

7-Day Imperfect Launch Plan

Launch your offer without the stress, perfectionism, or burnout

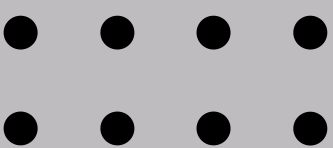


Day 1

Define Your Simple Offer

- What are you offering? (Ex: mini-sessions, personal branding package, presets, 1:1 mentoring)
- What's the transformation or outcome for your client?
- What does it include? Keep it tight and clear—bullets are fine!
- Set a price and deadline (create urgency)

👉 **Quick Win:** Write a 1–2 sentence description of your offer that explains who it's for & what they get.

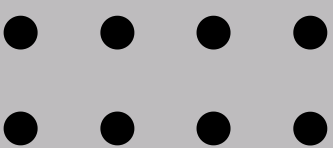


Day 2

Choose Your Launch Method

- Pick ONE platform: Instagram, email, Facebook, or in-person networking
- Will you go live, post daily, send DMs, or email your list?
- Choose your CTA (call-to-action):
“DM me,” “Click the link,” “Reply to this email,” etc.

👉 **Quick Win:** Write a simple CTA and choose the primary place you'll talk about your offer.

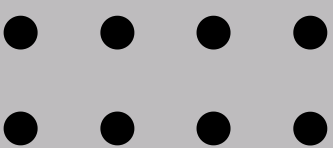


Day 3

Write a Scrappy Sales Page / Post

- Use this simple format:
 - a. Struggle/problem
 - b. Vision/result
 - c. What's included
 - d. Price and urgency
 - e. Call to action

👉 **Quick Win:** Post it on your platform of choice (even if it's just your Instagram caption or a Google Doc!)

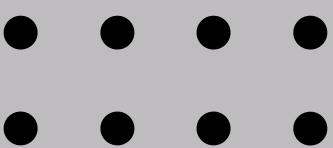


Day 4

Talk About It—Again

- Share a behind-the-scenes story about why you're offering this
- Talk about the process (and how it's low-stress for the client)
- Share your excitement, not pressure

👉 **Quick Win:** Post a “why I created this” or a selfie with your story in the caption



Day 5

Answer Questions & Build Trust

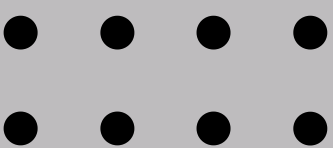
- Use Stories or a post to answer FAQs (make them up if you don't have any yet!)
- Talk about the value—not just the price
- Be a human, not a billboard

👉 **Quick Win:** Create 3 slides or a short post with FAQs like:

“Is this for beginners?”

“What if I'm camera shy?”

“Can I book for a later date?”

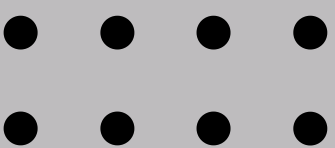


Day 6

Share a Testimonial or Preview

- Share a before/after or transformation
- Repost a client win or kind words
- Give a glimpse into what it's like to work with you

👉 **Quick Win:** Use a screenshot, past client quote, or video snippet

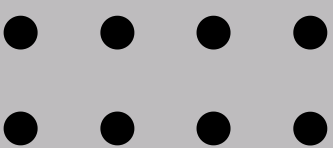


Day 7

Final Call

- Today's the last day—remind people!
- Use urgency without guilt
- Keep it friendly: “Spots are almost gone!” “Last day to book!”

👉 **Quick Win:** Post your last call on your chosen platform and DM anyone who showed interest



A top-down view of a desk with various items: a laptop in the upper right, a pair of black-rimmed glasses resting on it, a magnifying glass on the left, a black pen with gold accents in the lower left, a clipboard with a black strap in the center, and a chart with a bar and line graph in the lower right. The background is a light-colored wooden desk.

Final Thoughts

Done
Is Better Than
Perfect

You can tweak, refine, and polish your offer after people buy. You don't need a website, funnel, or logo—just clarity and action.

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