



CLASS 3

LAUNCHING YOUR PURPOSE-DRIVEN BRAND & ACTION GUIDE

CHECKLIST OF WHAT YOU NEED TO HAVE COMPLETED (FROM CLASS 1 & 2):

FACEBOOK BANNER/WEBSITE BANNER CREATION:

- Facebook Business Page
- Facebook Personal Banner
- Facebook Business Banner
- Facebook Description (include hyperlink to your website & transformation statement). i.e. <http://www.vanessahorn.com> I help direct sales professionals advance to the next level w/o losing their friends, family or soul.
- Website where your link is connected (where you have your story and a way to contact you for a session)

LAUNCHING YOUR PURPOSE-DRIVEN BUSINESS & TELLING YOUR STORY:

Relaunch your business based on your purpose.

(Turn around and help your team members to do the same to relaunch their business).

Advertise your on-line launch date and what you will be teaching/giving.

Options:

- Tell it on a call
 - Resource: FreeConferenceCalling.com allows you to manage the call via the web, allows you to have people call into a number to listen to the recording, or allows you to download as an mp3 or share it with others by sending it to them or embedding it on your site
- Tell it on a Google hangout
 - Example: Ingrid Bloom's Google Hangout
 - If you broadcast it, it will automatically record it as a YouTube video you can use on your Facebook page and on your website
- Tell it in front of a group of people and record it auditory or better yet via video



FUNNEL:

Profit With Honor Training #2

Facebook Fan Page Funnel

Create Your Facebook Fan Page Banner (include your headshot, title (optional), transformation statement (how you help others) and domain name.)

Invite friends to like your page.

Book the date of your launch

Set up event for your launch

Invite Friends to Event



PERSONAL INVITATION TEMPLATE (use for Facebook, can also use for mail or email invite):

Hi _____,

I wanted to personally invite you to the launch of my new purpose-driven brand and business. I am so excited to share what I'm doing, and WHY I'm doing it. This is a "By Invitation Only" event, to those with whom I'm personally connected.

It would mean the world to me to have you attend [my virtual launch party]. I will be sharing for the first time publicly, a story that is very personal to me, but what I recently tapped into as the deeper reason why I do what I do. Now I'm on a mission to share what I was personally able to overcome to offer hope to others.

I am sharing this with you, so you can get a better idea of the work I'm up to in the event you or someone you know who could benefit from my services.

It would mean the world to me to have your support in the launch of my business.

Thank you so much!

Name

Title

Website

Phone number

Email



LAUNCH CHECKLIST:

- Set up Life Event on Facebook
- Set up the “Online Launch Party” Date
- Sent out personal Facebook Message invitations (hire a VA, see Personal Invitation Template of what to say)
- Sent out email invitations via evite (optional)
- Sent out mail/postcard invitations (optional)
- Put the names of those I know personally on my weekly activity sheet (if they do not show up, then you can reach out to them and share what they missed)

Who is introducing me on my online launch: _____

Who is my testimonial on my online launch: _____