

Marisa Ferrera's Launch Plan

In my role as a Connection Practice Coach, I plan to:

1. Post an announcement on all my social media channels and FB groups I belong to about successfully completing my Connection Practice Coach Certification Training with a photo of myself holding my certificate. I will include what I love about the Connection Practice in the description of the post.

I will also send an email to my list with this announcement and photo letting my followers know I will be sending them more information about CP and the benefits over the next couple of weeks.

~ within a few days of receiving my certificate—I will start publishing the postings across the different platforms on different days to reach more people

2. Create and schedule a series of 2 to 3 emails to send to my email list following my announcement sharing a little info about CP in each post (include some of the science, awards and benefits)

In the last email, include a limited time offer for 50% off a CP Private Coaching session with a link to my booking calendar. Invite followers to send me an email if they have questions and want to know more before booking a session.

Also create 2 to 3 social media posts sharing same info as in my emails (including link to my booking calendar) and let people know they can send me a private message if they want to know more.

~ by April 8/22

3. Edit Coaching section on my website to add information about the Connection Practice and a link for visitors to book a Coaching Session with me.

~ by April 30