# KICK START YOUR YEAR OF HUSTLE IN 12 WEEKS

## 1
Put up a **Coming Soon page** w/ a description of the pain + outline of the product, w/ **email signup**.

Create **one discrete chunk** of the product.

**Share** your C.S. page.

## 2
Write a **welcome email** that asks a **question**.

Outline, prep, and create two **content** pieces.

**Publish** one, with an **email signup form** that references your future product.

## 3
**Publish** the second content piece, with **email CTA**.

Create **one discrete chunk** of the product.

## 4
Outline, prep, and create two **content** pieces.

**Publish** one, with **email CTA**.

Write a **Lesson #1 email** that delivers a **quick win**.

## 5
**Publish** the second content piece, with **email CTA**.

Create **one discrete chunk** of the product.

## 6
Create **one discrete chunk** of the product.

Write a **Lesson #2 email** that delivers a **quick win**, related to the product chunk.

## 7
Outline, prep, and create two **content** pieces.

**Publish** one, with **email CTA**.

Write a **Lesson #3 email** that delivers a **quick win**.

## 8
**Publish** the second content piece, with **email CTA**.

Create **one discrete chunk** of the product.

## 9
Write a **Lesson #4 email** that delivers a **quick win**... and raises the idea of *more*. Write a **Sales email** that offers the product at $49 or $79.

Write a **Reminder** email.

## 10
Create **one discrete chunk** of the product.
Queue up a **launch campaign** in your email list software, with the **emails** you've written.

## 11
Complete the **product**.

Transform the Coming Soon page into a **sales page**.

Turn a small **chunk** of the product into a free **goodie**, a reason to sign up for the list.

## 12
Update your **CTAs** and sequence for the goodie.

Enable the launch **sequence**.

✨**LAUNCH!!!**✨

## 13
Your launch sequence will now be **EVERGREEN**, so every new signup goes through it... FOREVER!

*this cheat sheet comes with a free course! get it at* yearofhustle.com