

LOQUY BONUS

# The 7-Day Launch Calendar

Day by day, exactly what to do the week you launch your course.  
No guessing. No momentum lost to “what now?”

7 DAYS

1 SLIDE PER DAY

PRINTABLE OVERVIEW

## HOW TO USE THIS CALENDAR

# One week. One page per day. Check the box, move on.

### 1 • Pick your Day 1

Your course is built in Loquy and watchable end to end. That is the only entry requirement. Choose a start date — a Monday works well — and write it on each slide.

### 2 • Do the three blocks

Every day has a morning, afternoon, and evening block. Each block is 1–2 hours of focused work. Do them in order — afternoons build on mornings.

### 3 • Hit “done when”

Each day ends with a single “done when” line. If you can tick that box, the day succeeded — even if everything else was messy. Print the overview grid and stick it on the wall.



**Rule of the week** Ship the day's “done when” before midnight. Perfection is next launch's problem.

# Launch week at a glance

PRINT ME

| DAY 1<br>LOCK IT DOWN                 | DAY 2<br>WARM-UP              | DAY 3<br>PROOF                          | DAY 4<br>CONTENT BLITZ               | DAY 5<br>DOORS OPEN                 | DAY 6<br>OBJECTIONS                | DAY 7<br>CLOSE STRONG          |
|---------------------------------------|-------------------------------|-----------------------------------------|--------------------------------------|-------------------------------------|------------------------------------|--------------------------------|
| AM<br>Final QA pass on every lesson   | AM<br>List your warm contacts | AM<br>Publish free preview lesson       | AM<br>Cut 3 posts from course slides | AM<br>Test checkout, then open cart | AM<br>Collect every question asked | AM<br>Honest deadline reminder |
| PM<br>Set up checkout page            | PM<br>Send the announcement   | PM<br>Ask beta viewers for testimonials | PM<br>Publish post 1, schedule 2-3   | PM<br>Send launch email + post      | PM<br>Publish the FAQ post         | PM<br>Last-call email          |
| EVE<br>Pick launch price + close date | EVE<br>Open a waitlist        | EVE<br>Post first proof publicly        | EVE<br>Reply to every comment        | EVE<br>Personal notes to waitlist   | EVE<br>Host live Q&A               | EVE<br>Close cart + debrief    |

Days 1-4 build pressure. Day 5 opens the doors. Days 6-7 answer and close.

DAY

1

THEME • LOCK IT DOWN

# Finish the product, build the door

## MORNING

**Final QA of the course.** Watch every lesson start to finish at 1x speed. Fix typos on slides, re-generate any narration that sounds off, confirm every module plays in order.

## AFTERNOON

**Set up checkout.** Create the product in your checkout tool, connect it to course access, and run one real test purchase (refund yourself after). Broken checkouts kill launches quietly.

## EVENING

**Pick your launch price and close date.** Choose one price, one optional launch-week discount, and the exact day and hour the cart closes on Day 7. Write them down. No changes after tonight.



Done when

**A stranger could buy your course right now and land in lesson one without your help.**

DAY

2

THEME • WARM-UP

# Tell the people who already know you

## MORNING

**Build your warm list.** Email subscribers, past clients, colleagues, group chats, anyone who ever asked you a question about your topic. Aim for every name you can find — small lists are fine.

## AFTERNOON

**Send the announcement.** One honest message: what the course is, who it is for, when doors open (Day 5), when they close (Day 7). Email the list; message the closest 10–20 people individually.

## EVENING

**Open a waitlist.** A simple “get notified when doors open” form or reply-to-join thread. Everyone who raises a hand today is a warm buyer on Day 5.



Done when

The announcement is sent and at least one person has joined the waitlist.

DAY

3

THEME • PROOF

# Let the course speak before you sell

## MORNING

**Release a free preview lesson.** Pick your strongest short lesson and make it public — unlisted link, social clip, or landing-page embed. It should teach something real, not tease.

## AFTERNOON

**Collect beta testimonials.** Ask the 3–5 people who previewed the course two questions: “What surprised you?” and “Who is this for?” Get permission to quote them by name.

## EVENING

**Post the first proof.** Share the preview lesson plus one testimonial quote. Point people to the waitlist, not the checkout — doors are not open yet, and saying so builds anticipation.



Done when

A preview lesson is public and you hold at least two quotable testimonials.

DAY

4

THEME • CONTENT BLITZ

# Cut three posts straight from the course

## MORNING

**Mine your slides.** Pull three self-contained ideas from your course slides: one myth you bust, one framework or checklist, one before/after story. Each becomes a post — the slides are already written.

## AFTERNOON

**Publish and schedule.** Post the strongest one now on your main channel. Schedule the other two for Day 5 morning and Day 6 morning. End each with “doors open [date]” and the waitlist link.

## EVENING

**Work the replies.** Answer every comment and DM personally. Note the questions people ask — they are tomorrow’s sales copy and Day 6’s FAQ material.



Done when

One post is live, two are scheduled, and every reply has an answer.

DAY

5

THEME • DOORS OPEN

# Open the cart and say it everywhere

## MORNING

**Final checkout test, then open.** Run one more test purchase, confirm access delivery, then flip the switch. Doors are officially open — update your landing page and bio links.

## AFTERNOON

**Send the launch email and post.** Subject: doors are open. Body: who it is for, what is inside, one testimonial, price, close date, buy link. Post the same message on your channels.

## EVENING

**Personal notes to the waitlist.** Message every waitlist member individually: “Doors are open — you asked to be first to know.” Personal beats broadcast; this is where early students come from.



Done when

Cart is open, launch email is sent, and every waitlist member got a personal note.

DAY

6

THEME • OBJECTIONS

# Kill every reason to hesitate

## MORNING

**Gather every question.** Collect all questions from replies, DMs, and emails this week. Add the unspoken ones: "Is this for beginners?" "How much time does it take?" "What if it's not for me?"

## AFTERNOON

**Publish the FAQ post.** Answer the top 5–7 questions honestly — including who the course is NOT for. Email it to your list with the close date restated. Honesty here converts fence-sitters.

## EVENING

**Host a live Q&A.** 30 minutes, any platform your audience uses. Announce it in the morning, answer questions live, and mention that doors close tomorrow. Record it and post the replay.



Done when

The FAQ is published and the Q&A happened — even if three people showed up.

DAY

7

THEME • CLOSE STRONG

# Honest deadline, last call, debrief

## MORNING

**Deadline reminder.** Short email and post: "Doors close tonight at [time]." State plainly what happens after — price returns to normal, or enrollment pauses until next cohort. Real deadlines only; trust is the asset.

## AFTERNOON

**Last-call email.** Sent 3–4 hours before close. Keep it short: one testimonial, one line on who it is for, the deadline, the link. This is routinely the most-acted-on message of the week.

## EVENING

**Close the cart, then debrief.** Close on time. Then 20 minutes with the checklist: How many students enrolled? Which message drove the most sign-ups? What questions kept repeating? What breaks next time? Welcome your new students.



Done when

Cart closed on schedule, debrief notes written, welcome message sent to new students.

**YOU MADE IT**

# Launch week is over. Your next course takes an afternoon.

Everything on Day 4 came from slides Loquy already generated. Your next preview lesson, your next course, your next launch — they all start the same way: open Loquy, generate the course, run this calendar again.

**OPEN LOQUY AND START COURSE #2**

Same calendar. Fewer nerves. More students.