

# *The Ultimate Tech Launch Checklist*

*for Spiritual Women Entrepreneurs!*



# Welcome Beautiful Soul!

- ❖ **The Ultimate Tech Launch Checklist** is your guiding light for navigating the realm of tech with ease.
- ❖ Tailored specifically for those weaving spirituality into their entrepreneurial path, this checklist harmonizes technology and business alignment.
- ❖ From crafting a soulful online presence to nurturing a connected community, let this guide illuminate your way as you venture into the techie part of your business.

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*Founder of the Spiritual Women's Academy*



# 8 Key Tech Needs

For Online Coaches, Healers, and Holistic Practitioners



## 1) Website

Showcase your business and services in a way that truly represents your brand and resonates with your audience...



## 5) Affiliate & JV Partnership Management System Setup

Easily track and manage affiliates so you can collaborate and grow...



## 2) Lead Capture Landing Page & Form

Capture the email addresses of your potential right-fit clients by offering your free gift (e.g., a pdf guide, checklist, e-book, guided meditation) through a high-converting landing page...



## 6) Membership Site Management System for Online Courses

Give your people a place to access your content (e.g., recordings and other resources)...



## 3) Email Welcome Series Automation

Automate a series of emails to nurture your leads after they sign up for your free gift...



## 7) Aligned Tech Systems & Platforms

Get help selecting the platforms that are right for you... because we know figuring out what you even need is overwhelming...



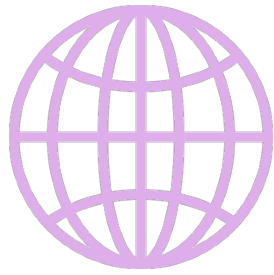
## 4) Payment Gateway

Let's get you monetized...



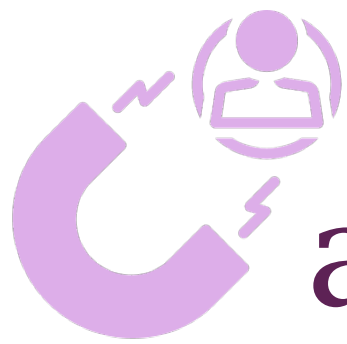
## 8) Ongoing Tech & Marketing Support

You've got an actual human to reach out to who understands your business and what you're up to...



# Website Recommendations

- ❑ **Know Your Right-Fit Client:** Tailor your content and design to resonate with the needs and desires of the right-fit clients you aim to serve.
- ❑ **Enhance Your Visibility:** Optimize your website for search engines to improve visibility. Use relevant keywords, create descriptive phrases, and focus on quality, relevant content.
- ❑ **Choose a Platform:** Select a website creation platform that aligns with your technical comfort and requirements. WordPress, Systeme.io and LeadPages are relatively inexpensive, and other platforms have more features for a higher price, such as Kartra, ClickFunnels and GoHighLevel.
- ❑ **Have a Monetization Strategy:** If you plan to offer services or products, integrate a secure payment gateway. Clearly outline your offerings and make the purchasing process straightforward for visitors.
- ❑ **Prioritize User Experience:** Ensure your website is easy to navigate. Optimize for mobile devices, as many users access websites on smartphones. A clean, intuitive design enhances your people's experience.
- ❑ **Social Media Integration:** Connect your website to your social media profiles. This should include Facebook, Instagram, LinkedIn, YouTube, Pinterest, X (formerly Twitter) and TikTok.
- ❑ **Create Engaging Content:** Craft compelling and authentic content. Share your story, teachings, and insights to connect with your audience on a deeper level. Consider incorporating multimedia elements like videos and images.
- ❑ **Regular Updates:** Keep your website content current. Regularly update blog posts, events, or offerings to reflect your evolving journey and maintain audience interest.



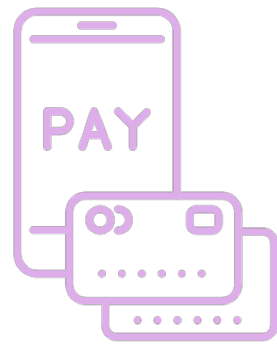
# Lead Capture Landing Page and Form Recommendations

- ❑ **Clear Value Proposition:** Clearly communicate the benefits and value that visitors will receive by providing their information. Make it evident why they should subscribe.
- ❑ **Minimalistic Design:** Keep the design clean and uncluttered. Use a simple layout that guides visitors' attention to the form without distractions.
- ❑ **Compelling Headline:** Craft a concise and compelling headline that immediately captures attention and communicates the primary benefit of subscribing.
- ❑ **Concise Form Fields:** Limit the form fields to essential information, such as name and email address. Long forms can be intimidating and reduce sign ups.
- ❑ **Strategic Placement:** Position the form prominently on the landing page. It should be easily visible without requiring excessive scrolling, and the design should guide users' eyes toward it.
- ❑ **Engaging Call-to-Action (CTA):** Create a persuasive and actionable call-to-action (CTA). Use compelling language that encourages visitors to take the next step, such as "Join Now" or "Get Exclusive Access."
- ❑ **Mobile Optimization:** Ensure that your lead capture page and form are optimized for mobile devices. A responsive design is crucial as many users access websites from smartphones.
- ❑ **Social Proof:** Consider adding social proof to your landing page. Testimonials, user reviews, or statistics can enhance credibility and encourage sign-ups.



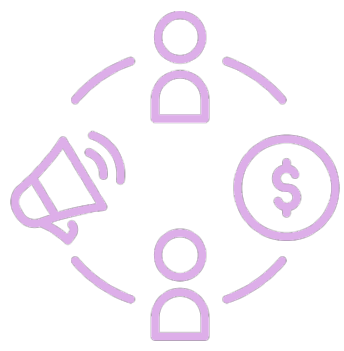
# Welcome Email Series Recommendations

- ❑ **Personalized Welcome Message:** Send a warm and personalized welcome message to new subscribers. Address them by their name and express gratitude for joining your community.
- ❑ **Encourage Engagement:** Encourage new subscribers to engage with you on social media, podcast, or visit other areas of your website. Foster a sense of community and connection.
- ❑ **Set Expectations:** Clearly communicate what subscribers can expect from your emails. Let them know about the type and frequency of content they will receive.
- ❑ **Ask for Preferences:** Include a brief survey or ask for preferences to understand your subscribers better. This information can help you tailor future content to their interests.
- ❑ **Deliver Value Immediately:** Provide immediate value in the first email. This could be exclusive content, a special offer, or a downloadable resource related to your spiritual teachings.
- ❑ **Provide Contact Information:** Offer a way for subscribers to contact you directly. This builds trust and reinforces that you are accessible and open to communication.
- ❑ **Introduction:** Introduce yourself and share your story. Help new subscribers get to know you better and understand your passion, purpose, or mission.
- ❑ **Exclusive Content Teaser:** Tease upcoming exclusive content or events in the welcome series to keep subscribers excited about what's coming next.



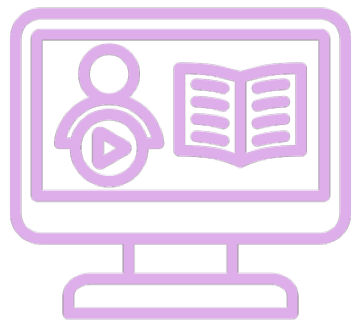
# Payment Gateway Recommendations

- ❑ **Security and Compliance:** Prioritize security features. Choose a payment gateway that complies with industry standards and offers robust encryption to protect sensitive customer information.
- ❑ **Supported Payment Methods:** Ensure the payment gateway supports a variety of payment methods. This includes major credit cards and other popular payment options to accommodate diverse customer preferences. Popular payment gateways include Stripe, PayPal and Authorize.Net.
- ❑ **Integration Options:** Consider the ease of integration with your website. Choose a payment gateway that offers compatibility with your chosen tech infrastructure.
- ❑ **User-Friendly Interface:** Opt for a payment gateway with a user-friendly interface for both merchants and customers. The checkout process should be intuitive to make it easy for you to receive payment.
- ❑ **Transparent Fee Structure:** Choose a payment gateway with transparent pricing that aligns with your business model. Understand the fee structure, including transaction fees, setup costs, and any other charges.
- ❑ **Scalability:** Select a payment gateway that scales with your business. Ensure it can accommodate growing transaction volumes and is compatible with future expansions or changes in your business model.
- ❑ **Customer Support:** Prioritize payment gateways that offer responsive customer support. In case of issues or inquiries, having reliable customer support can make a significant difference in resolving issues quickly.
- ❑ **Mobile-Friendly Solutions:** Consider the mobile-friendliness of the payment gateway. With an increasing number of users making transactions on mobile devices, it's crucial that the gateway provides a seamless mobile experience.



# JV and Affiliate Management Setup Recommendations

- ❑ **Clear Guidelines:** Clearly define your program, commission structures, and expectations for affiliates to build trust and successful partnerships.
- ❑ **Regular Communication:** Foster open communication with affiliates through newsletters or dedicated channels, keeping them updated on promotions and program changes.
- ❑ **User-Friendly Platform:** Choose an affiliate management platform such as ThriveCart or Pabbly, for a user-friendly experience for both you and your affiliates. All-in-one platforms, like Systeme.io, Kartra and GoHighLevel, typically include an affiliate management system.
- ❑ **Tracking and Analytics:** Implement robust tracking and analytics tools to monitor affiliate performance, providing essential data for program assessment and decision-making.
- ❑ **Attractive Commission Structure:** Design a competitive and motivating commission structure, considering tiered commissions and/or performance-based incentives.



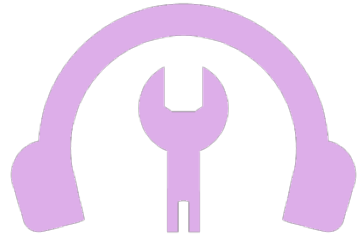
# Membership Site Recommendations

- ❑ **Intuitive User Interface:** Choose a platform with an intuitive and user-friendly interface to enhance the overall user experience for both course creators and members. Popular platforms that include membership sites include Systeme.io, Kartra, GoHighLevel, and ThriveCart.
- ❑ **Content Dripping:** Implement content dripping capabilities to release course materials gradually. This keeps members engaged and prevents overwhelming them with too much content at once.
- ❑ **Secure Access Control:** Ensure robust access control features, allowing you to restrict content based on membership levels. This helps in providing exclusive access to different course modules.
- ❑ **Versatile Content Formats:** Support various content formats such as videos, documents, quizzes, and discussion forums. This flexibility accommodates diverse learning preferences.
- ❑ **Analytics and Reporting:** Implement analytics tools to track member engagement, course progress, and other relevant metrics. This data helps in refining and improving your online courses.
- ❑ **Scalability and Integration:** Choose a system that can scale with your business growth. It should also integrate seamlessly with other tools, such as email marketing platforms or customer relationship management (CRM) systems.



# Aligned Tech Systems & Platforms Recommendations

- ❑ **Synergy:** Imagine your tech systems as a team of experts who speak the same language and work seamlessly together. Look for tools that play well together like a dream team.
- ❑ **Scalability:** Ensure your tech systems are suitable and simple enough for early-stage entrepreneurs but have enough complexity and capacity to expand and grow with you, as you grow.
- ❑ **Financially Sustainable:** Select tech platforms that are low cost, or even free, and have tiered levels of service and investment levels to support you at each level of your business growth
- ❑ **Tailor-Made Tools:** Your tools should be customizable to fit your unique business. Look for platforms that let you tweak things, without the need for a guru.
- ❑ **Customer Service:** Make sure they have five-star customer support, in case anything goes wrong.
- ❑ **Updates:** Choose tools that regularly get updated to keep abreast of the ever-changing tech environment
- ❑ **Testing the Waters:** Before unleashing you're your credit or debit card, take the time to dip your toe in to ensure your systems can do the things you want them to do.



# Ongoing Marketing and Tech Support Recommendations

- ❑ **Holistic Tech Solutions:** Look for tech support providers that offers a holistic approach to providing complete and aligned solutions for your business. Ensure that they understand your specific industry, and how the tools and platforms support your mission and business trajectory.
- ❑ **Mindful Marketing Strategies:** Seek marketing support that employs conscious and authentic strategies. Ensure they resonate with the spiritual essence of your brand.
- ❑ **Community-Centric Approach:** Look for support services that understand the importance of community building...because they are part of your team.
- ❑ **Sensitive Customer Support:** Prioritize tech support with a customer-centric approach, understanding your unique needs, as a spiritual entrepreneur and of your right-fit clients.
- ❑ **Training Programs:** Choose tech support that offers training. Ensure they provide resources or guidance tailored to your business.
- ❑ **Alignment with Values:** Choose a tech and marketing support team that aligns with your spiritual values. Ensure they understand and respect the nature of your offerings.



# Feeling Overwhelmed? Don't Worry – We Got You Covered!



At the Spiritual Women's Academy, we offer support for all 8 of the key tech needs.



We offer both done-FOR-you and done-WITH-you packages, so you can just focus on what you do best.



For more info, visit us at  
[SpiritualWomensAcademy.com/tech](https://SpiritualWomensAcademy.com/tech)