

LAUNCH CHECKLIST

- Complete Pre-launch activities from Project Master Checklist
- Launch Project
- Four Day Launch Sequence**
 - Day 1: pre-launch to those you pre-loaded
 - Day 2
 - Email your mailing list
 - Post a Facebook update on your page(s) (boost if appropriate)
 - Post a Facebook update on the personal profiles of those involved
 - Create a Facebook event
 - Days 2-4
 - Have other networks, bands or friends with large followings post your project to their Facebook, Twitter, and/or email
 - HIGH PRIORITY:** Personal emails and/or calls to those closest from your Circle of Influence
 - Media appearances
- Day to day Top Priority:** commit to contacting people everyday.
Contact everyone at least 3 times. Circle of Influence Inner and Intermediate Circle = _____ / 10 = _____ people per day ~ doing this every day will cover list 3 times
- Week to Week:**
 - Facebook/Twitter: 2 value-added posts
 - Facebook Event update
 - Email list: one short update with call to action
 - Backers: 2 thoughtful, value-added posts
- Three Day End Sequence**
 - Day 1
 - Email your mailing list
 - Post a Facebook update on your page(s) (boost if appropriate)
 - Post a Facebook update on the personal profiles of those involved
 - Days 1-3
 - Have other networks, bands or friends with large followings post your project to their Facebook, Twitter, and/or email
 - HIGH PRIORITY:** Personal emails and/or calls to those closest from your Circle of Influence
 - Media appearances