How to Organize Your Launch Folder

Step 1: Create a new Folder. Title it the name of your program.

example:
UNLEASH YOUR POWER
MIDLIFE BY DESIGN
MONEY BOSS
10X YOUR BUSINESS
INBOX CELEBRITY

Step 2: Create a folder within that folder. Title it the "#Month, #Year Launch"

Example:
May '23 Launch
June '24 Launch
July '25 Launch

Step 3: Create these folders within that launch folder:

1 - Challenge
2 - Webinar
3 - Enrollment

**Be sure to include the number you see so that the folders get organized by order of delivery.*
You can also create additional folders like…

4 - Program Delivery
Brainstorming

Step 4: Add these documents to the "1 - Challenge" Folder:

- Click here to make a copy of the Challenge Optin Page Organization Doc —>
- Click here to make a copy of the Challenge Invite Emails Organization Doc —>
- Click here to make a copy of the Challenge Show Up Emails Organization Doc —>
- Click here to make a copy of the Challenge Social Media Posts Organization Doc —>
- Click here to make a copy of the Challenge Video Script Organization Doc —>

Where applicable, each organization doc links to the templates you've received from Jenn during the Challenge Launch Intensive in the order you're meant to use them :)

**I also store any graphics I'll be using for my challenge in this folder too*

Step 5: Add these documents to the "2 - Webinar"Folder:

- Click here to make a copy of the Webinar Optin Page Organization Doc —>
- Click here to make a copy of the Webinar Invite Emails Organization Doc —>
- Click here to make a copy of the Webinar Show Up Emails Organization Doc —>
- Click here to make a copy of the Webinar Script Organization Doc —>

**I also store any graphics I'll be using for my webinar in this folder too*

Step 6: Add these documents to the "3 - Enrollment"Folder:

- Click here to make a copy of the Program Sign Up Page Organization Doc —>
- Click here to make a copy of the Sales Emails Organization Doc —>

**I also store any graphics I'll be using for my sales emails or sales page in this folder too*

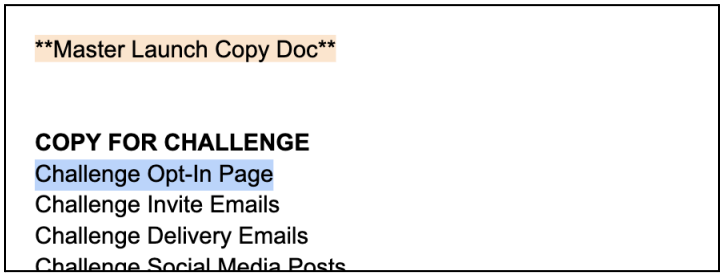
Step 7: Almost there! Add this master document to your main "#Month, #Year Launch" folder:

- Click here to make a copy of the **Master Launch Copy Doc** —>

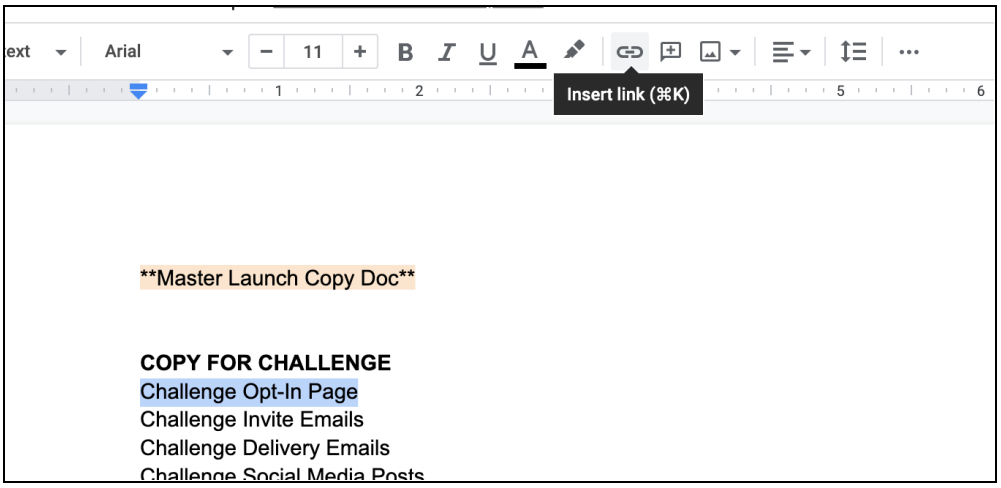
Step 8: Hyperlink all of the marketing materials mentioned on that master doc to the copy docs you put inside the other 3 folders

The fastest way to do this is to:

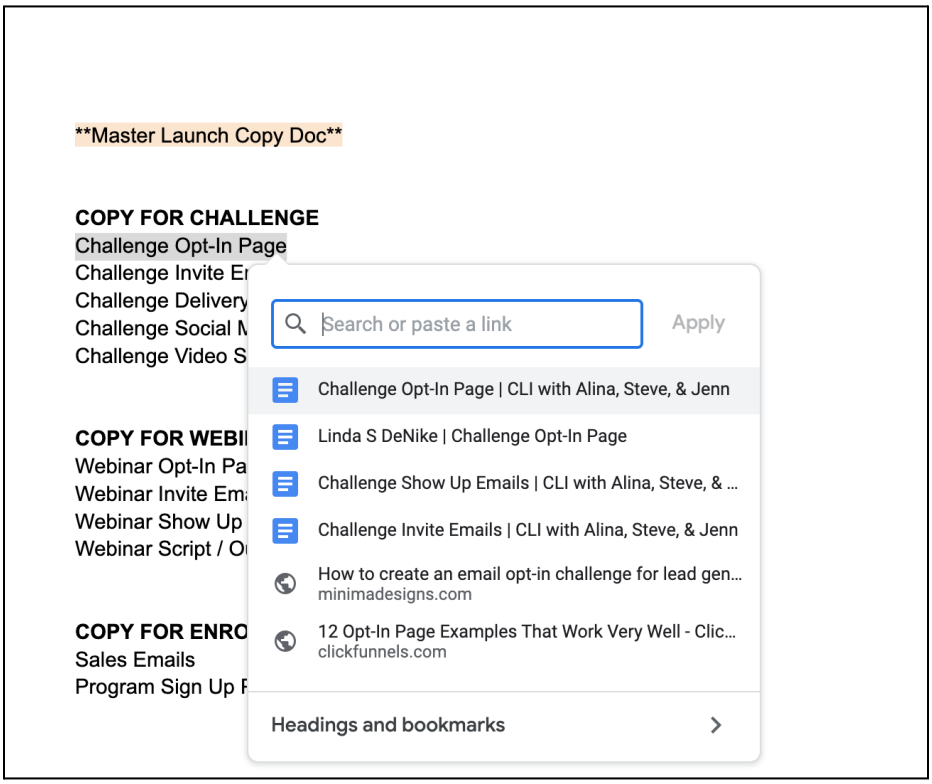
1 - Highlight the copy title you're ready to hyperlink in that document. (move your curser over the words, click down with your mouse and then drag it across the words until you've highlighted everything you want to hyperlink)…



2 - Now that the words are highlighted, go click on the "insert link" icon at the top menu…

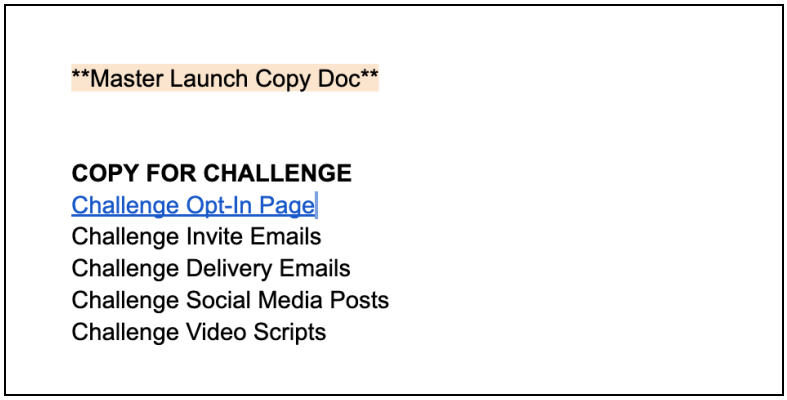


3 - A dropdown menu will appear next to the words you've highlighted, choose the document that corresponds.



*If you're unable to see the correct document right away, you can type in the title (or keywords from the title) of the doc to pull up related documents available. Once you see the correct document, click it.

Your copy doc is now linked! It will be underlined and switch to blue color text.



4 - You'll repeat this process for all of the marketing materials mentioned on this master doc. (They're all the organization documents you added those 3 folders ;-)

Step 9: You're ready to write copy / insert the copy you've already created into your copy docs inside those challenge, webinar, and enrollment folders!

And the best thing about this…

Now that you have a walkthrough of how to organize your launch folder, you can hand it off to your VA now or when you hire one! Hooray for delegated the non-writey stuff away as soon as humanly possible!

May you always find the document you need 💗 And find this walkthrough helpful.

This walkthrough is only for participants of the December 2022 Challenge Launch Intensive and Jenn Mayers Vaidya's personal clients. It may not be use for teaching or coaching purposes in any capacity and can not be shared with anyone else.