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WoDiLab

PLAN YOUR DISTRIBUTION & LAUNCH

Create a simple and realistic plan to share your lead magnet with real people.

ACTION CHECKLIST

☐ **Step 1 – Define your launch goal**
Think about why sharing your lead magnet matters for you.

☐ **Step 2 – Choose your distribution channels**
Select simple places where your audience already spends time.

☐ **Step 3 – Write your first outreach message or post**
Create a short and natural message you can actually send

☐ **Step 4 –Plan your first launch action**
Decide when and where you will share your lead magnet.

☐ **Step 5 – Take your first step**
Choose one small action and make it real.

Step 1 – Define your launch goal

Sharing your lead magnet is not about being perfect.
It is about helping people discover your work.

Why does sharing your lead magnet matter to you?

☐ I want to grow my audience
☐ I want to build trust
☐ I want to test my idea
☐ I want to attract future clients
☐ I want to gain confidence
☐ Other: _____

What would feel like a successful first launch for you?

What would you like people to experience when they see your lead magnet?

Notes

Step 2 – Choose your distribution channels

Your audience already spends time somewhere.
Your job is simply to meet them there.

Where could you share your lead magnet?

☐ Facebook
☐ Instagram
☐ LinkedIn
☐ Email
☐ Messenger / WhatsApp

☐ Facebook groups
☐ Website
☐ Podcast / interview
☐ Other: _____

Which channel feels easiest for you right now?

Why does this feel like the best starting point?

☐ It feels simple
☐ My audience is already there
☐ I already use this platform
☐ It feels less overwhelming
☐ I can take action quickly

Notes

Step 3 – Write your first outreach message or post

Your message does not need to sound "salesy."
It only needs to feel human, clear, and helpful.

Use this structure:

what you created
who it helps
simple invitation

Example:

"Hi! I just created a free checklist to help people feel more confident creating their first online course. Would you like me to send it to you?"

Write your first message or post draft:

Does your message feel:

☐ Clear and simple
☐ Friendly and natural
☐ Useful for your audience
☐ Too complicated (needs simplifying)

Step 4 – Plan your first launch action

Small actions create momentum.

Choose your launch date:

What will you do first?

☐ Send personal messages
☐ Publish one social media post
☐ Share in a Facebook group
☐ Add the link to my bio/profile
☐ Mention it in a conversation
☐ Other: _____

How many people will you reach out to first?

☐ 1–3 people
☐ 3–5 people
☐ 5–10 people
☐ More than 10 people

What would help you feel confident taking this step?

Step 5 – Take your first step

Remember:
You do not need a big launch.
You only need to begin.

Your first action:

My go-live date:

My chosen channel:

Your Next Action

Choose ONE channel.

Write your first message or post.

Set your launch date within the next 7 days.

For this session

Then share your experience in the WoDiLab Facebook group.

By doing this, you:

- build confidence
- create visibility
- inspire others
- take real action

Your points

- 1 XP – Watch the video
- 2 XP – Complete the worksheet
- 2 XP – Launch and share your lead magnet

Total: 5 XP

✨ Visibility grows through action.