



A L C H E M Y M I N D S E T

The Wise Woman's Launch Path

**What You Actually Need to Go
From Wisdom to Sold Out in 2026**

**Free step-by-step launch path to identify
what you need, what you don't, and the
exact order to build it all.**



This Is Not Another Checklist

This is NOT a to-do list. This is NOT a course outline.

This is NOT more things to add to your overwhelm.

This is a COMPLETE LAUNCH PATH — the exact steps, in the exact order, to turn your wisdom into a premium offer, a simple funnel, and a visible launch. With a clear view of what you actually need at each step — and, more importantly, what you don't.

Every other checklist you've downloaded has added to your list. This one takes things off it.

The Full Path

- | | | |
|----------|--------------------|--------------------------|
| 0 | Recognition | See yourself |
| 1 | Choose | Name it |
| 2 | Invite | Create the entry |
| 3 | Build | Set up the funnel |
| 4 | Connect | Build the bridge |
| 5 | Express | Show up publicly |
| 6 | Launch | Go live |

Total time: 6–8 weeks.

STEP 1

Recognition

Know Your Gift

YOU NEED

- ✓ Clarity on the transformation you have already lived
- ✓ Your core gift named clearly
- ✓ Your audience identified — she is you before the transformation

YOU DON'T NEED

- ✗ Another certification
- ✗ To have already helped 100 people
- ✗ Someone else's permission to call yourself an expert

“Self-invisibility. You cannot see your own gift because you have been living inside it.”

Time: 1–2 days with the right guidance

STEP 2

Choose

Map Your Offer Path

YOU NEED

- ✓ One premium offer named and priced
- ✓ One freebie PDF
- ✓ One free video training
- ✓ A clear stepping-stone path: freebie → free training → premium offer

YOU DON'T NEED

- ✗ A low-ticket offer
- ✗ A membership
- ✗ A course platform
- ✗ Multiple offers for multiple audiences

“It is not safe to choose and commit. Choosing feels permanent. It is not. You can adjust. But you cannot adjust from zero.”

Time: 1 week

STEP 3

Invite

Create the Entry Point

YOU NEED

- ✓ A freebie PDF that solves one specific problem
- ✓ A clear title that tells her exactly what she gets
- ✓ A simple format you can build fast using AI

YOU DON'T NEED

- ✗ A designer
- ✗ A 40-page ebook
- ✗ Weeks of writing
- ✗ Perfection before you share it

**“It is not safe to be seen, wanted, and paid.
Perfectionism is how you hide.”**

Time: 2–3 days

STEP 4

Build

Set Up the Simple Funnel

YOU NEED

- ✓ One opt-in page for the freebie
- ✓ One checkout page for the premium offer
- ✓ That is it — two pages

YOU DON'T NEED

- ✗ A website
- ✗ A custom domain yet
- ✗ Kajabi, Squarespace, WordPress, or any expensive platform
- ✗ A designer or developer
- ✗ Multiple landing pages

“I do not trust myself to lead and execute simply. Overcomplicating is how you avoid being seen as someone who charges for her wisdom.”

Time: 1 week using templates

STEP 5

Connect

Build the Bridge

YOU NEED

- ✓ ManyChat set up with one simple automation
- ✓ Your orientation video recorded — straight to camera, teach your method, make the offer
- ✓ A bridge between the freebie and the premium offer

YOU DON'T NEED

- ✗ A fancy sales page
- ✗ A webinar platform
- ✗ A slide deck
- ✗ A polished production — your video IS your sales page

“I do not trust that real connection will convert. You believe that if your work is good enough, people should just find you. They will not. You have to invite them.”

Time: 1 week for ManyChat, 1–2 days for the video

STEP 6

Express

Show Up Publicly

YOU NEED

- ✓ An email onboarding sequence
- ✓ Ongoing sales emails
- ✓ An Instagram profile set up properly
- ✓ A simple 30-day content plan built for shareability
- ✓ Enough content live to build trust before turning on ads

YOU DON'T NEED

- ✗ A big following
- ✗ Daily posting
- ✗ Dance Reels
- ✗ Professional photos
- ✗ A six-month content calendar
- ✗ Every platform at once

“I do not know how to express my work clearly and consistently. Your throat has been shut down for decades. This is the hardest step. It is also where everything changes.”

Time: 2 weeks to get your first 9 pieces of content live

STEP 7

Launch Go Live

YOU NEED

- ✓ One simple Meta ads campaign driving to your freebie
- ✓ One piece of content or creative to put spend behind
- ✓ Someone to handle the tech setup if that is not your zone
- ✓ A basic understanding of the key numbers

YOU DON'T NEED

- ✗ A huge ad budget
- ✗ To become an ads expert
- ✗ Thousands of followers before you start
- ✗ Organic reach to carry this — it is down to 3–7% in 2026

“I do not trust myself to see what is working and adjust wisely. Certainty comes after launch, not before.”

Time: 1 week to launch, then ongoing

What It Actually Costs to Launch

Systeme: free

ManyChat: free tier

Canva: free

Meta ads: \$250/month

Ads tech setup: \$150–200 (optional)

Total to launch: under \$500

What You Do NOT Need

✗ A website

✗ A big following

✗ Multiple offers

✗ Expensive software

✗ A team

✗ To be fully ready before you begin