



**MODULE SIX**

# **ELEMENTS OF A SUCCESSFUL LAUNCH**

## *Training*

**» 3 part training**

- FB Live
- Pre-recorded
- Webinars

## *Facebook Cover Images*

- » Announce the activities/events of the day**

## *Posts*

- » Announcing events/activities**
- » Announcing deadlines for bonuses and cart close**

## *Facebook Lives*

- » Q&As
- » Hot seats
- » Webinars
- » Teaching

## *Facebook Lives*

- » For Q&As
- » Hot Seat Coaching
- » Audits
- » Watch Parties

## *Engagement Posts*

- » To get engagement up and get Facebook to show more of our group posts

## *Case Studies*

» **Student or client success stories**

» **Interview your members on FB Live or pre-recorded**

- Where were you before?
- What obstacles/challenges did you face
- How did you overcome those challenges
- Where are you now?

## *Emails*

» **An email should go out each day letting people know what that day's events are**

» **It should include an email back to the group, training or the sales page (once cart is open)**

# *Bonuses*

» Open day bonus

» Last day bonus

*Engaged* & PROFITABLE GROUPS  
with Sandra De Freitas