

TRAILBLAZER CHECKLIST

MONTH SIX: THE INVISIBLE LAUNCH



- Step 1: Set clear goals for your launch**
- Step 2: Shape the narrative and plot**
- Step 3: Review the case study and plot out your launch**
- Step 4: Set a date**
- Step 5 (optional): Get affiliates on board**
- Step 6: Clear your schedule for launch day**
- Step 7: Test the sign up process**
- Step 8: Launch!**
- Step 9: Follow up with early purchasers, do something special for them**

- Step 10: Review and find ways to improve**
- Step 11: Map out your next product!**
- Step 12: Celebrate**