

SAMPLE Program Launch Project Brief

Overview

The Program launch runs from Feb 8th 2016 (Starts with “Book” Promotion) - Feb 24th 2016 (Registration Closes).

There will be 2 payment options

1. 1 Payment of \$1997 or
2. 6 payments of \$397

After Feb 24th, we will likely be closing doors till probably 2017. All launch links will be redirected to a “waiting list page”. There is a chance that we will do a brief cart re-open to offer a 12-month payment plan.

For more information on what the program is all about, here’s the link to the sales page:

<http://theappointmentgenerator.com/join-tag-now/>

(don’t share this page).

Launch Timeline

December 12 - February 7 - Book Pre-order window. Book does not come out until 2/8 but we have a pre-order page for prospects to reserve their copy. They will receive an email on 2/8 to let them know that their book is available.

February 8-10 - Pre-Launch Content (PLC) 1 is released. This is a Kindle/PDF of the book, accompanied by a training/explainer video. The window to get the book free is only from 2/8-2/12. Starting on 2/13 the kindle version of book will be available for \$2.99 for a limited time (most likely until the end of the launch) and then it will go up to \$4.99.

February 10 - *Blab #1* - Live Q&A about Book and the system it teaches

February 11-12 - PLC 2 is released: This infographic and explainer video is an overview of the system taught in the Book. Birds-eye view of the system. PDF Download and training/explainer video.

February 13 - PLC 3 is released: This is a video that covers the 5 key areas that you have to have in place for this system to work. No downloads for PLC 3, it’s a training video with an opportunity to sign up for the upcoming webinars.

February 15-17 - Masterclass Workshop (webinar): Held 9 times over a three day period. Same content each time. Goes over the system covered in the book as well as offers an earlybird special for those on the call. Same prices just with additional bonuses. See below.

February 18 - Masterclass Workshop replay released. Will remain up until midnight pacific on the 18th. Also earlybird special expires at midnight.

Blab #2 - Live Q&A about the everything the prospect has experienced thus far. This includes PLC 1-3, the Masterclass, and the earlybird offer

February 19 - Official Cart Open + Fast Action Bonus

February 20 - *Blab #3* - Live Q&A on the types of businesses/clients/prospects this works for and announcing the payment

February 22 - Livestream #1 - 6-10pm Eastern - 4 guest speakers. (affiliates/jv partners)

February 23 - Livestream #2 - 6-10pm Central - 4 guest speakers. (affiliates/jv partners)

February 24 - Official Cart Close. Enrollment closes at Midnight Pacific

Blab #4 - Live Q&A about The Appointment Generator and the offer

TAG Pricing and Offers

Pricing

- 1 Payment of \$1997
- 6 Payments of \$397

Program Options

Early Bird Offer - 2/15 Noon Pacific - 2/18 Midnight Pacific

What they get:

- All TAG training lessons and modules
- Dedicated Advisor (NOT coach)
- Welcome call scheduled asap after joining (call will be scheduled for 10 days later)
- 1-on-1 checkpoint calls at key milestones throughout the program (once work turned in)
- Email Support

- All three Guarantees
- Complimentary ticket to Live Event
- Early Bird bonuses, only for those who join during Early Bird:
 - Bonus that does NOT have to be shipped if worldwide prospects
 - 1 hour, 1-on-1 Post Launch Strategy Call with one our Directors of Lead Generation (value \$400)
 - Access to our Private Partner Program - For any friend you refer, we will pay you 30% commission. Refer just a few colleagues or friends, and your membership is completely paid for! No cap on referrals, so the sky's the limit on your income potential in the Partner Program
- Bonuses available to everybody:
 - Training - Training from 3 of the world's leading subj. matter experts. This includes a 2-day live virtual event where you will walk away with [complementary result] (value \$495)
 - Bonus Mastermind Session - Live training hosted by [you] on even more advanced strategies that will help them accelerate their results with The Program (value \$450)
 - Bonus Training - In depth training to help you discover [best solution to ensure as much success in the program]

* Early Bird bonuses are for everyone who joins before midnight Pacific on 2/18 no exceptions

Cart Open Offer - 12/19 12:01am Pacific - 12/24 Midnight Pacific

What they get:

- All training lessons and modules
- Dedicated advisor
- Welcome call asap after joining (call will be scheduled for 10 days later)
- 1-on-1 checkpoint calls at key milestones throughout the program
- Email Support
- All three Guarantees
- Complimentary ticket to live event
- Fast Action Bonus
 - First 50 who join on Cart Open get a bonus (NOT a product that has to be shipped if worldwide prospects)
- Bonuses available to everybody:
 - Training - Training from 3 of the world's leading subj. matter experts. This includes a 2-day live virtual event where you will walk away with [complementary result] (value \$495)
 - Bonus Mastermind Session - Live training hosted by [you] on even more advanced strategies that will help them accelerate their results with The Program (value \$450)

- Bonus Training - In depth training to help you discover [best solution to ensure as much success in the program]
- Amazing value-packed bonuses from our partners, to help you have even more success. (VALUE for this will be TBD, we won't know until later on when we confirm what bonuses the livestream partners want to include.)

Upsells:

UPSELL #1: Program Platinum

- \$95/month

What they get:

- Everything that normal members get plus:
- office hours calls (5 days a week they can call in and ask questions). This is HUGE, because it gives them the opportunity to get live support any day of the week from a real person.
- access to our Platinum Mastermind Group, where they get 24/7 access to advisors, staff, and other platinum members in a private facebook group.
- Bonus trainings and additional resources only available in the Platinum Mastermind group.

UPSELL #2: Refundable Deposit to Live Event

- \$197

What they get:

- Part of the program is the live event. To lock in their seat, we require that they put down a fully refundable \$197 deposit which we will return to them at the event.

UPSELL #3: Done-For-You Software

- \$995

What they get:

- Our software for automating the process.
- Easy online tutorial teaching them how to use the software.
- Lifetime access.

Downsells - 2/25-2/27 (TBD. We may do cart re-open with 12 month payment plan instead)

Program Training Only

What they get

- Only access to the training lessons
- no email support
- no welcome call

Guarantees

30 Day Test Drive: “Watch the lessons, download the workbooks, and work with your dedicated Advisor; try it all for for 30 days, and if you don't like it, you'll get a full refund. Just one simple condition, you must actually try the training and complete the first module. After all, it is a test drive. “

The “We Won't Let You Fail” Guarantee: If you put in the time, follow the process, do the work, and reach out to your Advisor when you need help, we guarantee that once you go through the training, you will [service provided]. I've never seen somebody stand behind the results of their program like this.

Double Your Money Back Guarantee: “If you put in the time, follow the process, do the work, and reach out to us when you need help, we guarantee that you will at least double your investment in the program within a year. If you have not at least doubled your investment, I will refund your tuition, plus an extra \$2,000.”

URLs and Dates of Activity

- December 12 - February 7 - Book Pre-Order
 - Opt-in Page - <http://thebookedbook.com/pre-order/>
- February 8-10 - Pre-Launch Content #1 is released
 - PLC1 opt-in page:
<http://thebookedbook.com/plc1-booked-for-free/>
 - PLC 1 Content Page:
<http://thebookedbook.com/download-booked>

- Link to book on amazon (free through Feb 11)
<http://hyperurl.co/ft8280>
- Kindle help link
<http://thebookedbook.com/kindle/>
- PDF Summary Link
<http://thebookedbook.com/summary/>
- Booked Final PDF
<http://thebookedbook.com/booked-pdf/>

- February 11 - Blab 1 - Booked Q&A
 - <https://blab.im/>

- February 12-24 - PLC 1 Book is now \$2.99.
 - PLC 1 Opt-in page from above will redirect.
 - If someone asks for link use this: <http://thebookedbook.com/booked-after-11th/>

- February 11-12 - Pre Launch Content #2 is released
 - PLC2 Opt-in page: <http://thebookedbook.com/algs-blueprint/>
 - PLC2 Content Page: <http://thebookedbook.com/download-your-blueprint>
 - Link to blueprint: <http://thebookedbook.com/blueprint/x>

- February 13 - Pre Launch Content # 3 is released (no opt-in page)
 - PLC3 Content Page: <http://theappointmentgenerator.com/27x-pillars/>

- February 13-17 - Masterclass promotion
 - Masterclass Registration Page: <http://theappointmentgenerator.com/tag-masterclass/>
 - Link to Action Book: <http://thebookedbook.com/actionbook>
 - Link to ROI Calculator: <http://thebookedbook.com/roi/>
 - Earlybird Orderform Payment Plan: N/A
 - Earlybird Orderform \$1997: <http://join-tag.com/earlybird>
 - Webinar

- February 15 Masterclass #1 - Access Information
 - @ 2pm Central
 - URL: <http://joinwebinar.com/>
 - Access ID:

- February 16 Masterclass #1 - Access Information
 - @ 9am Central
 - URL: <http://joinwebinar.com/>
 - Access ID:

- February 16 Masterclass #2 - Access Information
 - @ 1pm Central
 - URL: <http://joinwebinar.com/>
 - Access ID:
- February 16 Masterclass #3 - Access Information
 - @ 4pm Central
 - URL: <http://joinwebinar.com/>
 - Access ID:
- February 16 Masterclass #4 - Access Information
 - @ 7pm Central
 - URL: <http://joinwebinar.com/>
 - Access ID:
- February 17 Masterclass #1 - Access Information
 - @ 9am Central
 - URL: <http://joinwebinar.com/>
 - Access ID:
- February 17 Masterclass #2 - Access Information
 - @ 1pm Central
 - URL: <http://joinwebinar.com/>
 - Access ID:
- February 17 Masterclass #3 - Access Information
 - @ 4pm Central
 - URL: <http://joinwebinar.com/>
 - Access ID:
- February 17 Masterclass #4 - Access Information
 - @ 7pm Central
 - URL: <http://joinwebinar.com/>
 - Access ID:
- February 18 - Masterclass Replay Promotion
 - Masterclass Replay Page
 - <http://theappointmentgenerator.com/masterclass-replay-page/>
- February 18 - Blab #2: “Josh Turner AMA on the Booked System”
 - 7pm CST, BYOB

- <https://blab.im/josh-turner-josh-turner-ama-on-the-booked-system>
- February 19-24 - Cart Open
 - Sales Page - <http://theappointmentgenerator.com/join-tag/>
 - Payment Plan Orderform: <http://theappointmentgenerator.com/payment-plan/>
 - \$1997 Orderform: <http://theappointmentgenerator.com/join-now/>
- February 20 - Blab #3: "Huge Announcement + Will The Program [Results Your Deliver]?"
 - 4pm CST
 - [Link](#)
- February 22-23 - Livestream
 - Registration Page - <http://theappointmentgenerator.com/tag-livestream-event/>
- February 24 - Blab #4 "Get All of Your TAG Questions Answered"
 - 7pm CST
 - [Link](#)
- Join URL: <http://joinwebinar.com>
- Access ID:
- Feb 22
 - 6-7pm: Guest (partner)
 - 7-8pm: Guest (partner)
 - 8-9pm: Guest (partner)
 - 9-10pm: Guest (partner)
- Feb 23
 - 6-7pm: Guest (partner)
 - 7-8pm: Guest (partner)
 - 8-9pm: Guest (partner)
 - 9-10pm: Guest (partner)
- Platinum Upsell
 - Upsell page: <http://theappointmentgenerator.com/tag-platinum/>
 - Link to FB Group: <https://www.facebook.com/groups/Theappointmentgenerator/>
- Links for new members
 - Registration:
 - Reset PW:
 - Login -
 - Contact -

- Upsell links for members
 - Ascend Ticket Deposit
 - theappointmentgenerator.com/ascend-2016-rsvp-12
 - LinkedSelling LinkedIn Messenger Software
 - <http://theappointmentgenerator.com/lm-messaging-machine-12>

Launch Documents