



LESSONS FROM LAUNCHING

OUR JOURNEY

- A haunted house
- A launch
- A realization

KNOW WHY YOU'RE LAUNCHING

- Our why is born
- Learning to launch
- Finding our tribe

KNOW WHO YOU'RE LAUNCHING TO

- Building an avatar
- Letting them lead you
- Finding new ways to serve

KNOW WHAT YOU'RE LAUNCHING

- Our first webinar
- Creating courses
- Adding coaching

RESOURCES

- | | |
|-----------------|-----------------|
| Eben Pagan | Amy Porterfield |
| Rick Mulready | James Wedmore |
| Brooke Castillo | Stu McLaren |

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