

The 7-Day Launch Sequence

A day-by-day timeline to go from 'ready' to 'sold' in one week.

Pre-Launch (Days 1-2)

- Day 1: Tease — hint that something is coming ('I've been working on something...')
- Day 2: Educate — share a free insight that showcases your expertise and relates to the product
- Goal: Build curiosity without revealing the offer yet

Launch (Days 3-4)

- Day 3: Reveal — announce the product with full details, benefits, and a link to buy
- Day 4: Social proof — share a testimonial, case study, or early-buyer result
- Goal: Drive first sales from your warmest audience

Mid-Launch (Days 5-6)

- Day 5: Objection buster — address the #1 reason people hesitate (FAQ, guarantee reminder)
- Day 6: Behind the scenes — show how you built it, why you care, what makes it different
- Goal: Convert the 'interested but not yet convinced' group

Close (Day 7)

- Morning: Final reminder with urgency (price going up, bonus expiring, or cart closing)
- Afternoon: Last-call message — direct, personal, clear CTA
- Evening: Close the launch and thank your buyers publicly
- Goal: Create urgency that converts fence-sitters

Post-Launch (Day 8+)

- Send a thank-you + onboarding email to all buyers
- Ask for testimonials within 48 hours of purchase
- Debrief: what worked, what to improve, total revenue vs. goal