

## Launch Planning Worksheet

### Other Tasks To Finish Before Planning Your Launch:

- Go through entire Tiny Tot Success Course
- Find a Location
- Complete Your “Big Picture Planning Worksheet”

### Set Your Dates:

- Grand Opening Session Start Date (your free session):
  
- Paid Classes/Session Start Date:

**Plan out your promotional tour:** Schedule 8-10 events over a 2-4 week period.

- |           |            |
|-----------|------------|
| <b>1.</b> | <b>6.</b>  |
| <b>2.</b> | <b>7.</b>  |
| <b>3.</b> | <b>8.</b>  |
| <b>4.</b> | <b>9.</b>  |
| <b>5.</b> | <b>10.</b> |

**Plan Out Your “Grand Opening Special Offer”:** (Free month of classes or 1-class free).

**Schedule The Dates For The Week You’ll Be Calling Everyone To Confirm Their Enrollment In Your Complimentary Grand Opening Special Offer:** Ideally, give yourself a full 5-7 days between your last promo event and your free start date to get this done.

**Plan Out What You'll Teach During The Free Session:** Are you going to do a theme? Will you need props, music, coloring pages? Will do you end with a parent performance?

**Plan Out Your "Founding Member Special Offer":** This is what you'll offer to your trial families ½ way through your free session. Is there a deadline to take advantage of this special offer (*the end of the free session is a good deadline*), are there an bonuses (*a free tutu or skirted leotard they can use in class is a popular bonus*). Be sure to tell parents what they need to do to enroll (*See you after class? Fill out a form? Register online?*).

**Other Notes:**