



# **RADICAL LAUNCH SYSTEM**

**HOW TO BUILD YOUR LIST &  
MAKE A RADICAL LAUNCH,  
WITHOUT LEAVING  
YOUR OFFICE**

**RADICALLAUNCHSYSTEM.COM**

# HOW TO BUILD YOUR LIST & MAKE A RADICAL LAUNCH, WITHOUT LEAVING YOUR OFFICE

RADICAL  
LAUNCH  
SYSTEM

Ask yourself these 5 crucial questions to start mapping out your group coaching program. Dig deep into each question, making them as specific as possible in short sentences. The clearer you are on who you're targeting and what they are looking for, the better it will be to market and sell your program. See my answers to give you some ideas to create your own.

## DECIDE WHO YOUR PROGRAM IS FOR?

1

**This is how I answered this question:** Creative Entrepreneurs, Authors and Experts who have their 1-2-1 coaching side hustle and are still in their 9 to 5, who want to build their membership group program platform, market and sell with a system.

## WHY IS YOUR PROGRAM IMPORTANT FOR YOUR AUDIENCE?



2

**This is how I answered this question:** This is the starting point to become your own boss. They want to stop trading time for money and launch a sustainable business.

## WHAT RESULTS WILL THEY GET BY THE END OF THE PROGRAM? WHAT IS THE TRANSFORMATION THEY WANT TO ACHIEVE?

3

**This is my answer:** They will have built a membership program and taken RADICAL action to market and sell their program.

## WHAT SHOULD THEY KNOW TO TRUST AND BUY FROM YOU? (MESSAGE)

4

**This is how I answered this question:** They need to understand that it is not about the actual program and how it is delivered that matters, the 1st step is learning how to market and sell the program so that they have a recurring income and “see” that it is possible to take the leap from their 9 to 5 confidently. Otherwise, it will be a very expensive hobby that doesn’t bring them any money.

## HOW WILL YOU INVITE THEM? (CREATE YOUR CALL TO ACTION)

5

**My Answer:** I will invite them through the RADICAL LAUNCH SYSTEM live webinars and at the end of the webinar(s) invite them to a strategy call to understand if they are a good fit for the RLS.

*Have a cup of coffee ;)*





*Add other ideas :)*

A large, empty light gray rectangular area intended for writing or drawing ideas.

**RADICAL  
LAUNCH  
SYSTEM**

it's  
time   
to become  
your  
own  
boss



**FEARLESS**