



Objective: Get your product live and generating buyer leads within 24 hours

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### **PHASE 1 — FOUNDATION (Hour 0–2)**

- Choose product name (or keep existing)
  - Add your name/brand to product
  - Set your price (recommended: \$7–\$27)
  - Create payment link (WarriorPlus / Stripe / PayPal)
  - Prepare download / member access link
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### **PHASE 2 — OFFER SETUP (Hour 2–5)**

- Load sales page copy into page builder
  - Insert your payment button/link
  - Add 2–4 custom bonuses
  - Add guarantee section (30 days recommended)
  - Add simple FAQ (3–5 questions)
  - Proofread + test all links
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### **PHASE 3 — LIST + DELIVERY (Hour 5–8)**

- Connect opt-in form to autoresponder
- Create buyer list/tag (IMPORTANT)
- Upload/download product to delivery page

- Add login/access instructions
  - Test full purchase → delivery flow
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#### **PHASE 4 — BACKEND MONETIZATION (Hour 8–12)**

- Choose 2–3 affiliate tools/resources
  - Insert affiliate links into:
    - welcome email
    - inside product (where relevant)
  - Choose 1 high-ticket backend offer
  - Prepare simple recommendation email
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#### **PHASE 5 — EMAIL SETUP (Hour 12–16)**

- Email #1: Delivery + quick win
  - Email #2: Reinforce value + engagement
  - Email #3: Introduce tool/resource
  - Email #4: Soft transition to backend offer
  - Load emails into autoresponder sequence
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#### **PHASE 6 — TRAFFIC ACTIVATION (Hour 16–24)**

- Choose 1–2 traffic methods:
  - email list (if available)
  - Facebook groups
  - WarriorPlus affiliates
  - safelist / viral mailers
- Write simple promo message:
  - problem
  - promise
  - link
- Send / post traffic

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## **FINAL CHECK (Before Launch)**

- Payment works
  - Emails are firing
  - Links are correct
  - Product is accessible
  - Bonuses included
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## **LAUNCH RULE**

DONE > PERFECT

If everything works → launch immediately  
Optimize AFTER first sales, not before

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## **24-HOUR SUCCESS TARGET**

- ✓ Product live
  - ✓ First buyers acquired
  - ✓ Buyer list started
  - ✓ Backend links in place
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