# 01



# YOU'RE ABOUT TO LAUNCH

Your work is valuable, people need it.

But just the thought of launching is making your head spin – second-guessing your message, overthinking every detail, wondering if you're ready, if the timing is right.

BUT you don't need another course, another four months to think about it, 50 extra things to do before you're ready – handy procrastination techniques there!

You do need:

- a clear message that lands
- a plan you can execute
- a system to keep you moving forward.

That's what you'll get in the next 48 hours.

**02**

# HOW THIS WORKS

There are 3 core parts that will take you through your messaging, your plan and a structured system to keep you motivated. By the end, you'll have the foundations to set you up for success.

**Part 1: Test Your Message**

Find out if your message will land – and strengthen it if it won't.

**Part 2: Test Your Plan**

Reality-check your timeline and capacity. Build a plan you can carry out.

**Part 3: Your Accountability Structure**

Create the system that keeps you motivated.

**03**

# WHAT MAKES A NEXT LEVEL LAUNCH?

Launches should make a difference – to you as well as your audience.

This means:

- Understanding your audience before you build it
- Keeping it simple enough that you can execute it
- Pricing for the value you provide
- Building something sustainable

**This guide is designed to help support you as much as your launch.**

Because people need your work.

But you still need to be standing after you launch it!

**04**

# PART 1:
# TEST YOUR MESSAGE

**Will People Get It?**

Here's the thing about launch messages: they sound brilliant in your head.

You've tested them on Chat GPT, tweaked the wording, picked phrases that will really stand out. But will someone else immediately understand what you're offering and why they need it?

That's the only question that matters.

Let's find out.

# WHAT STRONG MESSAGES DO

Before you test your message, it helps to know what you're aiming for. Strong messages have 5 key elements:

**1** **Specific about WHO**
Not: "I help busy professionals achieve work-life balance."
But: "I help HR managers who are burnt out from putting everyone else first learn to set boundaries without guilt."
Focus on: Clear client profile, specific situation, recognizable problem

**2** **Problem-first, not process-first**
Not: "My integrative 5-pillar framework combines nervous system regulation..."
But: "You'll stop feeling exhausted and have energy for your life outside of work."
Focus on: Outcomes, then how to get there.

**3** **Use your clients' language**
Not: "Facilitating sustainable nervous system regulation through embodied workplace practices."
But: "Learn to switch off after work instead of lying awake replaying your day."

**4** **Show the cost of waiting**
Not: Just listing benefits
But: "Every week you push through exhaustion is another week closer to burnout. And coming back from burnout takes months, not weeks."

**5** **Confident about value**
Not: "It's just a small group... it's £500... I appreciate it's an investment but..."
But: "It's £500. This creates lasting change, it's not just a temporary fix."

**Keep these 5 elements in mind as you work through the message testing process. Now let's test if YOUR message has these elements.**

# THE 24 HOUR CHECK

**06**

**1**

### Clarify Your Core Message
Write the clearest one-sentence description of what you're offering.
Eg: A 4-session workshop on preventing burnout in small charity teams.
Your message: _____
_____

**2A**

### Test Your Full Message
Now look at your fuller launch message (sales page, email, social post - whatever you're using to explain your offer in detail).

Use AI to check the logic: paste your full message into ChatGPT (or your tool of choice - I'm a fan of Claude) and ask:
"Does the logic flow clearly from start to finish? Are there any jumps where I've assumed context? Point out confusing sections."

AI feedback - what needs fixing:

_____
_____
_____

# THE 24 HOUR CHECK

TEST YOUR MESSAGE
NEXT LEVEL LAUNCHES

**07**

**2B**

**Now test with someone who fits your ideal client profile.**

This could be:
- A connection in your target industry
- Someone in a similar role to your ideal client
- A past client (from a different programme)

Ask them to read your full message. Then ask these 5 questions:
1. **Would this be helpful for you? (Does it solve their problem?)**
2. **What might you miss out on by not taking part?**
3. **Is this good value? (Will the transformation be worth it?)**
4. **Does this resonate with you? (Do they feel understood?)**
5. **Can you move forward without it? (Is it genuinely essential right now?)**

What you're checking:
□ They sound like they understand the full offer
□ The logic flows – they didn't get confused or lost
If they can't answer clearly, you may need to rewrite for clarity.

# THE 24 HOUR CHECK

**08**

**3**

**Language – Refine Your Word Choices**
Read through your full message again. Highlight every word or phrase that may be something YOU say but your clients may not. Replace with more relatable language:

| Your words | | Their words |
|---|---|---|
| Holistic well-being transformation | -> | Feeling good instead of surviving |
| Sustainable nervous system regulation | -> | Learning to switch off after work |
| Embodied workplace practices | -> | Simple things you can do at your desk |

**4**

**Impact – Test the Transformation**
Show your refined message to someone in your target audience.
Ask them, "If this worked, how would your life/work/well-being be different?"

What you're listening for:
□ They paint a specific, detailed picture
□ They use emotional language ("I'd finally feel...")
□ They describe concrete changes ("I could...")

This will tell you whether your transformation is obvious or if the impact isn't clear enough, in which case it's an opportunity to strengthen your messaging.
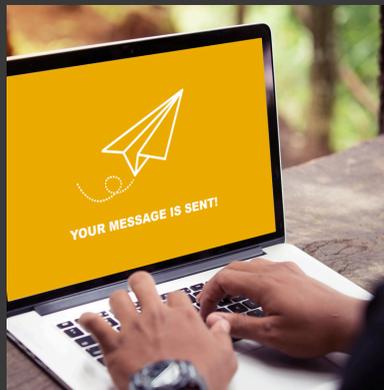
**10**

# PART 2: TEST YOUR PLAN

You've got a clear message – your first step to success. Now let's check whether your launch plan is realistic and achievable, both great motivators.

Most launch plans look good on paper, then reality hits: client work, life admin, the fact you still need to sleep!

Let's check your timeline and capacity so you're set up to follow through.

# BUILD YOUR LAUNCH TIMELINE

**11**

Let's build a timeline that fits YOUR launch and YOUR capacity.
Work through each section and you'll know how long you need.

## 1 Define Your Launch Type

☐ Existing offer, just promoting it

☐ Tweaked offer (small updates needed)

☐ Brand new offer (creating from scratch)

☐ Programme with live component (webinar, workshop, challenge)

## 2 Calculate Your Prep Time

For each task below, start with the typical time it takes, then adjust for YOUR speed.
Add 50% if you're a perfectionist or this is your first launch – seriously!

| PREP TASK | Typical Hours | Your Reality | Total |
|---|---|---|---|
| Finalise offer details & pricing | 3-5 hrs | _____ | _____ |
| Write/refine sales page | 4-8 hrs | _____ | _____ |
| Create payment/booking system | 2-4 hrs | _____ | _____ |
| Plan launch content (posts/emails) | 3-6 hrs | _____ | _____ |
| Create launch content | 8-15 hrs | _____ | _____ |
| Set up tech & test everything | 3-5 hrs | _____ | _____ |
| Create any bonuses/resources | 4-8 hrs | _____ | _____ |
| Design graphics (if doing yourself) | 3-6 hrs | _____ | _____ |
| **TOTAL PREP HOURS:** | | | _____ |

# BUILD YOUR LAUNCH TIMELINE

**3**

**Calculate Your Launch Window**
How long will enrollment be open?
Choose based on your capacity:
☐ 1 week – Very intensive
☐ 2 weeks – Sustainable, most popular✨
☐ 3+ weeks – Longer, steadier pace

**12**

**4**

**Calculate Your Launch Phase Hours**
During your launch window, you'll need time for:
- Creating/posting content
- Engaging with comments/DMs
- Following up with interested people
- Answering questions
- Admin

**5**

Estimated hours per week:
_____ hours (most people need
!0-15 hours/week for a sustainable launch)

Multiply by your launch window:
**_____ hours/week × _____ weeks**
**= _____ total hours**

**Your Complete Timeline**
PREP PHASE: _____ weeks (Step 2)
LAUNCH PHASE: _____ weeks (Step 4)
TOTAL TIME: _____ weeks
Your launch date: _____
Start prep by: _____

**6**

**13**

## Sustainability Check

Tick those which apply to you:

☐ Feeling stretched with current work

☐ Unpredictable responsibilities outside of work

☐ Energy varies significantly

☐ Struggle with decision fatigue

☐ Need proper downtime to function (I always tick this one!)

☐ Juggling multiple projects

Ticked 3 or more? Add 20% buffer time to your plan OR simplify.

## TIP: Energy vs Hours

Schedule high-energy tasks (writing copy, creating content, strategic decisions) when you know you're at your best. Lower energy tasks (scheduling pre-written content, basic admin, responding to DMs) can then be done when your energy levels are lower. This really will help save you time and keep you motivated.

## Your Plan Decision

☐ Timeline is realistic + sustainable → Ready for Part 3

☐ Needs adjusting → Revise before moving forward

A simple plan you execute beats an elaborate plan that stays in your head.

Be honest about what you can do. Then do THAT really well.

**14**

# PART 3:
# YOUR ACCOUNTABILITY STRUCTURE

You've got a clear message.

You've got a realistic plan.

Now here's the piece that makes the difference between launches that happen and launches that – well, don't! They have a solid structure, one that keeps you moving forward when motivation drops. Because motivation is fleeting, but structure is what gets you to launch day.

# WHY STRUCTURE MATTERS

**15**

**Here's what often happens without accountability:**

Week 1: You're energized, raring to go.
Week 2: Life gets busy so you skip a task, just this once.
Week 3: You're behind. Now you're stressed so you avoid it.
Week 4: The launch date you set feels impossible.

Recognise this? It's a common pattern in launches – and one you can avoid with the right structure in place.

**How does accountability help?**

It's a system that:
- Keeps decisions moving
- Catches drift early
- Maintains motivation
- Creates space to think clearly

You need this whether you're launching solo or with support.

# WEEKLY LAUNCH CHECK-IN

This is your accountability system. Simple, structured – don't skip it! Every week during your launch (prep + active phase), block 20 minutes to answer these 5 questions.

**1** **What did I complete this week?**
Celebrate this. Write down all your wins, big and small. I put mine on post-its on a notice board; put them anywhere you'll see them as you work.

**2** **What's my focus for next week?**
Pick your top 3 priorities. Not 10 things! Three.

**3** **What decision needs making?**
Name the decision you're avoiding or overthinking.
Then make it – don't let it drift another week.

**4** **What's working well?**
What should you keep doing or do more of?
This tells you what to double down on.

**5** **What needs adjusting?**
Small tweaks before they become big problems.

Small weekly progress beats big monthly plans.

# CAN I DO THIS SOLO?

You can do this solo or with a partner. Pick whatever is right for you.

**Option 1: Solo Accountability**
Block 20 minutes every week and work through the 5 questions yourself.
Best if:
- You're self-disciplined and honest with yourself
- You can make decisions without external input
- You prefer working independently

**How to make it work:**
☐ Block the time in your calendar – treat it like a client meeting
☐ Same day, same time each week – routine makes it stick
☐ Write it down – typing, journaling, voice notes, whatever works
☐ Be brutally honest – no one's judging, so tell yourself the truth
☐ Make the key decision in that session

**Accountability methods that work solo:**
The Journal Method
- Handwrite the 5 questions every Monday then review on Friday
- Keeps you honest because you can see the patterns

The Voice Note Method
- Record yourself answering the questions, it's faster than writing
- Listen back – you'll catch when you're making excuses

The Public Commitment Method
- Post your weekly 3 priorities publicly (LinkedIn, Instagram stories)
- Follow up the next week: "I said I'd do X, here's what happened"
- Social accountability is surprisingly powerful

**18**

**Option 2: Partnered Accountability**
You have someone else asking you the 5 questions every week.
Could be a peer, friend or professional support.
Best if:
- You need external accountability to follow through
- You spiral in decision-making alone
- You want someone to spot what you're missing

**Who could be your accountability partner:**
A Launch Buddy
- Find someone also launching (or working on a big project)
- 15-minute weekly calls where you ask each other the 5 questions
- You support each other – it's mutual, not one-way

A Trusted Friend or Colleague
- Someone who's good at asking questions without judgment
- Doesn't need to be in your industry
- Just needs to be someone who'll tell you the truth

Professional Support
- A launch partner, OBM or strategist
- Handles accountability PLUS operations, strategy, problem-solving
- Investment: typically £500-3K+ depending on scope

What this gets you:
- Someone who spots gaps you don't see
- Strategic input on decisions, not just accountability
- Operational support, saving you time and energy

**19**

# LOCK IT IN RIGHT NOW

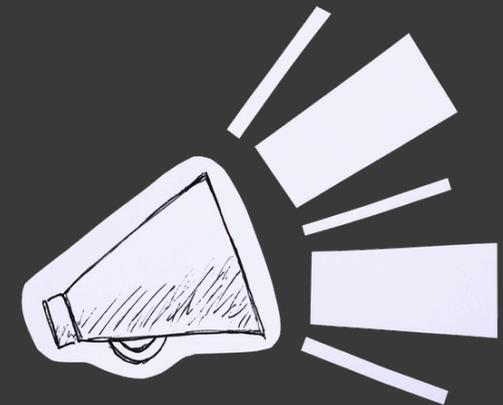My accountability method: _____

Day and time for weekly check-ins: _____

Who's involved (if partnered): _____

First check-in happens on: _____

# YOU'RE LAUNCH-READY WHEN YOU HAVE:

✓ A clear message
✓ A realistic plan
✓ An accountability structure

Now it's time for you to launch with confidence.

# ABOUT ME

I'm a brand launch partner for wellness professionals, coaches and creatives.

I can tell when your messaging is clear. I know which plans survive everyday pressures. I keep things simple and help you plan sell-out launches that deliver the best of your expertise straight to your ideal clients.

I help with:

- Launch strategy and timeline planning
- Message clarity
- Content creation and website support
- Operational support (tech, systems, project management)

## WORK WITH ME

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**20**

WHETHER YOU DECIDE TO GO IT ALONE OR WITH A PARTNER, REMEMBER YOU'VE GOT THE IDEAS, THE PLAN, THE MESSAGING, THE MOMENTUM. YOU'VE GOT THIS!

# "

THE BEST LAUNCHES AREN'T BUILT ALONE, THEY'RE BUILT WITH THE RIGHT PEOPLE IN YOUR CORNER.

**SC**
SARAH CLARKE
OBM