

HOW TO DECIDE WHAT TO LAUNCH NOW

in 3 simple steps

I know you have at least 3 brilliant ideas ready to meet the world. This success formula & evaluation form will help you get the #facts to make your decision on what to launch next.

1. HOW MUCH DO YOU WANT TO MAKE



What's your number \$\$?
How much additional revenue do you need to make to get to your annual goal?
What are the expenses to fulfill the offer?

Remember, the goal of any offer in your business is to be profitable.

2. HOW MUCH EFFORT IS REQUIRED



Your energy as a CEO is crucial to your success. You need to be available to current commitments. That includes your family, clients, and team. Think about what effort is required for you to create the new offer.

Next to each offer add a rating of Low / Med / High for effort.

Examples.

Low. Create an agenda and promotional materials.

High. Create course content and build in a learning management platform like teachable.

3. HOW MUCH TIME WILL IT TAKE



Time is a huge factor when selecting a new offer. You have to make the time to work on your business while working in it. This is the only way to bring something new to the market.

Next to each offer add a rating of Low / Med / High for time.

Examples.

Medium. Full business day to deliver, half a day to write the sales page and promotional email, and half a day to prepare

High. 5-7 full business days to write, record and produce the program assets. 2 days to set up, test launch sequences and build the program fulfillment.

MAKE A DECISION



Think about your long term goals for the year.

If you want to write a book, you need space to do that. Launching 1:1 service may not be the right fit.

If you need to bring in money now you want to choose the Low / Low results for Time & Effort.

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Evaluation form

Use the boxes below to evaluate your potential offers based on the success formula provided

SAMPLE

OFFER 1:	Six Figure Systems Lab
TYPE:	Membership
TIME:	Low. Create content monthly. Have 1 ready.
EFFORT:	Med Build Launch sequence & program platform
REVENUE:	\$15K per month
EXPENSE:	\$1K per month

OFFER 1:	
TYPE:	
TIME:	
EFFORT:	
REVENUE:	
EXPENSE:	

OFFER 1:	
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