

**THE COPYCLOSET™ PRESENTS  
THE THREE PHASES OF A  
PROFITABLE PRODUCT LAUNCH**





# ANNUAL COPYCLOSET VIRTUAL HOLIDAY PARTY + MASTERCLASS

THREE PHASES OF A PROFITABLE PRODUCT LAUNCH

2018 COPYCLOSET UPDATES

MEMBER TALK

MEMBER APPRECIATION GIVEAWAYS

Q&A TIME

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# PHASE #1: ENTICE

BUILD AN AUDIENCE EAGER TO  
INVEST IN YOUR OFFER

SOCIAL MEDIA

FACEBOOK/INSTAGRAM ADS

LIVE BROADCASTS



# PHASE #2: EXCITE

PROVIDE EDUCATION IN AN ENTERTAINING  
WAY SO YOU GET PEOPLE EXCITED ABOUT THE  
OFFER

EMAIL SERIES

LIVE BROADCASTS





# PHASE #3: ENGAGE

OFFER PEOPLE A WAY TO OVERCOME THEIR  
STRUGGLES THROUGH YOUR OFFER

EMAIL SERIES

LIVE BROADCASTS

ADS