

PROJECT PLAN YOUR LAUNCH

ROADMAP FOR A SUCCESSFUL LAUNCH

1

MARKETING STRATEGY

Determine the best way to market your launch. Have a plan to reach your target audience. Have your Marketing Consultant assist. A good marketing strategy is the key to a great launch.

2

CREATE THE PROJECT PLAN

Using a project management tool (like Asana) map out the project. Be detailed. Don't forget to add task for approvals and testing the links. Look at all angles.

3

WORKING WITH THE TEAM

As a business owner, you are not expected to do it all by yourself. Invite in team members that are experts in areas where you are weak. Allow them to be part of the launch and offer suggestions. Also, be mindful of their capacity within the project.

4

THE LAUNCH!

This is the fun part. Depending on your plan, there might be engagement during this time. If not, go relax until the cart closes. If you have a Project Manager, the launch is smooth sailing. You will receive updates on the progress of the launch.

5

DEBRIEF

After your launch, review all the metrics. Get input from the team. If you have a PM, they will review this with you and offer suggestions for the next launch. Any updates to project plan will be placed Asana for the next launch.