

O² marketing. | Gaurabh Bhartari

THE 5-FIGURE COURSE LAUNCH CHECKLIST AND GUIDE

Your 5-figure in the 1st
month

BY GAURABH BHARTARI

Let's connect



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Hello, I'm Gaurabh Bhartari, a marketing strategist, Facebook ads expert, and a Funnel designer.

I have created this Launch Checklist & Guide after working with coaches & course creators around the globe.

15-point checklist to launch a course and scale it to 5 figures in the 1st month.

- Defined Core Offer

Have you defined your core offer? Is it as per your target audience's pain points and desires?

- Entry Point Offer

Irresistible, super-low ticket offers, used to convert leads into buyers.

You can use - Physical products Books, Webinar Cheat sheet Masterclass. (Between \$7- \$97)

Not necessary, but if you have a High ticket offer, you should use it.

- Lead Magnet

A small chunk of value that solves a specific problem.

It is offered to get leads in exchange for an email ID.

The objective is to - Deliver value, show your expertise, win the trust and get the lead details.

You can use - **Case Studies, Books, Cheat Sheets Toolkit/Resources Quiz.**

- Upsell

Used as a Profit maximizer.

Something that complements the core Offer.

- Launch Bonus



Create some Launch Bonuses to fill up the seats immediately. Make sure to create it beforehand and make it urgent, relevant, and it should give FOMO.

- Launch Date



It is very important to research and select the launch date.

Never launch during the holiday season.

The launch date should be as per your product and your industry.

For example - Mid-January launch works in the health & wellness niche.

Mid - April also works as it is the time when people prep for a summer body.

After the holiday season, it is a good time to sell wellness or dieting-related offers. So it totally depends on your target audience.

It is important to prepare for launch atleast 60 days before the launch. -To sort all the resources.

And the announcement of the launch should be done 3 weeks prior.

- Building a Community



Work towards building a strong community as per your target audience – Facebook Group is the best.

Your community helps you to grow organically and gives you data to brainstorm on paid ads strategy.

Helps you in creating loyal brand fans and crafting case studies and brand stories.

- Funnel strategy



It Includes creating a smooth flow of your offers as per the core offer, entry point offer, and lead magnet.

Includes choosing the funnel type. Designs, Copywriting, etc.

Auditing before launching -

Text formatting and alignment

Check if all buttons and links are working fine

Check the funnel sequence

Check the mobile version compatibility

Checklist for copies you will need -

Landing page copy

Thank you page copy

Sales page copy – Entry point offer & Final Offer

Order form copy

Order confirmation copy

Welcome email sequences

Checklist for tech integration -

Connect your email service provider.

Connect your payment gateway in the product setup.

Connect your product – To fulfil your product/course, or membership area etc.

- Email Strategy



Create a proper flow of emails, and when you get the leads for the first time – Share value in emails.

Make sure to leave the audience curious enough to open the next email and tell them what value they will be missing if they didn't open the next one.

Make separate sets of emails and stories to sell the offers.

Use brand stories!

And deliver your Lead Magnet and core product by email.

- Ads Strategy



Make sure to choose paid ads platform as per your target audience.

Make sure to add Facebook pixel & GA analytics code on your funnel.

Add **Custom Conversion** on Meta ads manager and **Goals** in Google Analytics.

Create audiences after doing the target audience research.

Make ad creatives and write ad copies after researching the target audience, competitors, and industry leaders.

- Onboarding Process



You must keep the process seamless to provide the best experience to the clients/customers.

Use emails to fulfill the course community.

Automate the process.

- Organic Marketing Strategy



Create a complete Instagram, Facebook groups, LinkedIn, or Youtube content strategy as per your target market and the social media platforms you and your target audience use the most.

Start posting it 3 weeks before the launch.

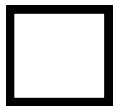
Plan dates and times of Instagram posts, reels, stories

LinkedIn - carousels, posts.

Facebook/IG/LinkedIn Live

Coming live on your community group etc.

- Data Tracking



Track your data during and post-launch -

To check the profitability and analyze it for future launches.

Track -

Leads

Cost per Leads

Landing page conversion rate

Cost per conversion

Sales page conversions

Cost per sales page conversions

Email open rate

Click through rate

and analyze what type of social media pots worked for you.

- Affiliate System



Create an affiliate system for your members who have bought your final offer and give them some commission on every new member they have recommended and joined.

- Hire an expert



Always hire an expert for tasks you are not good at and focus on your core tasks.

About

Gaurabh Bhartari

Marketing Strategist | Facebook Ads | Funnel Designing | Instagram Marketing Expert



Hello, I'm Gaurabh Bhartari, a marketing strategist specializing in helping coaches, course creators, and service-based businesses build their brands, attract customers, and increase sales.

I focus on using Facebook Ads, Instagram Marketing, and Funnel Design to drive business growth.

Marketing is my passion. I found it interesting, attractive, and creative as it is the domain where I can apply my knowledge and experience to build brands.

According to me, I have the most exciting and dynamic job profile. Brand building!

My DFY services

[Facebook Ads services](#) | [Funnel Designing services](#)

I offer a **FREE** Strategy session that will help you to get clarity on your funnel, marketing strategy and advertising.

[Book a FREE Strategy Call](#)