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# 7-DAY QUICK START LAUNCH CHECKLIST

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YOUR STEP-BY-STEP PLAN TO LAUNCH FAST AND SELL SOONER

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*Mestisha*  
CASTLEBERRY

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## **7-Day Quick Start Launch Checklist**

### **From Idea to Income™ — Business-in-a-Box**

#### **DAY 1 — Choose Your Product**

- ☐ Choose product
- ☐ Review content
- ☐ Define audience
- ☐ Identify problem
- ☐ Identify outcome

Example: Product: Budget Planner Problem: Overspending Outcome: Better money management

#### **DAY 2 — Brand Your Product**

- ☐ Rename product
- ☐ Update title page
- ☐ Add business name
- ☐ Add logo (optional)
- ☐ Update colors
- ☐ Check formatting

### **DAY 3 — Price Your Product**

- ☐ Review pricing
- ☐ Choose launch price
- ☐ Decide on bundles (optional)
- ☐ Decide on discount

#### **Beginner Pricing Options:**

- ☐ \$17 Entry-Level
- ☐ \$27 Standard
- ☐ \$47 Premium Bundle

### **DAY 4 — Create Your Product Cover**

- ☐ Design cover
- ☐ Check title readability
- ☐ Save cover image
- ☐ Save final PDF
- ☐ Verify files

## **DAY 5 — Set Up Payhip**

- ☐ Create account
- ☐ Upload product
- ☐ Add title
- ☐ Add description
- ☐ Upload cover image
- ☐ Set price
- ☐ Enable payments
- ☐ Save listing

## **DAY 6 — Create Your Sales Page**

- ☐ **Add title**
- ☐ **Add product image**
- ☐ **Explain problem**
- ☐ **Explain solution**
- ☐ **List benefits**
- ☐ **Add CTA button**
- ☐ **Add price**

Formula: Problem → Solution → Benefits → Buy Now

## **DAY 7 — Prepare to Launch**

- ☐ **Create Facebook post**
- ☐ **Create Instagram post**
- ☐ **Write email announcement**
- ☐ **Create launch graphic**
- ☐ **Create launch video (optional)**
- ☐ **Add purchase link**

## **LAUNCH DAY**

- ☐ **Publish product**
- ☐ **Share on Facebook**
- ☐ **Share in groups**
- ☐ **Share on Instagram**
- ☐ **Send email**
- ☐ **Tell friends/family**

## **FOLLOW UP (Next 3–7 Days)**

- ☐ **Post again**
- ☐ **Answer questions**
- ☐ **Collect feedback**
- ☐ **Improve product**
- ☐ **Keep promoting**

## DON'T STOP

- ☐ Launch Product #1
- ☐ Launch Product #2
- ☐ Launch Product #3
- ☐ Create bundles
- ☐ Increase prices
- ☐ Build product library

Remember:

**You don't need 227 products launched.**

You only need **ONE product launched** to get started.

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## From Idea to Income™ Success Reminder

- ☒ Choose It
- ☒ Brand It
- ☒ Launch It
- ☒ Sell It

**Progress creates income. Perfection creates delays.**

# YOU'VE TAKEN THE FIRST STEP.

## NOW KEEP BUILDING *Your Brand, Your Way,* YOUR FUTURE.



### STAY FOCUSED

Dream it.  
Plan it.  
Launch it.



### KEEP GROWING

Every step  
brings you  
closer.



### MAKE AN IMPACT

Your purpose  
has the power  
to inspire.



### BUILD YOUR LEGACY

What you build  
today creates  
tomorrow.



MORE RESOURCES, BOOKS, AND SERVICES

## VISIT MY WEBSITE!

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*Let's stay connected!*



TikTok



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