review

Write your outcome in your own words. If you can't, go back one lesson.

Resources used: Launch schedule, Email sequence templates