

THE LAUNCH PLAN



EXPECTATIONS

with Becky L Duncan

What You Can Expect From Me:

- I am in your corner. I'm dedicated to helping you put the pieces together so you can launch like a pro. You can expect me to encourage you to strive for your very best and keep moving toward your goals.
- I will create a private Facebook group for the two of us to communicate. This group will be active for the 90 day duration of your Launch Plan access. Please post specific questions for which I will provide feedback. Typed material is preferred however, if a video is submitted for feedback, please limit videos to 5 minutes. Links to documents for review are also appreciated.
- I will respond to your questions in which I am tagged in your private Facebook group within 24 hours, Mon-Thurs, 8am-4pm Central (barring US National holidays and June 15th).
- We will start your Launch Plan with a 30 minute Initial Meeting that will take place via Zoom. At the end of this meeting, you will have your plan and email templates. You will be able to schedule your 2 hour Planning Session within 90 days of our Initial Meeting. If you do not schedule your Planning Session, it will expire 90 days after your Initial Meeting.
- I will provide open and honest feedback as well as the best advice available to help you launch. In addition to listening and questioning, this may include brainstorming, providing tools and other inputs, or seeking, collating and providing input from others. Feedback will be in the form of a written Facebook comment or screencast, whichever I deem the best method.
- You will have access to The Launch Plan material for 90 days. Your 90 days start with your Initial Meeting. Your Launch Plan material will consist of a customized calendar outlining the steps you need to take for your launch and access to 70+ email templates. Depending on your needs, you may also be given access to training videos available via Dropbox.
- Should you require a refund, please submit an email request to Becky@BeckyLDuncan.com prior to your Initial Meeting. Your payment will be cancelled and returned in 6-8 weeks. Refunds will not be issued after your Initial Meeting has started. Because you will receive training materials as soon as you purchase, any refund issued will withhold \$299 for the cost of the training material.
- If an emergency arises and I need to change our meeting time with less than 24 hour's notice, I will provide at least 2 alternative meeting times within 3 business days, between 9am-5pm Central, of the original meeting date.
- I will provide my best recommendation for your business. Results are based on your application and effort and are thus not guaranteed.

What Is Expected Of You:

- Have a website you are comfortable editing and a CRM you are able to confidently use
- Be committed to the process by providing all requested information before, during, and after your Planning Meeting.
- Attend all meetings on time and fully prepared. Failure to cancel or reschedule meetings 24 hours prior will result in forfeiting session with no refund or rescheduling. Please arrange for our meetings to be held without interruptions or distractions. For the listening ease of all parties, both participants should wear headphones with attached microphones.
- Point of note: The best results come from engaged mailing lists of 1000+. Successful launches can happen with smaller lists but will require additional effort on the part of the mailing list owner. Businesses with mailing lists smaller than 500 are encouraged to first build up their list, then plan their launch.
- The Launch Plan is designed for established, online businesses to launch a new product or program.
- Be open to trying out new ideas, to having your assumptions tested and thinking challenged.
- Put in the work. You'll be expected to implement your customized plan and participate fully in the planning process.
- You will be provided with a Business Love at First Sight workbook to help you gather copy samples with which to complete your email templates. Your email templates will be most effective when completed according to the "exact words" samples provided in the BLAFS workbook.
- You will receive access to the 4 Phase Launch Plan training and Business Love at First Sight workbook prior to your Initial Meeting. You are expected to view both and begin BLAFS interviews prior to your Initial Meeting to ensure our time is spent focusing on customizing your plan and less time on instruction.
- You are expected to keep all email templates, launch strategies, and any lessons to which you have access confidential.
- Speak up if something is not working for you or if you have concerns. The quality of your success depends on the trust between us and the effort you put in.

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PROGRAM OUTLINE

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- You will be able to schedule your Initial Meeting when your payment is complete.
- You will be asked to confirm you have read the Launch Plan Expectations before payment is complete. You are responsible for understanding and adhering to the responsibilities and expectations outlined here.
- You will be sent a link to a survey to complete at least 24 hours before the start of your Planning Meeting. Failure to do so will result in a less efficient meeting and, potentially, an incomplete Launch Plan.
- Your appointment confirmation email will contain a link to schedule your 2 hour Planning Session. This session must be booked within 90 days of your Initial Meeting. You are responsible for keeping track of your scheduling link and booking your appointment.
- Your Planning Session and Initial Meeting will take place via Zoom during the selected times. Please show up on time and ready to work as we will not be able to extend the meeting time due to a late start.
- At the conclusion of your Initial Meeting you will be sent a Google Spreadsheet that details your plan. You will also be sent access to your email templates and any applicable lessons as well as access to your private Facebook group. They are yours for 90 days following your Initial Meeting.