

The 48-Hour Launch Checklist

Your hour-by-hour plan to launch your first campaign + metrics that actually matter

HOURLY-BY-HOURLY LAUNCH PLAN

HR 0-1 Strategic Prep

- Pick your client segment (50–200 contacts)
- Choose your Core Value Trinity focus
- Select one of the 4 message templates
- Pick one specific, high-value topic

HR 1-2 Content Creation

- Write the first draft using your template
- Apply the Personalization Checklist
- Write 3 subject line options

HR 2-2.5 Quality Control

- Read it aloud — does it sound like you?
- Apply the 'So What?' test to every sentence
- Remove jargon. Proofread carefully.
- Pick your strongest subject line

HR 2.5-3 Technical Setup

- Import/segment contacts in your email platform
- Paste and format in your email builder
- Enable open and click tracking
- Schedule for TOMORROW at 10:30 AM

HR 24-48 Launch & Monitor

- Check open rate in first 2 hours (target: 20-40%)
- Watch for replies — this is your #1 metric
- Reply within 2 hours using the 3-Touch system
- Track unsubscribes — a few is normal

METRICS THAT ACTUALLY MATTER

REPLY RATE

Good: 2–5% | Great: 5–10% | Outstanding: 10%+

Leading

POSITIVE SENTIMENT

Goal: >90% of replies are positive or neutral

Leading

CONVERSATION RATE

Goal: 25%+ of positive replies become real calls

Leading

CLIENT RETENTION

Goal: Year-over-year retention trending upward

Lagging

REFERRAL RATE

Goal: Growing share of new leads from referrals

Lagging

QUICK TROUBLESHOOTING

■ Low opens (<20%)

Why: Weak subject line or wrong send time

Fix: A/B test subjects. Send Tue–Thu 10am–2pm.

■ Good opens, no replies

Why: Content doesn't deliver on its promise

Fix: Increase personalization. Run the 'So What?' test.

■ Negative replies

Why: Wrong topic or wrong segment

Fix: Honor unsubscribes. Review segmenting.

■ Out of ideas

Why: Not capturing insights systematically

Fix: Start an Idea Bank. Log every client Q you answer.

The 90-Day Rhythm

Month 1: Launch & Learn — first send, track metrics

Month 2: Systemize — segment, build your Idea Bank

Month 3: Scale — double down on what works