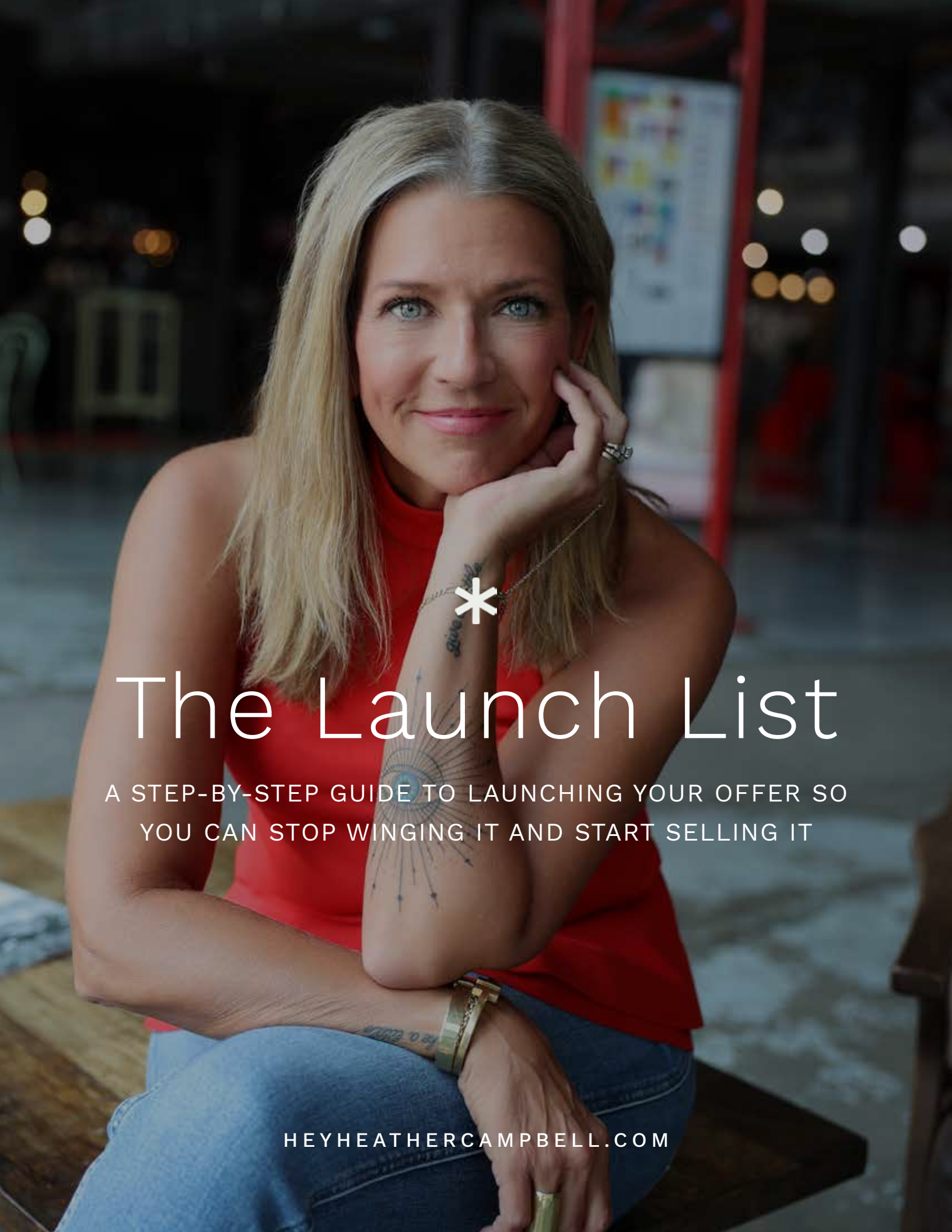




* The Launch List

A STEP-BY-STEP GUIDE TO LAUNCHING YOUR OFFER SO
YOU CAN STOP WINGING IT AND START SELLING IT

HEYHEATHERCAMPBELL.COM

Let's face it – bringing your offer to market is **ridiculous**. No one tells you how many moving parts there are until you're drowning in sticky notes and trying to remember which tab had your checkout page login.

The truth is, marketing isn't hard because it's mysterious. It's hard because no one gives you the whole playbook. You're left piecing it together like a jigsaw puzzle with half the pieces missing.

That's why I created this checklist. It's not just a list; it's **THE** list. A complete, start-to-finish guide that lays out every single step you need to take to get your offer out into the world – so you're not constantly wondering, What am I missing?

With this guide, you'll get:

- **Clarity:** Know exactly what needs to be done, in the right order.
- **Direction:** Stop feeling like you're throwing spaghetti at the wall.
- **Confidence:** Launch your offer looking pro AF and ready to sell.

So, grab a cuppa and crack open that laptop and let's check some boxes.

Rooting for you!



Heather Campbell



Foundation: set the stage

Truth time: you can't skip this step. This is the part where you figure out who you are, what you're offering, and why people should care. Without it, the rest of your marketing is like yelling into the void.

1. **Define your brand positioning:** Who you are, who you serve, how you help, how you're different, and what makes you a unicorn in your space.
2. **Identify your most valuable customers:** Know exactly who's going to love you (and pay you).
3. **Refine your offer:** Make it clear, irresistible, and priced like the pro you are.
4. **Create your brand identity:** Logos, colors, fonts – basically everything that screams “This is me!”
5. **Define your brand voice:** How you sound in emails, posts, and videos – consistently and on-brand at every touchpoint.
6. **Develop your messaging framework:** Spell out your benefits, outcomes, and why your offer is the thing they've been waiting for.



Build your lead generation system

You can have the best offer in the world, but if no one knows about it? Good luck. Here's where you create the perfect bait to get people on your list.

7. **Create a lead magnet:** Something free and juicy that makes people say, “Gimme.”
8. **Build a conversion-focused opt-in page:** A page so good and so clear on the transformation it makes people give you their email.
9. **Create a thank you page:** Confirm the download and nudge them toward the next step.
10. **Set up your lead form:** Connect it to your email service provider to trigger the automation.

11. **Write your lead magnet delivery email:** Automatically deliver the lead magnet via email.
12. **Create a welcome sequence:** Introduce yourself and make them feel lucky they found you.
13. **Plan your nurture emails:** Weekly emails that keep you on their radar and in their hearts.



Set up your sales system

Now comes the part where you stop giving stuff away for free and start getting paid.

14. **Refine your paid offer:** Make it so good they'd feel silly saying no.
15. **Write your sales page:** Share all the reasons your offer will change their life (or at least their Tuesday).
16. **Set up your checkout page:** Make buying from you as easy as ordering pizza.
17. **Set up your checkout page:** Connect Stripe, PayPal, or whatever gets that sweet \$\$\$ into your account.
18. **Create a thank you page for purchases:** Thank them, confirm, and maybe upsell them while you're at it.
19. **Build an upsell/downsell page:** Optional, but why leave money on the table?



Build your content strategy

This is how you stay top of mind and get people warmed up to buy from you when the time comes.

20. Define your content pillars: Choose 3–5 topics your audience cares about and you actually want to talk about.

21. Plan your content calendar: Because “What should I post today?” is a terrible strategy.

22. Write educational content: Solve tiny problems and make them trust you know your stuff.

23. Share promotional content: Gently nudge them toward your lead magnet or offer.

24. Develop engagement content: Stories, polls, and questions that make people want to chime in.



Set up your tech stack

This is where all the moving parts come together. Your tech stack is what keeps your business running like a well-oiled machine while you’re busy being brilliant.

25. Build your website: Use tools like WordPress or Leadpages to create a home base for your brand.

26. Set up your email service provider: Pick a platform like ActiveCampaign to manage your list and send campaigns.

27. Design your lead magnet: Use Canva to make it pretty and professional – no design degree required.

28. Create your funnel automations: Link your lead magnet to your opt-in page, email sequence, and thank you page so everything flows seamlessly.

29. Choose a payment gateway: Use Stripe, PayPal, or Square to collect payments with zero friction.

- 30. Set up your checkout system:** Use tools like ThriveCart or PayPal for seamless transactions.
- 31. Design your sales page:** Whether it's on your website or a stand-alone tool like Kajabi, this is where the magic happens.
- 32. Build your landing pages:** Create opt-in pages, thank you pages, and upsell pages that convert.
- 33. Automate your scheduling:** Use Calendly, Acuity, or HoneyBook to book calls, sessions, or appointments.
- 34. Set up analytics:** Track traffic, clicks, and conversions with Google Analytics or Hotjar.
- 35. Test everything:** Check every link, automation, and process – twice. You don't want to find out your payment button doesn't work after launch day.



Launch your social media strategy

Love it or hate it, you can't ignore it. Social media is where people get to know, like, and trust you – fast.

- 36. Choose your platforms:** Focus on 1–2, because you're not a social media robot.
- 37. Keep your branding consistent:** Same tone, same look, same you.
- 38. Post educational content:** Quick tips or insights to prove you're the real deal.
- 39. Share promotional content:** Make it easy for people to find your freebie or offer.
- 40. Use engagement tools:** Polls, reels, stories... basically anything that says, "Talk to me!"
- 41. Add clear calls to action (CTAs):** Tell people what to do next – don't make them guess.



Leverage AI to work smarter (not just faster)

Look, AI is incredible – when you know how to use it. Otherwise, it's just a really chatty robot making mediocre content that sounds nothing like you.

- 42. Choose your AI platform:** My pick? ChatGPT. It's smart, intuitive, and not too hard to train.
- 43. Start interacting with it daily:** Use the voice-to-text feature and actually talk to it like you would a human being.
- 44. Feed it examples of your past writing:** Upload emails, captions, even video transcripts. Tell it to study your tone and start replicating it.
- 45. Teach it to help with specific tasks** like writing your nurture emails, creating sales page drafts, or brainstorming content ideas.
- 46. Use it consistently.** AI gets better the more you work with it. It gets better (and faster) the more you use it.



Post-launch essentials

Because the sale isn't the end – it's just the beginning.

- 47. Deliver your offer:** Seamlessly send the product or give them access to the service.
- 48. Send onboarding emails:** Guide them through the next steps like a pro.
- 49. Collect testimonials:** Ask your happy clients to tell the world how awesome you are.
- 50. Plan your retention strategy:** Create offers, upsells, or VIP options to keep them coming back.
- 51. Refine your process:** Learn what worked, what didn't, and make it even better next time.

Feeling like marketing is a never-ending maze of ‘what’s next’? Here’s the TL;DR version of everything you need to do to bring your offer to life:

- ☐ **Foundation – set the stage**
Get clear on who you are, who help, and why they should care. Because if you don’t know, how’s anyone else supposed to?
- ☐ **Build your lead generation system**
Create a lead magnet, opt-in page, welcome emails – the works. Basically, all the stuff that makes people say, “Take my email!”
- ☐ **Set up your sales system**
Get a killer sales page, easy checkout, and a plan to keep the money rolling in.
- ☐ **Build your content strategy**
Show up like the expert you are with a mix of educational, promotional, and just plain engaging content that keeps you in people’s heads (and feeds).
- ☐ **Set up your tech stack**
From your website to your automated emails, this is the part that keeps things running smoothly.
- ☐ **Launch your social media strategy**
Stick to 1–2 platforms, keep it consistent, and don’t forget to tell people what to do next.
- ☐ **Leverage AI**
Yes, robots can help you. Use ChatGPT (or your fave AI tool) to brainstorm, write, and create content that sounds like you.
- ☐ **Post-launch essentials**
The work doesn’t stop when you make the sale. Deliver your offer, wow your clients, and start planning what’s next.

About the author



Hey, I'm Heather Campbell.

I'm an AI entrepreneur, agency owner, author, branding strategist, marketing sherpa, communications pro, eternal optimist, avid gardener, Pearl Jam fan, and occasional foulmouth.

I'm here to make marketing simpler, saner, and a lot more successful for entrepreneurs who are ready to stop spinning their wheels.

With 30+ years in branding and marketing, my big gift is cutting through the chaos to give you the clarity, confidence, and step-by-step strategy you need to build a standout brand and sell with ease.

I'm all about giving you the full marketing playbook with proven tactics and timeless strategies, served up with no fluff, no guesswork, and definitely no more winging it.

The Launch List takes the overwhelm out of launching by showing you every single thing you need to do in the right order, so you can actually get your offer out into the world – and start seeing results.

I hope you love it.

A handwritten signature of Heather Campbell in black ink.