

Trust Your Heart Launch Checklist

(These items are not listed in chronological order)

- Purchase domain for launch
- Route domain to hosting account
- Create sales copy for page
- Create promo video(s), edit and upload to youtube and to page
- Create an autoresponder / form / list to capture people on home page
- Place a signup form on the page
- Create a give-away page for after they signup
- Create the give-away for the page and upload it and link it into the thank you page

Creating Interview Downloads

- Have virtual assistant set up interviews with each contributor
- Gather each contributor's photo, short bio and URL and their give-away
- Interview each contributor
- Clean up the audio, normalize the volume
- Upload the clean audio to byoaudio.com, rename the file to a logical name

Pages Hosted on Trust Your Heart

Prelaunch Home Page - index.htm

Launch Home Page - index.htm

Postlaunch Home Page - index.htm

Prelaunch Thank You Page - Prelaunch giveaway page

- Clean up and post 3 of the interviews

Put Facebook and twitter share links on the home page

Promo Materials Page

- Create 4 promo emails
- Create 4 promotional tweets
- Create 3 blog posts

Sample Bios and Opt-in Teasers

- Create sample listings

Page to send people if they don't want a free listing (No)

- Generate audio streaming code and build page
- Include the Bonus Promo listings (php include from IdeaMarketers)
- Sign up for affiliate programs and use affiliate code where applicable and use those for the contributors' giveaways.
- Gather photos for all contributors

Page to send people to if they do want a free listing (Yes)

- Create a form for allowing users to add listing to database.
- Backend is (<http://www.ideamarketers.com/trustyourheart/listing2.cfm>)

1st Thank You Page

- Create custom field in 1shopping cart for Receipt Number
- Generate form for buyers
- Create autoresponder messages for buyers
(remember to change the initial autoresponder after launch is over)

2nd Thank You Page

- Lets people choose
 - a) Yes, they want Bonus 1 & 2, or
 - b)No, they just want Bonus 2

facebookoffer.htm - incentive to get people to spread the word on social media and like your fan page.

Processing Listings

~~~~~

- Create database to store listings
- Create form for adding listings (thanks1.htm)
- Create page for adding the listing to the database - (listing2.cfm) Hosted on IM
- Create form for editing listings
- Create admin page for listings
- Create page for listing the database
- Create page that generates listings for IM home page (launchlinks.cfm) Hosted on IM
- Create page for displaying listings on download page (launchlistings.cfm) Hosted on IM

## **Affiliate Management**

~~~~~

- Give all contributors a schedule of when prelaunch and launch emails should go out.
- Put all contributors in as affiliates in 1shoppingcart
- Send contributors an affiliate welcome email with their affiliate link, emails to send, Affiliate Hub link, and details on the launch
- Send contributors reminder email about sending launch emails / social media updates
- Keep contributors posted on launch

Social Media

~~~~~

- Post to Facebook anytime you interview one of the experts for the launch
- Post any reviews / blogs that are posted about the book on Facebook/Twitter
- Encourage contributors to Facebook and Tweet and tag each other
- Post blogs to Notes in Facebook and tag contributors
- Post to various blogs and Tweet/FB them

- Post videos to social media (Twitter/Facebook). Tag anyone mentioned in the video
- Post info about the launch (Twitter/Facebook), Tag participants
- Post status of the launch on Facebook
- Upload status screenshots and tag all participants
- Post updates about launch on Facebook Pages and Profile Wall
- Get all the contributors tweeting and Facebooking
- Incentivize buyers to tweet and Facebook
- Ask buyers to tweet and Facebook

## **Emails**

---

- Send a series of 4 emails to prepare people for the launch
- Ask contributors to send the 4 emails (give them a schedule for these months in advance!)
- Include the book in all sig lines of emails.
- Put book cover and title/link on sig line of all outgoing emails

## **Special Graphics**

---

- Create a customized animated book cover graphic for each contributor that flashes "Featuring John Doe" (replace John Doe with each contributor's name)
- Send these graphics to each contributor