

# How to Launch Your Site/Product

WORKBOOK

**0→100K**<sup>®</sup>  
SYSTEM

# How to Launch Your Site/Product

## 1: How to Launch a Product Online

Launching a product is about more than just posting a photo and hoping for the best. In this lesson, you're going to learn the *5x5 Launch Framework* — 5 stages of launching, each with 5 action steps to help you make real money (and real momentum) with your product or business.

The first stage is The Buzz. This is where you build excitement *before* you even launch. Think of it like Taylor Swift tickets going on sale—you want people refreshing the page, setting reminders, and telling their friends. Not like the sad mattress store "going out of business" every weekend.

**Fill in the blank: One product I could build buzz for is:** \_\_\_\_\_

**I want people to feel** \_\_\_\_\_ **when they hear it's launching.**

**Have I ever been excited about a product launch before?**

Yes       No

**Would I like my customers to feel that same anticipation?**

Yes       No

### Step 1: Countdown!

*Hint - Use Canva (or ChatGPT) to create social media countdown graphics.*

Recommended countdown days: 14, 10, 7, 5, 4, 3, 2, 1, Launch Day!

**Countdown Plan:** I will begin my countdown on (date): \_\_\_\_\_

My product will launch on (launch date):

\_\_\_\_\_

**What platform(s) will I post countdowns on?**

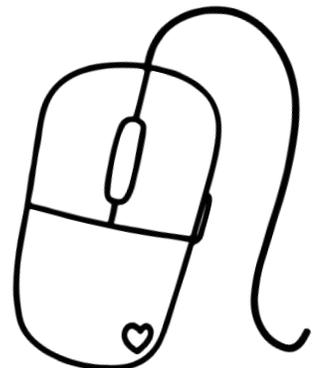
\_\_\_\_\_

**Have I created a countdown graphic yet?**

Yes       No

**Do I have a launch date set yet?**

Yes       No



## Step 2: Sneak Peeks

Zoom in, crop it out, blur it, tease it! Give your audience a sneak peek of your product without showing the whole thing. Invite them to guess what it is!

One fun way I can tease my product is: \_\_\_\_\_

## Step 3: Story-Selling

People don't buy products—they buy *why* it matters to them. Tell a story that shows how it helps.

### Examples:

- "I dropped my phone... and it survived thanks to this case!"
- "This journal helped me finally stay consistent with my morning routine."



**Write your own version:** My product helps people by

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**What problem does it solve?**

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## Step 4: Testimonials

Let people hear it from someone else! Share real reviews, even if they come from your mom or Aunt Annie. Just make sure it is honest and helpful.

**Do I have at least one testimonial to share?**

Yes       No

**Am I being honest about who it came from (no fake AI responses)?**

Yes       No

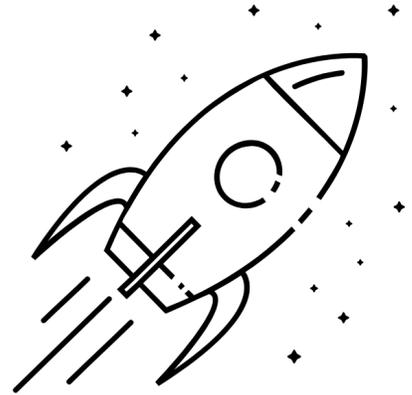


## 2: How to Get Traffic to Your Online Store

Let's Make Sure You're Not the Only One at the Party. Launching your store without inviting people is like planning a party with the perfect snacks, streamers, and music... and forgetting to tell anyone to come.

**Choose one that fits your energy right now:**

- Hype Machine – “Let’s goooo!”
- Strategic Inviter – “I’ll build it like an email funnel ninja.”
- Quiet Confidence – “I’m doing this, even if it’s just me and my juice box.”
- Research Mode – “Still deciding, but I’m close!”



Have you seen another shop or small business you could collab with? (Note: Check the collab posts in the Because I CAN FB Group if you are coming up blank.)

**List 2–3 business owners or creators who:**

- ✓ Compliment your product (not direct competitors!)
- ✓ Might want to do a joint giveaway or shout-out trade

**Partner Possibilities:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**What’s one fun collab idea you could pitch them?** (Example: “Let’s do a Spring Surprise Box with both our products!”)

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**True or False:** You need to pay thousands of dollars to get influencer shout-outs. (*False!*)

## What's a niche you could search for influencers in?

(Search ideas: #momsofinstagram, #teacherstyle, #petloversclub, etc.)

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### Open up Instagram. Set a timer for 5 minutes.

- Search one hashtag from above
- Find 3 people who might be a good fit.
- Follow them and jot their handles:
  1. @\_\_\_\_\_
  2. @\_\_\_\_\_
  3. @\_\_\_\_\_

*"You miss 100% of the shots you don't take."*

- WAYNE GRETZKY  
(via Michael Scott, depending on your mood)

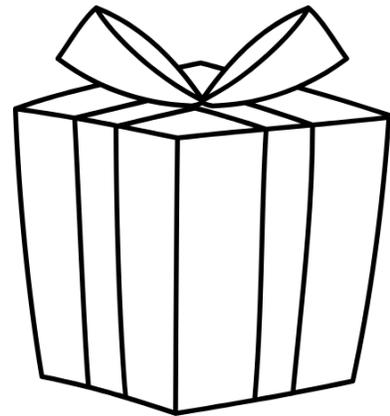
### Now DM one of them using this quick fill-in-the-blank message:

Hey [Name]! I love your content. I run a small shop and I think our audiences would be a great fit. Would you be open to a trade collab? I'd love to send you [product] in exchange for a shoutout.

### Next, what kind of giveaway would YOUR dream customer actually be excited about?

Examples:

- "Tag a friend who'd love this."
- "Win this bundle of joy."
- "Comment your favorite \_\_\_\_ for a chance to win!"
- "Enter your email to enter the giveaway!"



### Now plan it:

My giveaway product: \_\_\_\_\_

Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

To enter, people must: ✓ \_\_\_\_\_

✓ \_\_\_\_\_

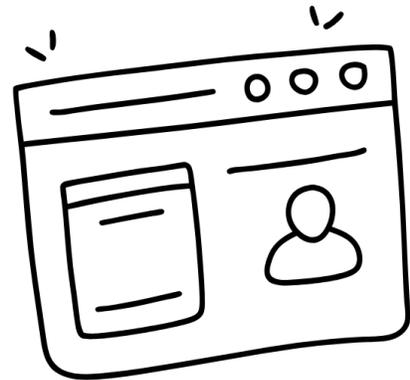
Use Your Email List (or Start One!) Even if it's 10 people... that's 10 people you can invite!

**Creative prompt:** You're writing an invite to your first product launch like it's a wedding. What would the email subject line say?

**Subject line:** " \_\_\_\_\_ "

**What are 3 fun things you'd want to include in the email?**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**No list yet?** Make one.

**Set a goal:** "I will grow my email list to \_\_\_\_\_ subscribers by \_\_\_\_\_ (date)."

*\*Give before you ask. It works like magic.*

**Which of the following is a fun freebie idea you could create to attract potential customers?**

- a. A printable like party tags, checklists, or kids activities
- b. A tutorial like "how to style this scarf 3 ways"
- c. A sample—either digital or physical
- d. All of the above

*(Hint: Freebies give people a taste of your product or brand—and help grow your email list too!)*

**What will you give?** Freebie: \_\_\_\_\_



### 3: How to Make More Sales

You've done the buzz. You've sent the invites. Now it's game time—your big product launch day! This is the moment where your energy and your strategy come together to give your product its best chance to shine. Let's get in the mindset of a pro athlete (or a product-launching superhero): you don't sit in the stands and wait—you jump in, observe, tweak, and play to win. Ready? Let's go!

**Circle one:** On launch day, are you most likely to be...

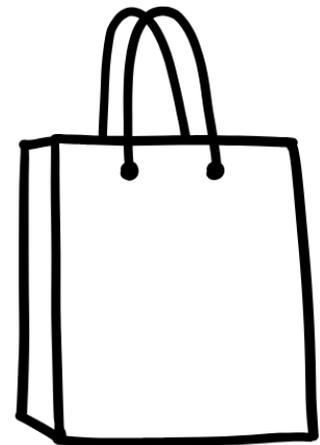
- Watching from the stands and hoping for the best
- Running around the field making plays
- Hiding under the bleachers with snacks

**What's one action you can take TODAY to be “in the game” instead of sitting out?**

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**Check off the game day tools you've got in place:**

- Pop-up working and not annoying
- Hotjar installed to track clicks and patterns
- Best-selling product near the top
- Clear checkout process and visible CTA
- Shipping costs aren't scaring people away



**If most customers are abandoning their cart, what's one thing you'll test?**

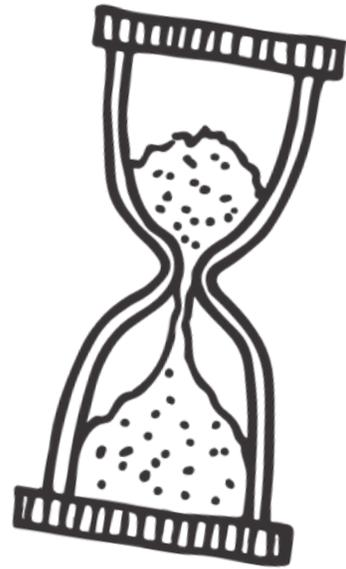
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**What's your “llama”?** What's one offer, story, or element of surprise that will make people “pull off the freeway” and check out your product?

**My llama is:** \_\_\_\_\_

**Examples to inspire you:**

- Unique design or feature (like glow-in-the-dark labels)
- Limited edition color or bundle
- Story behind the product (“I created this after...”)
- Scarcity or urgency (“Only 50 made!”)



**Multiple Choice:** What offer is most likely to work?

- a. 5% off and a whisper
- b. “New color just dropped – limited run!”
- c. A coupon code hidden in Morse code
- d. An eternal “Going Out of Business” banner

**Finish this sentence:** People should buy now instead of later because...

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**What kind of urgency can you create?** (choose one or write your own)

- 24-hour flash sale
- Only 100 available
- New launch with bonus gift
- My own idea: \_\_\_\_\_

Posting giveaway winners isn’t just nice—it’s smart!

**True or False:** Sharing who won a giveaway boosts excitement AND drives more sales. (*True!*)

**Who will you tag or spotlight when your next giveaway wraps up?**

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Going live = FREE exposure and real-time excitement.

**Match the launch strategy with the comfort level:**

I love the spotlight! •

• Post pics or hire someone to go live for you

I'm shy but scrappy •

• Go live and show your face

Absolutely not! •

• Use hands-only video or behind-the-scenes



**What's YOUR game day style?** Describe or doodle it below!

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**One way I'll show up (even if I'm nervous) is:**

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*"Success doesn't come from what you do occasionally, it comes from what you do consistently."*

- MARIE FORLEO

*Notes*

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## 4: Increasing Your Sales on the Last Day

You've done the Buzz. You've nailed the Invites. You showed up on Game Day. But don't stop now—we're rounding third base and heading home! This is where the real magic happens: the FOLLOW-UP. And yes, this simple step can bring in hundreds—even thousands—more in sales. Remember Wendy thought her \$600 launch was a win—until she added ONE follow-up email and made \$2,600 MORE. No new product. No major changes. Just one well-timed follow-up email.

### Reflection Prompt:

What's something in your life that you almost didn't do—but ended up being SO worth it when you followed through?

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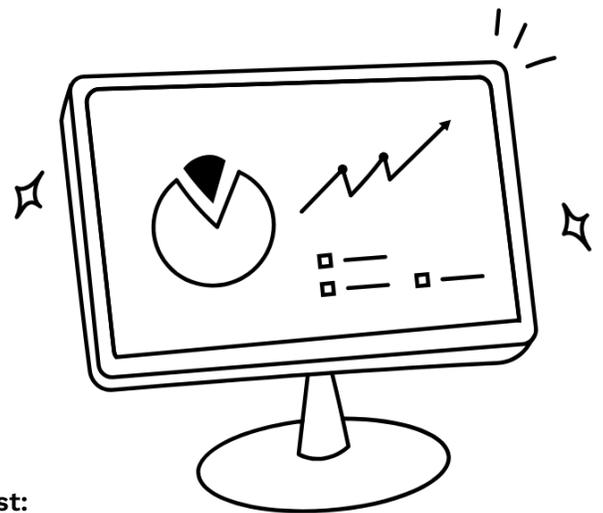
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**Fill in your plan:** My promotion/launch/sale will end on: \_\_\_\_\_

I will schedule my final email for: \_\_\_\_\_ (Hint: try 7pm your local time!)

### Choose the platforms you'll use for your final push:

- Email
- Instagram Post
- Instagram Stories
- Facebook
- TikTok
- Text List
- Carrier Pigeon (just kidding... unless?)



### Write a “last chance” line you might use in your email or post:

(Hint: “Only 3 hours left!” or “Sale closes at midnight—don’t miss out!”)

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**Why do you think people wait until the last minute to buy something?**

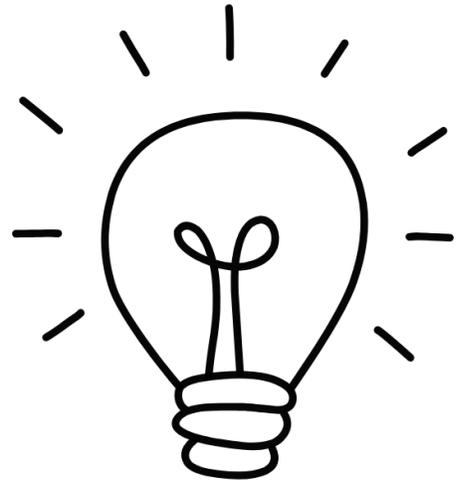
Check all that apply (Hint: it's going to be all of them):

- They forgot
- They weren't sure yet
- They needed a reminder
- They love the rush of urgency

**Which of the following is the BEST way to finish strong?**

- a. Quietly slip away and hope people remember to buy later.
- b. Post once and never mention it again.
- c. Follow up with energy, reminders, and a clear call to action.
- d. Cry into your laptop and whisper, "please buy."

*Hint - C Follow up is key.*



*"Ah-ha!" moments:*

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## 5: Following up With Your Sales

The Fortune Is in the Follow-Up (Step 5 of 5) You've done the buzz. You sent out the invites. You played your heart out on game day. You even hit the home run. Now it's time for that final play: the follow-up. This is where you turn happy customers into lifelong fans—and unlock extra revenue you may have been missing out on.

### 1. Collect Social Proof

**Why it matters:** Reviews help build trust and turn browsers into buyers.

I'm going to try the [\\_\\_ \\_\\_ \\_\\_ \\_\\_ \\_\\_ . me](#) app – It auto-collects reviews, syncs across platforms, and sends follow-up emails for you.

**Pro Tip:** Even a few reviews can make your site look 10x more legit.

### 2. Ask for Reviews (with a Smile)

Bribe them! (Ethically, of course.) Add a fun card to your package that encourages them to leave a review.

Fun prompt idea to print on your card: "Leave us a review and we'll send you good karma, internet high fives, and maybe a coupon code for next time. Also... Laffy Taffy."

**Where can you print these cards?**

- a. Barnes and Noble
- b. Target
- c. Vistaprint
- d. Jimmy Johns
- e. Home computer/printer

**Creative Challenge:** Design a 1-line thank you note that could go on your insert card:



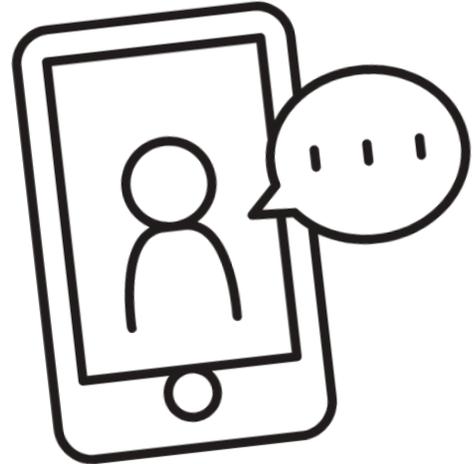
### 3. Ask for Feedback

Even if they didn't buy, you can still learn from them. Send a "Why didn't you buy?" email and thank them for their honesty. Bonus: Give them a small discount as a thank-you. This can often turn hesitation into a happy purchase.

### 4. Post the Feedback

Take those juicy reviews and post them everywhere:

- Screenshot for your website homepage
- Use in email marketing
- Add to product pages
- Insert in social posts
- Feature in your About page



### 5. Share the Love on Social

**Your customers' words are marketing GOLD.** Are you going to share them?

- Yes       No

**Examples:**

- “Got this sweet review today: ‘I wore this shirt and got three compliments before lunch! You all are the BEST!’”
- “OMG I’m blushing. Just got this review:  
‘ \_\_\_\_\_ ’”

**Write your own mock social post using a real happy review:**

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Notes

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## Checklist – Have You Done These?



- I created pre-launch buzz using countdowns, sneak peeks, or story-based posts.
- I shared the product benefits in a way that builds excitement without sounding salesy.
- I collaborated with other shops or influencers to increase reach before launch.
- I ran a giveaway using my own product to attract the right customers.
- I invited people to my product launch through email, social media, or partnerships.
- I installed Hotjar or another tool to track visitor behavior on my site during launch.
- I made a clear, compelling offer that gives customers a reason to buy now.
- I sent out a final reminder email or post before the sale ended to boost last-minute sales.
- I collected product reviews through automation or printed requests in packages.
- I used customer feedback and reviews in social posts, emails, or my website to build trust.

# Top 10 Glossary Terms for Beginners in E-Commerce

- 1. **Story-Selling** – Talking about your product’s benefits in a personal, relatable way instead of traditional salesy language.
- 2. **Influencer** – Someone with an online audience who can promote your product; doesn’t need to have a huge following to be effective.
- 3. **Freebie** – A small, valuable item (digital or physical) given away to attract attention and grow your email list.
- 4. **Hotjar** – A tool that shows you where customers click and scroll on your website using heatmaps and recordings.
- 5. **Urgency** – A time-based motivator (“Only 24 hours left!”) that encourages quick action from potential customers.
- 6. **Scarcity** – A quantity-based motivator (“Only 50 in stock!”) that helps drive conversions before products sell out.
- 7. **Social Proof** – Customer reviews, selfies, and testimonials that show others love your product and help build trust.
- 8. **Judge Me** – A Shopify app that automates the collection and display of reviews from your customers.
- 9. **Follow-Up** – The final step in your launch strategy, where you close the loop—send reminders, highlight reviews, and squeeze out those last-minute sales.

 *Lightbulb thoughts:*

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