



LAUNCH KIT FOR SUCCESS

WORKBOOK

Complete this workbook to implement what you learned inside our masterclass!

THE BUCKETLIST BOMBSHELLS
Collective[™]

Part 1: Identifying Opportunities

IDEATION

Gathering insights from your audience, past data, surveys, etc. to identify areas of opportunities for your new service or product.

Guided questions:

- What are your current clients asking for?
- What are new potential clients asking for?
- What needs have changed/shifted in the market that you have noticed?
- How can you adapt to meet these new changes/shifts?
- What other ways have you been wanting to serve your audience?

SYNTHESIZE

Let’s focus and aggregate all the above information and ideas swirling around in your mind. We do this by synthesizing all the ideas to begin to formulate our new product/service idea.

Brainstorm all the concepts, topics, and ideas using the space below.

**We recommend after your brain dump session to grab sticky notes and a sharpie to write each point on a sticky note and group them together by common themes.*

MAKE A DECISION

Now it’s time to choose one idea for your new product or service. Write that one down here and let’s celebrate!

Part 2: Planning to Launch the Product/Service

EXECUTION TIMELINES

It’s important to prioritize space and time in your calendar to commit to executing your launch plan. Use the space below to make decisions on how you will adjust your schedule to execute your launch plan.

What days/time will you execute this?

When will you be taking action?

LAUNCH PLAN CREATION

Use the guided questions below and notetaking space to plan out the key elements of a successful launch plan.

Step 1: Outline key steps that need to happen to execute your launch.

For example, what content needs to be developed? What will your social plan be to market this new product/service? What is the overall marketing messaging you will use in your copy? What is your sales funnel structure? Etc.

Step 2: What will you use to create “launch urgency”?

Launch urgency refers to something that is limited and can only be accessed/received within a specific set amount of time or until there is no more left of the product/service. This encourages potential customers to take action and make a purchase to receive this extra promo before it expires.

For example, are you offering a discount? What is the discount? Are you offering bonuses? What will those bonuses be? Will there be limited spaces? How many limited spaces? Will the first X number of people receive something extra? Will it only be available for a specific amount of time? If so, how long will it be available?

Step 3: What are your launch goals?

Every launch needs to have a goal of how many people you are setting out to convert into clients/customers. We like to use the concept of good, better, best forecasting. Using the space below write out your launch goals. (Or using the Launch Goals Tracker template we provided in the content bundle!)

Step 4: What is your marketing message and how will you speak to your audience?

Use the additional worksheet found in your Content Bundle called “[Marketing Messaging Template](#)” to create your marketing message for this launch. This document will be the foundation for all of your marketing materials and copy for your launch. It will be the backbone of your launch plan.
