



Planathon

WWW.LOVETOLAUNCH.COM/PLANATHON

Instantly add these events to your online calendar here: lovetolaunch.com/calendar

MON 24

Workshop 1

Master your launch mindset: Discover the top launch confidence killers and learn how to build rock-solid belief so you can have your best launch ever without the launch-stress.

lovetolaunch.com/w1

7:00 PM - 8:30 PM
(2 PM EST, 11 AM PST)

TUE 25

Coaching Call 1

Join Laura Phillips for a live coaching Q&A to get your juicy launch questions answered...

lovetolaunch.com/c1

7:00 PM - 8:30 PM
(2 PM EST, 11 AM PST)

WED 26

Workshop 2

Launches that sell: Discover how to have people queuing up to buy from you and become a launch sales pro without sleaze, spam or aggressive selling.

lovetolaunch.com/w2

7:00 PM - 8:30 PM
(2 PM EST, 11 AM PST)

THU 27

Coaching Call 2

Join Laura Phillips for a live coaching Q&A to get your juicy launch questions answered...

lovetolaunch.com/c2

7:00 - 8:30 PM BST
(2 PM EST, 11 AM PST)

FRI 28

Workshop 3

Launch like a PRO: Discover the stages of a wildly successful launch, which launch is right for you and what you need to focus on and when.

lovetolaunch.com/w3

7:00 - 8:30 PM
(2 PM EST, 11 AM PST)

SAT 29

Weekend Catch up

Laura will be hosting a Saturday morning catch up call to help you digest the launch planathon awesomeness and answer your questions live!

lovetolaunch.com/catchup1

10:00 - 11:00 AM BST

SUN 30

Weekend Catch up

Laura will be hosting a Sunday evening catch up call to help you digest the launch planathon awesomeness and answer your questions live!

lovetolaunch.com/catchup2

7:00 - 8:30 AM
(2 PM EST, 11 AM PST)

MON 1


Launch Masterclass

Easier Launch Success: Join me for a final workshop on how to have a wildly successful launch with bigger profits, more ease and more fun. Yes, it really is possible!

lovetolaunch.com/easylaunch

7:00 - 8:30 PM
(2 PM EST, 11 AM PST)

GET HELP...

 Instagram
@lauraphillipsHQ
#welovetolaunch #launchplanathon

 Facebook
Tag or search: @welovetolaunch

 Email
laura@lovetolaunch.com

Join the Planathon party group for bonus training: lovetolaunch.com/partygroup

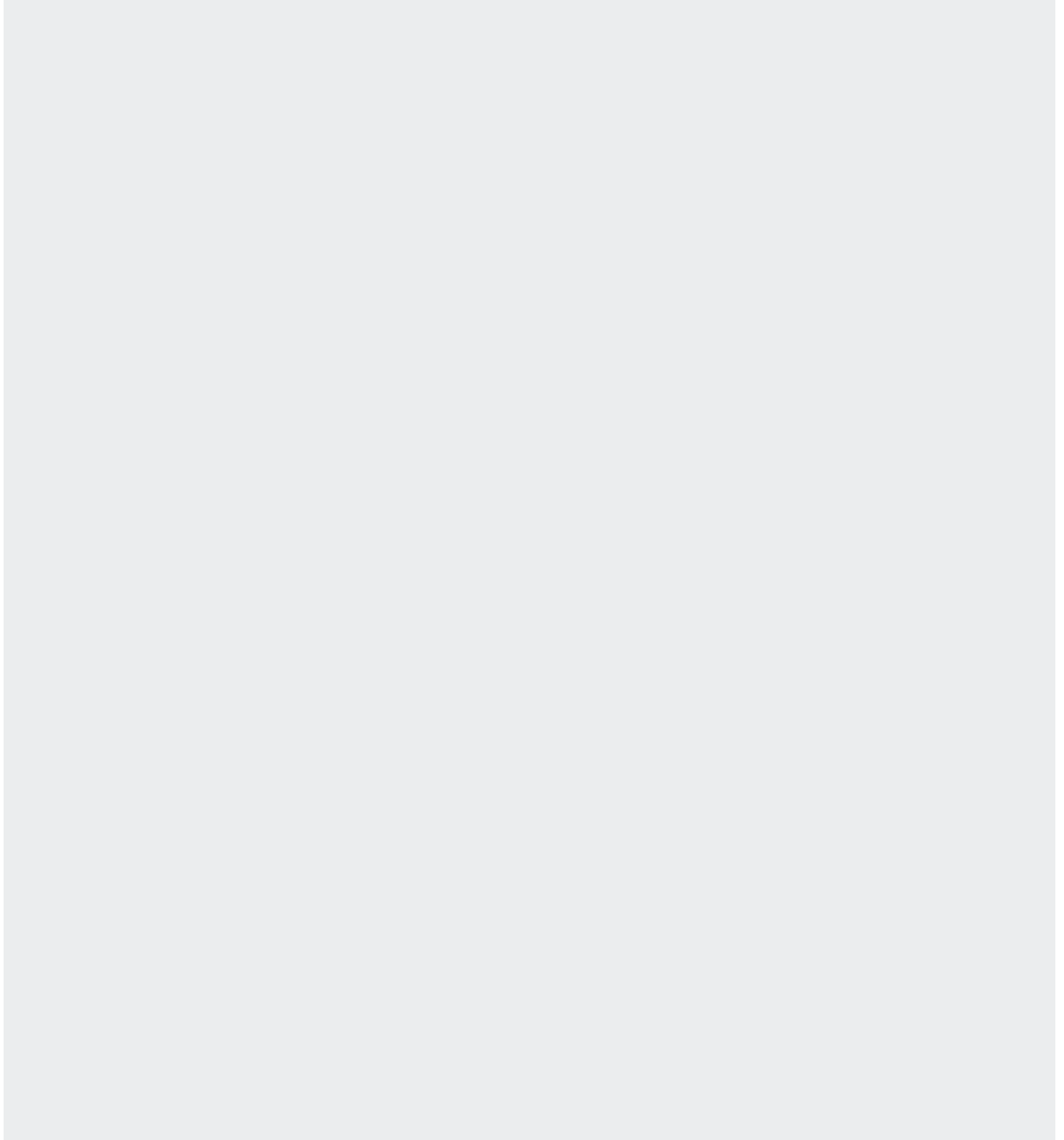
THE PLANATHON CHECKLIST

How to make the most of your Planathon experience... #DoTheWork

- Watched workshop 1 - lovetolaunch.com/w1
- Completed workbook 1
- Joined the Facebook group - lovetolaunch.com/partygroup
- Grabbed entry into contest from workshop 1- lovetolaunch.com/win
- Shared the Planathon to double my entries into the contest - lovetolaunch.com/win
- Attended the Tuesday coaching call - lovetolaunch.com/c1
- Bonus: Asked a question on the coaching call!
- Watched workshop 2 - lovetolaunch.com/w2
- Completed workbook 2
- Grabbed another entry into contest from workshop 2 - lovetolaunch.com/win
- Attended the Thursday coaching call - lovetolaunch.com/c2
- Bonus: Asked a question on the coaching call!
- Watched workshop 3 - lovetolaunch.com/w3
- Completed workbook 3
- Attended a catch-up session if you need support - lovetolaunch.com/catchup1 or 2
- Watched the Easy Launch Masterclass - lovetolaunch.com/easylaunch
- Congratulated myself for a job well done! You're AMAZING!

MY TOP QUESTIONS ABOUT LAUNCHES

Use this page to write down your top questions about launches.



When I think about launches, the first thing I think of is...

My most successful version of me would say...

A launch in it's most fun and easy form is...

The lightbulb / aha moment I had from Laura's launch story is...

Top 3 reasons I am going to love launches...

1)

2)

3)

What comes before strategy....

THE _____ CYCLE



COMPLETE THIS SECTION AFTER WORKSHOP ONE

BE → DO → HAVE

1. BE

WHO DO I NEED TO BECOME IN ORDER TO HAVE WILD SUCCESS?

Answer this as if you are now already that person with a wildy successful launch.

What are now some of your qualities / personality traits?

What is important to me in my business now?

What are my beliefs around launches now?

When I think about my launch I now feel...

2. DO

WHAT AM I DOING TO HAVE WILD SUCCESS WITH MY LAUNCH?

What are the most important actions I am now taking in my successful launch?

What are the unimportant things that I have now let go of?

How am I showing up as a leader in my launch now? Describe the way you will work....

What decisions are you making about your launch?

How are you interacting with others?

3. HAVE

WHAT ARE THE RESULTS YOU HAVE ACHIEVED IN YOUR LAUNCH?

What are people saying about you and how you show up?

What are people saying about your launch?

What are people saying about your offer? e.g. after they have worked with you

What are the specific results you have achieved in your launch?
e.g. income, number of new customers, number of new leads

RIDING THE LAUNCH ROLLERCOASTER

[] is the same feeling as []

People fail at launches because they...

[]

A common confidence killer is... Day Two []

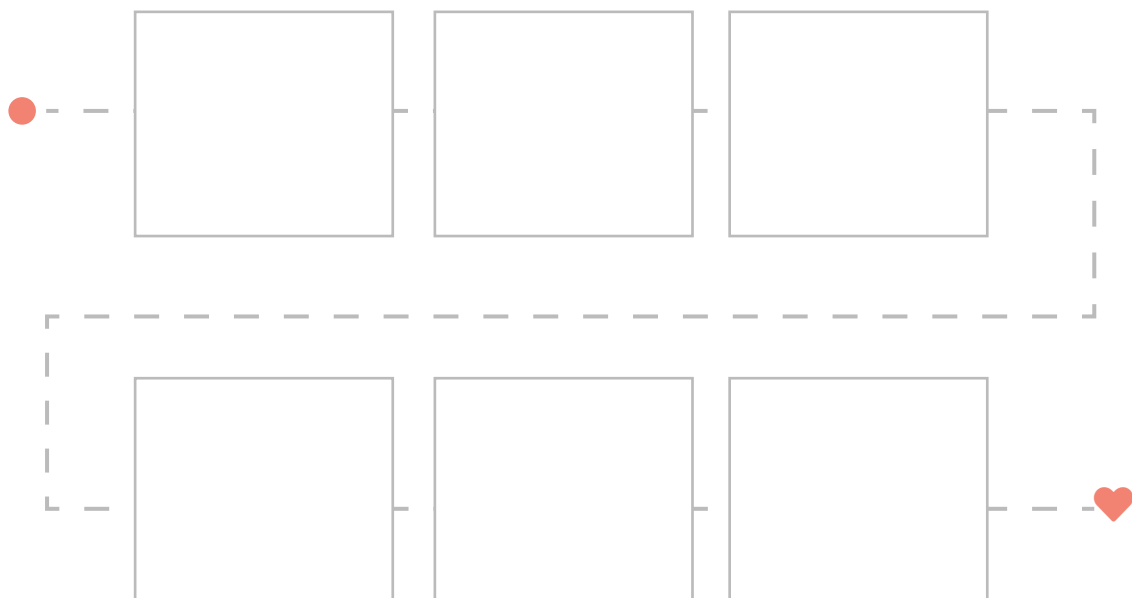
On this day I am going to remind myself....

[]

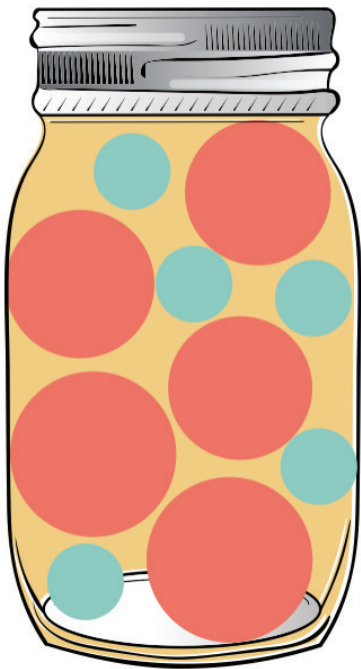
And the action I am going to take instead of panicking is...

[]

TYPICAL PHASES OF A LAUNCH



THE JAR OF LAUNCHES



ORDER OF IMPORTANCE

1)

(most important)

2)

3)

(least important)

What are my most important rocks?

1)

2)

3)

Which pebbles are in my zone of genius?

1)

2)

3)

What 'sand' is not really serving me?

COMPLETE THIS SECTION AFTER WORKSHOP ONE

WHAT IS THE STORY YOU WANT TO TELL IN YOUR LAUNCH?

If you are not selling your own transformation, how have you helped others?

What is the story so far that you want to share?

The story of...

Why did you want to achieve the end result?

When was the specific moment you knew things had to change?

What was the hurdle you faced along the way?

How did you overcome it?

What is the lesson you want people to take from that hurdle?

What was the biggest inner shift you experienced?

What was the end result you achieved?

What does this make possible for others?

3 words that describe where you were before your transformation...

3 words that describe where you are now after your transformation

WHAT MAKES YOU, “YOU”

What are your top values?

What is your top value?

Thinking about your most important value, list some of the ways you show that in business

What / who do you stand for in business?

What / who do you stand against in business?

WHAT MAKES YOU, “YOU”

What do you love about your industry / profession?

What do you hate about your industry / profession?

What are some of the stories you can share that would share “you” with your audience?

GO ALL IN

What does going all in on your launch mean to you?

GIVE YOUR BEST....

2 examples of giving your best stuff for free with your launch...

- 1) Give away the not the
- 2) Give away the not the

The reaction I want to create with my free launch content is...

YOUR FUTURE LAUNCH SUCCESS

Thinking about you achieving your best launch ever, what would you be feeling?

What specific results will you have achieved that has not been possible before?

Why hasn't this been possible before?

What is the top thing that needs to change in order for this to happen? (Think.. be, do, have)

What will be now be possible for you by having a wildly successful launch?

What would this success mean to you? Describe it in one word...