



Activate
BREAKTHROUGH

**LAUNCH
POST
EXAMPLES**

A well-executed website launch can make a significant difference in establishing a strong online presence. Social media, with its vast reach and influence, plays a critical role in this process. Employing a strategic posting schedule including teaser posts, curiosity posts, and launch posts can help to build anticipation, engage your audience, and maximize the launch's success. This manual will guide you through these steps to ensure a successful website launch.

Curiosity Post: Spark Interest and Anticipation

The first stage of your website launch strategy is the curiosity post. This is a carefully curated post designed to pique the interest of your target audience without giving away too much information. It's about generating buzz and creating a sense of anticipation.

Tips for an Effective Curiosity Post:

- 1. Create Mystery:** Your post should hint at something exciting coming without revealing too much. It might involve a sneak peak image, a riddle, or a question that makes your audience want to know more.
- 2. Encourage Engagement:** A good curiosity post is interactive. Ask your audience to share their thoughts, predictions, or expectations. This will boost the reach of your post and fuel further interest.
- 3. Stay on Brand:** While your post should be intriguing, it should also align with your brand identity. Ensure that the tone, language, and visuals are consistent with your brand message.

CURIOSITY POST EXAMPLES

1. I reclaim God's promise of prosperity over my family's life! I'm so excited!! All will be revealed very, very soon!
2. I'm overjoyed to share some HUGE life-changing news with you all..... can you guess what it is?
3. HUGE announcement coming shortly! I've never been more thrilled!!
4. PRAISE GOD! We made a life changing decision today! The enemy has NO authority over our finances! Can't wait to share. Stay tuned!

Teaser Post: Revealing a Little More

Once you've successfully generated anticipation with your curiosity post, it's time to move on to the teaser post. This is where you start to unveil more about your website, but still keeping the full reveal for the launch post.

Tips for an Effective Teaser Post:

1. **Show, Don't Tell:** Use visuals to give your audience a sneak peek of your offer. It could be a screenshot of your website, a short video tour, or a GIF that captures the essence of your offer.
2. **Highlight Unique Selling Points (USPs):** Identify what sets your offer apart and highlight it in your teaser post. It could be

something you learned, the amazing community, or the innovative online system, or anything that attracted you to the program.

- 3. Build Momentum:** Keep the excitement alive by dropping hints about the upcoming launch. Remind your audience about the launch date and ask them to stay tuned for more.

TEASER POST EXAMPLES

(You would do this a few days after your curiosity post)

1. I can't wait to unveil the brand-new project that I've been working in the background these last few weeks. I will be sharing what's on my heart on Sunday evening at 6pm.

2. We're launching something really special.... And it's going to help God's chosen to rightfully steward and sow into his Kingdom ... Hang tight for the big reveal!

3. I'm so excited! This will change the financial status of people working for the Kingdom forever! More information to come!

4. I'm really ecstatic to share the brand-new paradigm of Kingdom business. This online platform has fundamentally altered the way I looked at and steward money. More information to come!

5. I have been working behind the scenes on a very special project that's going to help Kingdom entrepreneurs generate wealth online. It's finally ready to debut, and I'm giving you exclusive access to it in the coming days. Stay tuned.

7. Can't wait to share with you guys the community that is pioneering Kingdom entrepreneurship and online business. This is a game changer for the Kingdom! Keep your eyes open. The reveal is coming soon!

6. I have been working behind the scenes on something really special for my Kingdom professionals who desire to have an online business. Never before have I been so eager to share this vision with the world! Stay tuned!

Launch Post: The Big Reveal

Finally, it's time for the launch post. This is the moment you've been building up to. Your launch post should be grand and celebratory, effectively announcing that your website is live and ready for visitors.

Tips for an Effective Launch Post:

- 1. Make it Celebratory:** Use enthusiastic language and exciting visuals to celebrate the launch of your offer/website. You might even consider adding a launch video that captures the spirit of the occasion.

- 2. Call to Action (CTA):** Don't forget to include a clear CTA in your launch post. Direct your audience to visit your website, sign up for your newsletter, or take advantage of a launch offer.
- 3. Thank your Audience:** Show appreciation for your audience's support and patience. This can help create a positive impression and forge a strong connection with your community.

LAUNCH POST EXAMPLES

(You would do this a few days after your teaser post)

SAMPLE 1

Balancing full time ministry and family life is not how I imagined it when I was younger. From grappling with paycheck-to-paycheck living, to finding the resources to continue ministry work. Daily life was a struggle for me to continue Gods work.

I found myself in a whirlwind, working grueling hours to meet credit card repayments. To compound the issue, my rent this year had shot up more than ever. I was now grappling with my everyday bills, high-interest credit card debt, and skyrocketing rent.

I was at my wit's end, barely managing to stay afloat. But I rallied myself in prayer, working tirelessly to make ends meet.

My routine became a grueling marathon. After a full day at work, I would catch a quick nap before serving at church. Once I got home I would get a few hours of sleep and the next morning, I would rush back to work, and start all over again. And then repeat.

The constant exertion quickly led to fatigue and irritation; I was rapidly burning out. I realized this couldn't continue indefinitely, and it was time for a change.

That's when a former business mentor and a good friend of mine posed a question: "Joseph, how long can you sustain this?" I was stunned by the harsh truth behind these words. While my relentless hustle was keeping me afloat, I couldn't maintain this pace forever. It was a wakeup call, and I knew I needed a new plan.

So, when an opportunity to start an online business was presented to me, I was intrigued. Initially, I was skeptical, even dismissive. But as my exhaustion reached its peak, I began to consider this new avenue, though not without reservations.

The success stories seemed too good to be true, and I struggled to believe that anyone could make a substantial income online. Yet, the more I delved into it, the more captivated I became. And then another bill arrived.

That was the moment I decided to take the plunge! I took my first steps towards starting an online business, and there was no looking back. Most importantly the venture was designed for the expansion of Gods Kingdom. The venture seemed like an irresistible proposition,

With the eagerness of a beginner learning to ride a bike - initially slow and cautious, then suddenly all in - I ventured into this business. I made my first sale **ON DAY ONE!**

Now, I find myself in a business that promises to pave the way to financial freedom and enables me to truly advance in life! I am

immensely grateful for this platform that has rewritten my financial narrative and alleviated my worries around debt.

If my journey resonates with you and you feel weighed down by the struggle to get ahead, but are ready to commit to a long-term plan for financial independence, comment 'OPPORTUNITY' below. I'll personally reach out to share some information that could be your launching pad towards financial freedom.

EXAMPLE 2

BRACE YOURSELF FOR A SURPRISE.....

Just two weeks ago, I made the profound decision to step away from my Network Marketing Business, an enterprise I had nurtured for years.

My venture into Network Marketing was a fortunate accident. But then again, do accidents or coincidences exist? ... Not at all. It truly was a divine appointment!

It transformed me, both physically and emotionally, and opened my eyes to a world of opportunity beyond my conventional circles.

Just a few months into this journey, I was introduced to a new way of thinking and new way of life. Initially, my only aim was to enhance my health and wellness, but in no time, I had scaled up the ranks within the company.

I found myself walking away from my full-time job, transitioning into a full-time Network Marketing role. Gone were the days when I had to risk losing my job every time there was a company restructure.

Being my own boss without any overhead seemed like the perfect business.

I DISCOVERED SO MUCH ABOUT MYSELF!!!

Anyone I introduced to this lifestyle could see my passion for this incredible company.

Day after day, I was there. Coaching, Signing, Welcoming, Hosting parties, traveling from one end of the city to the other, Supporting my team members, and always going the extra mile.

Even though it often came without reward, I LOVED it. However, I was tired.

Tired of the incessant hustle,

Tired of turning up exhausted,

Tired of the constant tethering to my phone,

Tired of inundating my friends' and family's inboxes with copied and pasted messages,

Tired of hiding behind products,

Tired of coaching others in something that no longer aligned with my values,

As I reflected on the countless hours I had invested into my business, I realized that I had initially embarked on this journey to have more TIME to work on what truly mattered to me. I kept reassuring myself that the financial abundance I sought was on the horizon. But it didn't materialize.

The reality was, I was working tirelessly for a meager return. I had ingrained the notion that success was synonymous with relentless hustle.

While I have immense respect for the Network Marketing industry, I yearned for a path characterized by more ease and grace.

I wanted to be more than just a representative of a 'company'. I wanted to believe that it was possible to build an online business without experiencing burnout.

Most importantly I wanted to TRULY embody WHO I AM AS A PERSON IN CHRIST!

So, with utmost respect for my past, I had to confront some hard truths...

Should I stay out of obligation? Out of loyalty? I knew if I did, I would not be honoring my true self.

Because I had discovered a better way. A way that resonated with the freedom I sought and the values I cherished in Christ.

The ultimate trifecta: Freedom of time, financial independence, and fulfilled inner peace. For the past six months, my inner voice has been echoing a message, "Hey, there are other ways to live your life." I

appreciate everything I've gained so far, but deep down, I knew my purpose reached much further. Unquestionably, some of the most amazing people I've met are here because of this business.

Real friendship means supporting each other no matter which paths we take. The belief and encouragement I've received have made a deep impression on me. I will continue to provide beautiful support to those who choose to stay on their path.

My dreams were expanding rapidly, scaring me, but I knew what I wanted. So, despite my fear, I decided to let go and make room for things to fall into place. It is crucial to remember that we always have a choice.

I knew how difficult this decision would be, but God never gives us more than we can handle, right? After witnessing one of my best friends achieve more in three months in a new online business than I did in three years of network marketing, I could no longer ignore my soul's calling!

So, I have joined her in this innovative, automated way of conducting business online. I have already embraced more abundance. Within my first week, I have attracted like-minded business partners, felt a deeper connection with my calling, and joined a Kingdom minded tribe that is spirit filled and going after greatness.

Now, I invite you to align your path with mine. This is for those of you who feel unsatisfied with your current results and truly believe you deserve more! If you wish to work less and earn more. If you're ready to step into God-centered leadership. If you desire to be the brand, not just a product. If you are open to using an automated education system

that allows you to create more time to love, grow, impact, live, learn, travel, and create results.

I am reaching out to those ready to boldly change their current situation. If this resonates with you and you're genuinely prepared to join a high-impact, Kingdom-aligned movement, then let's see what we're about on the 5th of June. My mentor will be revealing the three essential things you need to know to succeed online in our exclusive **BREAKTHROUGH BLUEPRINT**.

Feel free to send me a private message or comment below "BREAKTHROUGH", and I'll explain why I've fallen in love with this new way of creating online abundance.

SAMPLE 3

"Don't get so caught up in making a buck that you forget to live your life." Funny right? But it's pretty much my life story.

Running my own show is totally amazing, one of the coolest things I've ever done. But some folks just don't realize all the extra stuff you gotta do to make it work. It's like staying up late, working out schedules for next month, sorting through invoices, checking and rechecking bank statements. It's putting in crazy long days just to get a single day off. And it's going the extra mile to take care of your clients. I mean, the good parts totally outweigh the tough parts, but man, it can be rough sometimes!

So, I figured something's gotta give. I need more time to actually enjoy life, and enjoy what I do. So, I've hooked up with some awesome people who've already made a big difference in my current biz. They invited me to jump in on this new business thing they're doing.

I've kicked off an online business that uses a platform that takes care of all the technical headaches and actually shows me how to build a business. Talk about a game changer!

This system's gonna help the cash flow and free up more of my time, so I can keep loving the life I'm living without running myself into the ground. I've seen folks in this community totally transform their lives in just a few months with this platform.

Online businesses are the next big thing, and that's where I'm headed. No looking back! #NoTurningBack

If you're curious about this new thing I'm diving into, just drop 'ME' in the comments, and you can see for yourself how this platform can give you back a little slice of time and freedom!

SAMPLE 4

ARE YOU HERE FOR SOMETHING GREATER ?

Last few months, my hubby and I had our own 'line in the sand' moment. My hubby, with his back injury, had to ditch his regular trade. Me, I was strung out in my 9-5, cooped up in a cubicle all day. I'd come home with no energy left for family, friends or even myself.

I knew I needed a change, so I got back into my network marketing side hustle, hoping it could eventually replace my 'job'. Despite my best efforts, I ended up even more wiped out and stressed.

I just couldn't find extra time for serving at my church or to make the difference I dreamed of. After a major panic attack it hit me - If I don't make a major change now. This is it!!

I quit my job, even though my side gig wasn't bringing in much. I just had to make a change. I needed to explore a new path.

Sure, we could've just sat back and let life happen to us. Or, we could step up and turn this into a chance for something bigger and better. So we chose to be bold and ask HOW we could find a new way in the online world.

We don't wanna choose between making a living and making a life, or having a family, a ministry, and a career. We know we can do all things through Christ who strengthens us! The only thing holding us back is us.

Praise God that our journey led us to a community of Kingdom digital creators from all sorts of backgrounds making amazing income online through a God centered marketing business. Seek and you will find! Knock and the door will be answered!

This business model can work for anyone, no matter your background, or skills. It's all about personal growth, making a bigger impact on the world and most importantly glorifying God!

We're offering a chance for you to work closely with us for the next 6 weeks. We'll guide you, step-by-step, to launch your own online Kingdom business. You'll have all the tools and support you need to make it a success.

Been dreaming of starting your own online Kingdom business? Maybe you want to quit your job, or go to the nations, or just spend more time at home with your first ministry, your kids...

Maybe you just know deep down God has more for you life, but you're not sure HOW to get there? Or perhaps you're already in an online business, but it doesn't align with your faith and you're not seeing the results from your hard work, like I was...

If that's you, drop a comment below saying "I'M READY" or shoot us a message to get access to the training on how to leverage your social media for Kingdom business.

Your dreams are absolutely possible.

Now Is the Time to Develop Your Launch Posts

Use the answers to these questions to develop your post:

1. What is your work background like? Employed 9-5, business owner, full time ministry...

2. Why were you dissatisfied? In other words, what were you tired of in the area of your work?

3. What were your difficulties that made you feel this way?

4. What was the vision or solution you needed to fix that problem?

5. What have you tried in the past that didnt work to fix the problem?

6. What are you most enthusiastic about as you go ahead with your new business? What do you envision?

7. What is the call to action for them? Watch a masterclass? Read the book? Join a FB group?

What is a compelling headline that you can use? (On a personal page, it is important to capitalize this)

After The Launch

Remember, launching a website on social media isn't a one-off event. It's just the start of your journey. Continue to engage with your audience, seek feedback, and use that to continuously improve your website. Monitor the performance of your website through analytics, tweak your social media strategy as needed, and continue to grow your digital presence.

The Curiosity, Teaser, and Launch Post strategy is a powerful way to execute a website launch on social media. It fosters anticipation, engages your audience, and allows you to showcase