



IGNITION

LAUNCH CHECKLIST

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- 3-8 PIECES OF VALUE PROVIDING CONTENT
- ADDRESS FEARS/FRUSTRATIONS/WANTS/DESIRES
- ADDRESS 😞 → 😊
- CALL TO ACTION
- CONTACT KELLY TO ADD FINANCE TO YOUR SALES PROCESS
- COMPLETE FINANCE TRAINING FROM KELLY

CALL TO ACTION EXAMPLES

SOFT CALL TO ACTION

After content use a P.S. to invite your reader to connect with you and continue the conversation

EXAMPLE

P.S. if there was something in what I've shared that has really resonated and you would love to have my support in x,y,z... or simply just curious to know a little more about what I do and how it might be a fit for you too... feel free to PM me and let's connect.

DIRECT CALL TO ACTION

Towards end of content or under/above a video etc, offer a direct invitation to your thing.

EXAMPLE

Join us and learn (your cool thing)

Simply click the registration link and follow the prompts and I look forward to seeing you there.

Much love

EXAMPLE - to have people join a training or group:

To register for this free workshop i will put a link in the comms for you or hit me up in a message.

Nothing excites me more than supporting a courageous soul take this first step because if I can do it, so can you.

You're so worth it!

EXPERIENTIAL CLOSE/CALL TO ACTION

Take them on a journey of what the experience will be like working with you and your offering.

E.g. See 2x examples on the pages below

EXPERIENTIAL CLOSE/CALL TO ACTION - 1

Our Launches are a PART of our offering, not a separate entity.

I've seen and worked with many coaches, healers and service providers who treat their launches and marketing like a task.

Like something they 'have' to do in order to attract their audience into their offerings.

In fact, this is kind of how it's always been.

Create a strategy to 'get people in' and then apply said strategy, deliver launch and then voila.

But what if I told you that this is not the only way?!

What if I told you that launching your offering has the opportunity to be just as much of a soul-creation as the offering itself.

That it's a part of the offering and not a separate entity.

And rather than fitting into a limited strategy or box, you get to allow your soul to shine on through into what's being created...

You see, New Earth business means we get to liberate ourselves from the limitations of the past.

We get to go our own way.

And what if our own way meant we got to be AS excited about our launch and the content in our launch as we get about our offerings.

What if we treated each individual piece of content as a work of art.

A sacred mini offering in and of itself.

So not only do you get to shine and love your launch, but the degree of value that your participants/listeners/followers receive is beyond what they bargained for.

You see, our launch can be as important if not more important than the offering itself.

It will likely touch more people and although it may not go as deep as you go within you're offering, it has the potential to go a lot wider. More far spread.

We have an opportunity to touch far more souls than we'll ever likely touch inside of our offerings.

And who are we to control the degree in which our creations touch another.
We will likely never know the true ripple effect of our launches and here inlays the beauty of soul-creations!

And so if you're someone who has found yourself in a perpetual loop of creating yet the launching doesn't come with as much flow or, you're simply overwhelmed with all the moving pieces,

I invite you to join me in Liberated Launch, a 12-week private 1:1 sacred immersion.

Where together we will go deep on your offering, and your launch.

Firstly, unpack the TRUE meaning of your offering.

Why it's so important that the message that you have is shared with the world.

We get clear on the coding that's available and the requirements of your audience.

We co-create a clear, personalised and unique flexible map for you to flow through.

Then, we walk the journey of the launch together, side by side!

And you get to sprinkle your message and coding all over with your own unique expression.

No rules, No manipulative strategies, No boxes.

Just you, your magic and your art!

If this is calling you, drop me a PM to find out more!

Carissa x

EXPERIENTIAL CLOSE/CALL TO ACTION - 2

We're not just creating our offerings, our offerings are creating us!

Yes, you read that right, our offerings are creating us.

Gone are the days where we manufacture a creation and release it to the world because we think it's what people want.

As we make the shift into 5th dimensional/New Earth business, it means that we engage in business and our offerings in a completely different way to before.

In this new way, business is no longer business, it's our souls-mission, expression, purpose and artistry; it's a vehicle for sharing our souls gifts and services with the world.

And thus our offerings aren't created from the mind but rather, from the soul. They come through us and co-create with us in order to not only serve others but to also serve us.

You see, our soul-creations and 5D offerings are alive and you know that saying 'we teach what we most need to know', yeah well in this case, it's 100% accurate.

Our offerings upgrade us, initiate us, prepare and work us into an up-levelled way of being.

And as part of the creation, birthing and delivery of our offerings, our offerings are creating, birthing and delivering us into new experiences, higher states of consciousness and completely new timelines and realities.

So, our launches and delivery need to look different.

They NEED to be aligned and match this new way of interacting and being! No longer can we get away with anything that's half done, out of alignment nor can we offer a 5D offering in a 3D way...

No longer can we simply follow a strategy.

Because our offering will show us all the places where we're not in alignment, where we're following a rule rather than creating our own way.

Where we're still tethered to 3D results as a means to validate our success or worth in the world.

This is because our offerings are here to liberate us from the confines of the 3D matrix and all the associated boxes, restrictions and limitations.

And, this is where 'Liberated Launch' comes in.

If you've found yourself with a beautiful soul-inspired offering, yet there's a part of you that's afraid to fully show up for it because you're not sure you can actually do it or are petrified it won't succeed.

BUT, you can feel that you're on the edge of this new level of consciousness and you're ready for the evolution and ascension your soul and offerings are calling forth for you.

And, you know it's here to upgrade you and liberate you into a wildly exquisite version of yourself.

You're in the right place.

Liberated Launch is here to be your doula in the birthing process.

Together we will completely redefine and go deep on the purpose of your offering, who it's for, what it's here to show you and co-create a completely aligned way for you to share it with the world.

We'll walk the whole journey together. From conception, through to implementation, action and delivery. We'll even unpack all the pieces it's here to initiate you through.

And, if you're also looking to create a new offering and aren't exactly sure what it looks like yet, there's an upgrade option for me to help you build that too.

So, if you're feeling called to liberate your next offering and launch,

if you're ready to anchor into the new way,

Send me a PM or see the link the comments for more info.

Carissa x

WRITE SOME OF YOUR VERY OWN CALL TO ACTIONS BELOW