



Checklist 9 - Early Bird Setup & Mailing Schedule

Project _____

Date: _____

Name: _____

PART 1 - EARLY BIRD PAGE SETUP

	Yes	No
1 Have you an early bird squeeze page setup to collect leads before the launch goes live?	☐	☐
2 Have you a thank you page with a countdown timer and offering something of value.	☐	☐
3 Have you a welcome email in place telling the subscriber when the product goes live?	☐	☐

PART 1 - LAUNCH MAILING SCHEDULE

	Yes	No
1 Have you an early bird squeeze page setup to collect leads before the launch goes live?	☐	☐
2 Have you a thank you page with a countdown timer and offering something of value.	☐	☐
3 Have you a welcome email in place telling the subscriber when the product goes live?	☐	☐
4 Email subscribers a link to early bird signup page 1 days before launch	☐	☐

Notes



Checklist 9 - Early Bird Setup & Mailing Schedule

- | | | | |
|----|---|--------------------------|--------------------------|
| 5 | Email early bird list 2 hours before launch letting them know about special pricing, coupon or early bird discount you have | ☐ | ☐ |
| 6 | Email your entire subscriber database once launch goes live | ☐ | ☐ |
| 7 | 24 hours after launch goes live send a reminder email | ☐ | ☐ |
| 8 | 48 hours after launch goes live send a reminder email with Q n A | ☐ | ☐ |
| 9 | 72 hours after launch goes live send a reminder email with urgency & bonuses | ☐ | ☐ |
| 10 | 96 hours after launch goes live send a final reminder email with urgency | ☐ | ☐ |

Notes