**Launch Prep**

1. Prepare short bio- with your why statement and tie your experience in your martial arts to TIR
2. Send a photo
3. Set up zoom account schedule our meeting for \_\_\_\_\_\_\_\_\_\_>
4. Write a short invite email script to invite to your grand opening and business launch. Email me ASAP for editing and feedback
5. Create a short phone script to invite to the webinar.
6. Work on the list and target email to or phone calls
7. Number of Guest – Have a clear mental picture of the number you set the goal 1-100.
8. Organize data on all prospects.  First Name/Last name/email/phone
9. Spread sheet in beyondthemindseye.biz site

**My action items**

1. Create Eventbrite Knowing-Doing Gap details and registration-forward link URL to you. You will use it in your email to get your prospects to register and get more info and details.
2. Set up event on [www.beyondthemindseye.biz](http://www.beyondthemindseye.biz  )
3. Create Zoom Registration

**Sample phone or email script.  Email just modify where needed.**

Hello \_\_\_\_\_\_\_\_\_\_\_,  just want to give you a quick call and bring you up to date on what I am doing with my new business I am launching this next month. (*It's not network marketing or MLM*).  I am hosting a webinar/seminar on the (Date Time )   to introduce my business and share with you more about my coaching business. This is my business launch or grand opening. It may or may not be for you.  However, I want you to know more about what I am doing and if you know anyone in the future you will keep me in mind.  This webinar is a grand opening and It would mean a lot to me if you can make it. and feel free to invite a college or friend. Nothing being sold, guaranteed on the webinar.

Great I will send you the information and registration information to register or I can register you myself.

Current Email:  \_\_\_\_\_\_@\_\_\_\_\_\_\_\_\_\_\_

Thank you and it really means a lot to me that you will be attending. You will be getting email confirmation and instructions on how to log in.