



The Ultimate

DETOX LAUNCH CHECKLIST



THE ULTIMATE DETOX LAUNCH CHECKLIST

Adding a detox to your business can be an absolute game changer, but it also takes a lot of work! That's why I've created this ultimate detox launch checklist, so you can make sure you've ticked all the boxes of all the steps you'll need to take to develop and launch your first detox program.

You'll want to set aside some time to think about the focus of your detox, what types of foods you'll cut out, and how you plan to market the program. Then, just work through the items on this checklist and you'll be ready to go!

Don't forget - I've created a done-for-you detox program that can help simplify the process of adding a detox to your coaching practice. It's called Detox Done, and you can save \$600 off the program price when you enroll by Monday, August 7th. Find out more and [join Detox Done here](#).

Have questions about Detox Done? Send me an email at hello@theconfidenthealthcoach.com and I'm happy to help you figure out if it's right for you.



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There are four phases in a launch: the pre-launch, the active launch, the program delivery, and the post-launch. You'll see I've divided the tasks on this checklist into these four categories. You'll want to follow this checklist chronologically, meaning, make sure you complete the tasks in the pre-launch phase before moving on to the active launch phase, and so on. I hope you find this list helpful!

[PHASE 1] PRE-LAUNCH

(2-4 WEEKS BEFORE YOUR LAUNCH STARTS)

- Choose a date for your detox, keeping in mind national holidays and local celebrations
- Start your pre-launch promotions by letting people know you're going to be running a detox
- Set a full-price and early bird price for your detox
- Set a goal for how many detox clients you want to enroll
- Decide what date will be the final enrollment date for your detox
- Consider sending 'save-the-date' notes to people who you think will be interested
- Create an email to use for inviting potential detox clients
- Create a list of people you would like to personally invite to join your detox
- Create social media posts to promote your detox
- Determine your goal for how many enrollments you want
- Determine how many people you will invite to reach your goal
- Develop your detox protocol
- Create your detox handbook/guide
- Develop the recipes you'll share in the detox
- Create your detox recipe plan
- Create your detox shopping list
- Create your members-only Facebook group

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[PHASE 2] ACTIVE LAUNCH

(2-4 WEEKS BEFORE YOUR PROGRAM STARTS)

- Start contacting everyone on your list of who you want to personally invite
- Promote your detox on all of your social media channels
- Send marketing emails to your newsletter list, if you have one
- Send follow-up messages to anyone who has expressed interest in your detox
- Send a welcome email to everyone who registers for your detox
- Send detox materials to all your detox clients
- Invite detox participants to join your members-only Facebook group
- Send final reminders and let people know the doors are closing to your detox
- Talk to everyone you meet about your detox and let them know who it's for, and how it can help
- Determine what you will offer at the end of your detox to clients who want to keep working with you



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[PHASE 3] DETOX DELIVERY

(VARIES DEPENDING ON THE LENGTH OF YOUR PROGRAM)

- Host a pre-detox kickoff session so your clients can understand what to expect and how to be most successful during their detox week
- Welcome all detoxers to your members-only Facebook group
- Schedule a daily post inside your Facebook group encouraging your detoxers and providing a space to ask questions
- Answer questions daily inside your Facebook group
- Schedule daily support emails for all your detox clients
- Respond to all incoming messages from your detox clients
- Host an end-of-detox call to show your detoxers how to exit the detox and also to offer them additional programs

[PHASE 4] POST-DELIVERY

(UP TO 6 WEEKS AFTER YOUR PROGRAM ENDS)

- Schedule a 15-minute conversation with each detoxer to hear how the detox went and to determine if you can offer them additional support
- Thank your detoxers and send information on how they can transition out of the detox, including a replay from your end-of-detox session
- Follow-up with detoxers 4-6 weeks after their detox to see how they are doing and if they could use more support
- Add detoxers to your newsletter list and invite them to follow you on your social channels
- Let your past detoxers know when you'll be offering another detox they can join

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Now that you've read through this checklist, you have everything you need to successfully create, launch, and enroll your first detox program!

Creating a detox from scratch is a lot of work, and it can take longer than you might think. If you want to hit the easy button on adding a detox to your coaching practice, I've got you covered. Check out Detox Done, my done-for-you detox kit that gives you everything you need to successfully launch your detox program from the get-go. With Detox Done, you'll get protocols, recipes, shopping lists, bonus handouts, pre-written sales pages and emails, training on how to enroll your detox and more!

Detox Done is on sale through Monday, August 7th - save \$600 and get your first detox on the calendar today:

[Learn more about Detox Done here](#)

You've got this!

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Hi, I'm Julia

I'm a business coach and marketing strategist for online coaches and course creators. I'm also the sole income for my family, and I prioritize travel and time with my young children. I've traveled to the Olympics in Athens, where I got to party with gold-medal athletes and hang out with the Crown Prince of Denmark. When I got married, I spent 5 weeks traveling through Southeast Asia on my honeymoon. Before I had kids, my husband and I spent three months camping through 5 countries in Southern Africa. And last year, I moved my family to a beach town in Costa Rica where howler monkeys and ocean views woke me up every morning for 6 months. I did all these things while working for myself as an online coach and course creator.

