

# Proper Lead Time Helps Leverage Success



When it comes to launching a product, program or teleclass, you want to have all your ducks in a row, and that means allowing enough lead time for your team to put all the pieces in place. Doing this will position you for the most success, both in terms of the back-end administration tasks as well as for your client's experience.

Nothing should ever be thrown together at the last minute. You're in business to succeed, and how you represent yourself through your products and services should be carefully planned. If you decide you want to launch a new website or a product, you must give all of your team and/or vendors ample notice of your intent so they can schedule their time accordingly.

For example, if you want to launch a new membership site, you will need a site designer, copywriter, possibly a graphic designer, and an admin person who will handle all of the inquiries, payments, etc. If you want to launch this site on the 1st of the month, you'll need to plan at least a month ahead, six weeks is even better, in order for the "work-ahead" work to be done. And before this point, you should already have planned out exactly what you want included in your memberships, for example, all of the files you want members to access, your teleclass schedule, etc. All of this information will be necessary to upload onto the new membership site in preparation for new members. You also need to decide how many membership levels you will have as well as the costs so the payment system can be set up.

Besides all of the above pre-planning, you'll also need to decide when to start marketing the program to your list, and they will need a good three weeks of exposure to it, e.g. the introductory selling email, followed up by at least a couple of reminders, plus you'll want to be making announcements on your social networking sites. So when you add it all up, you can see that starting an initiative like this will, in reality, need to be started at least two months in advance.

When a project like this has begun, there are a lot of "moving pieces" that have to be organized, the team to coordinate, and you have to be prepared to be involved to give feedback at various stages and to sign off of tasks as they are completed. If you're clear about what you want in the beginning, and you lay out an organized list (or mind map) for your team, they will appreciate it and no time will be lost by asking too many clarification questions.

Just think, with effective, organized planning and enough lead time, once the virtual doors to your membership site opens, your client's experience from the get-go will be the best it can possibly be, which will undoubtedly boost your reputation and continue building your success.