

MEMBERSHIP → POWER ← 21 DAY LAUNCH PLAN

Day	Mission	Details	Complete?
1	Setting the foundation	Make a visual of your “why” to ensure success.	
2	The Who	Pick your audience.	
3	The What	Pick your topic of choice.	
4	Set up for Success.	Polish Up Your Profiles, Pages and Groups	
5	Dream 25	Develop your list of those to be interviewed for your Runway Launch and Program.	
6	Connection Palooza	Connect with your interview prospect list via LinkedIn and Facebook	
7	Buzz Plan	Go live on Facebook and post video on LinkedIn teasing at your new program.	
8	Buzz Plan	Go live on Facebook and post video on LinkedIn giving more details on your new program.	
9	Launch Experts	Send out 2-4 requests for Runway interviews.	
10	Launch Experts	Send out 2-4 requests for Runway interviews.	
12	Launch Experts	Send out 2-4 requests for Runway interviews.	
13	Invite	Post Facebook Event listing out experts and day and times. Tag guest speakers.	
14	Buzz Build	Go live on Facebook and post video on LinkedIn	

		about Launch. Tag other speakers. Ask them to promote to their audiences as well. Boost post to your audience.	
15	Set up the store.	Hook up your payment system of choice.	
16	Cha-ching!	Using the sales page template, update with your own information.	
17	Launch Day 1	Email your list. Promote on social media. Boost to audience.	
18	Launch Day 2	Email your list. Promote on social media. Boost to audience.	
19	Launch Day 3	Email your list. Promote on social media. Boost to audience.	
20	Launch Day 4	Email your list. Promote on social media. Boost to audience.	
21	Launch Day 5	Email your list. Promote on social media. Boost to audience.	
22	Celebrate!	Submit for your Membership Program Certification Award! Then celebrate your success! You've earned it!	