

BONUS #2 • VALUE \$67

Bonus #2: The Day-by-Day Weekend Launch Checklist

Kills the 'Too technical' objection · Friday Night to Sunday Afternoon

Friday Evening (60 Minutes): Rebrand & Export

- ☐ Pick 1 of the 5 Avatar Angles from Bonus #1.
- ☐ Open the editable DOCX file, update the title and brand footer, and export as PDF.
- ☐ Upload your PDFs to Google Drive (set sharing to "Anyone with the link can view").

Saturday Afternoon (90 Minutes): Pages, Checkout & Emails

- ☐ Import the funnel pages into your free systeme.io account (or upload the HTML files to Netlify/Vercel).
- ☐ Connect Stripe or PayPal and create your \$27 Front-End, \$27 Bump, \$97 Upsell 1, and \$197 Upsell 2 links.
- ☐ Paste your Google Drive PDF download links onto the `thank-you.html` / Welcome page.
- ☐ Load the 8 post-purchase emails and 2 abandoned-cart emails.

Sunday Morning (45 Minutes): Test Checkout & Go Live

- ☐ Run a live test purchase and confirm every page and email works at 375px mobile width.
- ☐ Install your Meta Pixel ID and Microsoft Clarity ID.
- ☐ Schedule your first \$15/day ad test using Bonus #3.

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