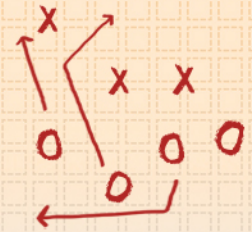




Kim DeYoung's



# THE WOMEN'S LAUNCH PLAYBOOK



## Why Launch?



# Kim's Definition of Launching



# Why Launch?

- Make money
- Gain visibility
- Reach a bigger audience
- Gain credibility for being an expert
- Share your knowledge & expertise
- Be of service
- Leverage your time
- Build your brand
- Create momentum
- Build your list
- Create valuable partners



# What can you BUILD?

- A program
- A product (free or fee)
- A service
- An event
- A movement



# The BUILDING Cycle

- Get clarity about your ideal client you want to serve and what problems they'd pay to have solved
- Determine what you can offer them and how you'll deliver it
- Map out all the steps of your creation & delivery timeline
- Build the components of your offering



# BUILDING Cycle Challenges

- You don't know all that's involved in building
- You don't have the clarity of your vision
- You don't know what's possible
- You are overwhelmed
- You are stuck
- You are nervous about the Launching Phase



# Why a PLAYBOOK?

- It's a navigational map to lead you thru the steps so nothing falls through the cracks
- It's a creative & strategic plan for creating and launching your offering
- Your team will have clarity about all that needs to be done



# Why create a Product?

- Help more people and have a greater impact
- Leverages your knowledge & allows you to multiply yourself
- Create it once and get paid over and over
- Be seen as an expert in your field and establish your credibility
- Generate highly qualified leads the easy way
- Little staff maintenance





# Why create a Product?

- Broaden your market by more than those you can physically connect with
- Small investment
- Large profit potential
- Buyers who buy once will likely buy more
- Lets you grow a mailing list to continue marketing to

