

Mini Launch Guide

Plan

Goal:

More DM conversations.

More email subscribers.

More discovery calls.

More clients.

Calendar Blocking:

Add your vacations, holidays and important days.

If you're taking a certification or program, add it in.

In busy months, do no promotions or do only simple ones.

Timeline:

Pick a Monday you want your program to start.

Your enrollment deadline will be the Friday before that.

Take 2 weeks to prepare and another 2 weeks to promote.

Content Topics:

Promote your signature program by focusing your content on the topics from your program.

If you have at least 3 to 4 key topics, you can repeat them (with minor edits) for each launch.

Decide what content and how many pieces you would like to produce for the mini launch.

Promotional Assets:

Write 6 emails, 3 for each week. (Create up to 6 per week if you like.)

Repurpose the emails into social media posts. (Create up to 6 per week if you like.)

When possible, use existing digital assets or repurpose them into updated versions.

Call To Action:

For emails, do you want people to reply, book a call or make a purchase on your website?

For social media posts, invite them to send a DM so you can start a conversation.

Write a few versions of your call to actions. (You can use AI to enhance them.)

Prepare

Preparation Week 1:

Day 1: Outline your email content. Write your call to actions.

Day 2: Write your email content. Add the call to actions.

Day 3: Write your landing page copy. (If required.)

Day 4: Write your email copy.

Day 5: Edit all your copy.

Preparation Week 2:

Day 1: Repurpose emails into social media captions.

Day 2: Create graphics or use existing ones for social media. (Turn posts or reels into stories.)

Day 3: Create the landing page and add your landing copy. (If required.)

Day 4: Schedule emails to send. (Send yourself a test email to check.)

Day 5: Schedule social media posts to post. (Add hashtags.)

Preparation Notes:

You can do this at a much faster pace but for your first mini launch, take it slow.

Promote

Promotion Week 1:

Be on social media to post comments 15 minutes before your content publishing time.

Stay on social media for 30 minutes to reply to comments right after your content publishing time.

Do a short live session on social media. (Optional)

Promotion Week 2:

Do the same as week 1.

Promotion Notes:

After 5 to 7 days, look at your data to see which pieces of content got you the most conversations.

Update or improve your emails and social media posts for the next round of your mini launch.

Each time you do this, it gets easier because you build on the success of the previous one.

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