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Your Stress-Free Sale Checklist

Planning

- ☐ Pick which products will go on sale
- ☐ Finish creating them if not already done
- ☐ Decide how much of a discount you'll give
- ☐ Decide if there will be any seat/use limitations
- ☐ Decide your sale window
- ☐ Draft answers to FAQs (refund policy, common questions you get in your business)

Marketing assets

Website
- ☐ Update existing landing/sales pages for your products
- ☐ If launching a new product, set up a sales page for the offer
- ☐ Draft a website banner with sale details that you can add to site pages

Blog
- ☐ Draft a blog post about the products/offers on sale
- ☐ Schedule it to go live on your launch day

Social media
- ☐ Draft content for each day of the sale for each platform you use (You can use these ideas as a starting point)
  - ☐ Day 1 concept: Sale announcement
  - ☐ Day 2 concept: What you get
  - ☐ Day 3 concept: Testimonials/success stories
  - ☐ Day 4 concept: Sale ends soon/countdown
- ☐ Create graphics/videos for each day of the sale for each platform you use
- ☐ Schedule these in advance using built-in or third-party scheduling tools

Inform affiliates
If you have affiliates, let them know about the sale so they can promote it too
- ☐ Draft and schedule affiliate email 2 weeks out
- ☐ Draft and schedule affiliate reminder email 2 days out

Sales emails

Write and schedule sales emails
- ☐ Teaser 1 (1 week out): Sale is coming next week
- ☐ Teaser 2 (1 day out): Set your alarms for the sale tomorrow
- ☐ Launch day: Sale begins, here's how to get the deal
- ☐ Reminder (mid sale): What's included, desired transformation
- ☐ Testimonials (mid sale): Case studies, customer reviews
- ☐ Sale closing (last day): Last chance with instructions to sign up
- ☐ Thank you email after sale wraps

Write and publish a welcome series for customers
(Set the entrance condition to "Gains access to product" and pick your product.)
- ☐ Email 1: Welcome them, tell them about your business, quick start guide
- ☐ Email 2: Share a few tips for how to be successful in your program
- ☐ Email 3: Ask how things are going with the product and offer to answer questions

Test your tech

- ☐ Publish any sale products (you can set them to hidden if needed)
- ☐ Add any upsells to the checkout flow on the pricing page
- ☐ Set up your coupons and coupon codes
- ☐ Proofread your sales pages and site banners
- ☐ Check your links and buttons
- ☐ Check your audience filters on emails
- ☐ Preview all your sales emails and proofread/check links

On launch day, turn everything live

- ☐ If you've set your product to hidden, change it to "Visible."
- ☐ Publish your sales pages and site banners
- ☐ Add a big banner to your homepage and any other pages you promote regularly.
- ☐ Share your sales page in your social bios and link-in-bio.
- ☐ Email affiliates to remind them that the sale is live
- ☐ If you didn't schedule your blog posts and social posts in advance, press publish on your launch communications. Otherwise, they'll go live on the schedule you set.
- ☐ Stay present on social media to post reminders & answer questions
- ☐ Keep an eye on your inbox for questions and support requests
- ☐ Thank your followers, supporters, and email list once the sale is done

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Your Calm Launch Calendar and Timeline

1 month out	2 weeks out	1 week out	1-2 days out
Pick which products will go on sale Finish creating them if not already done Finalize your sale details (percentage discount, window, seat limits, etc.)	Update landing/sales pages for sale products Notify affiliates about your sale Draft blog post Draft sales emails	Draft social content for each day of the sale and schedule Draft a website banner copy Write and publish the welcome series Send teaser email 1	Remind affiliates Add any upsells to the checkout flow Set up your coupons and coupon codes Final proofread and link check Send teaser email 2
Launch (Sale day 1)	**Sale day 2**	**Sale day 3**	**Close (Sale day 4)**
Publish products, sales pages, banners Share your sales page in your social bios Email affiliates to remind them that the sale is live Publish blog post Publish social day 1 Send email day 1 Keep an eye on your inbox/comments for questions	Send email day 2 Publish social posts day 2	Send email day 3 Publish social posts day 3 Remind affiliates that the sale ends tomorrow	Send email day 4 Publish social posts day 4

After the sale is over:

- Thank your followers, supporters, and email list once the sale is done
- Look at your data and document any reflections for next time