

12 WEEK

COACHING MODULE

ifoundharmony.com

Based On The
Best Selling Book:

FROM
IDEA
TO
LAUNCH



Week	Session Topic	Page #	○	Lessons
Initial	Assessment	2	○	Elevator To Success: Identify Phase & Next Steps
		8	○	Reality Check Quiz
			○	Business Assessment & Next Goals
1	Launch Timeline	12	○	Timeline Factors: Knowledge, Hours, Budget, Needs
			○	Timeline Schedule & Milestone Markers
2	Business Plan: A	16	○	Business Plan
		17	○	Traffic
		18	○	Budget
3	Business Plan: B	18,19	○	Vision, Passion, Clarity
		19	○	Structure
		25	○	Elevator Pitch/ Marketing Appeal
4	Business Systems: A	28	○	Marketing
			○	Onboarding
			○	Delivery & Exit
			○	Funnel Testing ✓
5	Business Systems: B	28	○	Customer Journey
			○	Funnel Testing ✓
6	Start-Up Checklist: A	31	○	Admin
			○	Brand & Marketing
			○	Legal
7	Start-Up Checklist: B	32	○	Pre-Launch
			○	Learning & Growth
			○	Other: Custom
8	Brand Design	35	○	Brand Faces
			○	Brand Story
			○	Brand Accolades
			○	Brand Materials
			○	Brand Accessories
			○	Brand Legal, Contracts
9	Virtual Tool Box	42	○	Tool Selections & Implementation
			○	• Calendar • Phone • Forms • Apts. • Email Filters • CRM • Payments • Contracts • Project Manager • Bookmarks
10	Launch Strategy	45	○	Decorations: Visuals
			○	Coordination: Experience
			○	Invitations: Announcement
11	Marketing	49	○	Directories
			○	Local
			○	Paid Ads/PPC
			○	Long-Term Marketing Projects
			○	Other
12	Launch Test	52	○	Launch Test Checklist ✓
			○	Final Business Assessment & Next Steps



COPYRIGHT © 2023

HARMONY PORTIERE

iFOUNDHARMONY.COM

ALL RIGHTS RESERVED

Unauthorized use and/or duplication of this material without express and written permission from this site's author and/or owner is strictly prohibited. You are welcome to print a copy of this book for your personal use. Excerpts and links may be used, provided that full and clear credit is given to iFOUNDHARMONY.com with appropriate and specific direction to the original content and iFOUNDHARMONY.com.

Information presented in this workbook is intended for informational purposes only. Questions regarding specific companies or services should be directed toward their respective owners. While the author has used their best efforts to provide accurate information, it may not be appropriate for your specific circumstances, and information may become outdated over time.

This workbook may have affiliate links. Per FTC guidelines, the author may be compensated by the companies mentioned. Any references to third-party products, rates, or websites are subject to change without notice. Please do the appropriate research before participating in any third-party offers.

This publication is designed to provide information about the subject matter covered. However, the advice or strategies provided may not be suitable for your situation. If legal advice or other expert assistance is required, the services of a competent professional should be sought. The author shall not be liable for any loss of profit or other commercial damages, including but not limited to special, incidental, consequential, or other damages.