Module 16, Lesson 2 Handout:

The 3 Biggest Fails to Avoid
When Launching Your Website

You've put the time in, whether on your own or by hiring help, and the day has come for the big reveal of your brand spankin' new website! Yes, launch time is a super exciting time, but you should strategize it carefully since it's a unique opportunity to get a lot of eyeballs on your site.

Here are the biggest mistakes most entrepreneurs make when launching their websites:

1. **They don't share a behind the scenes look at the project.** What?! You worked countless hours on this huge accomplishment and you didn't let your audience be part of the journey?! Huge missed opportunity. Users love to share in the process, so make this part of your strategy. Show your hard work and the blood, sweat, and tears along the way. Ask for their opinion on decisions you need to make! The more you make them part of the process, the more impressed they'll be with the final result, and the more engaged they'll be with you.

2. **They make it a one day launch.** What?! You just worked for weeks or months, and you announce it once on your social media? No way, Jose. This is a big event, and it deserves some major screentime. Strategize beforehand all the ways you can maintain the excitement. Get partners involved, use all your channels, highlight different pages, do some giveaways. Keep your users as excited as you are for as long as you can, since it will be years before you get to do this again.

3. **They forget to test, test again, and then test again.** What?! You finally launched your coaching business and your checkout isn't working on mobile, or it's only working on Safari but not Chrome, or your site won't load properly? Sadly, we've all learned this the hard way. Don't let your excitement cloud your judgement. You need to test every link, form, button, and purchase on every browser, device, and software system you can. You're bound to have a mistake somewhere, and it's better to find it before you launch rather than when a customer is ready to purchase. If you can get a friend or member of your team to help you test your site, even better.

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MY LAUNCH PLAN	
How I will Share Behind the Scenes as I Build My Website:	
How Will I Make This An Extended Launch?	
Partners Who Can Help Me Share My Launch:	
Giveaway Idea For Launch:	
Browsers I Will Test My Website On:	

Devices I Will Test My Website On:	
Who Can Help Me Test My Website:	

So, what do you do if you have a tech issue pop up at the very worst time ever--which, in the digital world, is anytime at all? This goes back to our discussion of when you need to hire someone, and when you can do everything yourself.

If you're going to have an online business, find a developer who can be your go-to before you launch your business. It's not easy to find someone on the fly when you're in crisis mode who can drop everything and get you back up and running.

Interviewing developers when you embark on this journey should be part of the process. Being up front about your needs and the relationship you'd like to have with them is also necessary. Some may not engage with you unless you keep them on retainer. Others are more than happy to have you keep them in your back pocket for emergencies, since they'll consider you more of a side gig.

Finding someone last minute on a site like Upwork can be an ok strategy, but it can also be an absolute disaster. Find someone you can trust before you need them, which will make the crisis you experience a little less scary. Just like if your car breaks down, you like to have a mechanic you can trust so you aren't taken advantage of. The same applies here.

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Finding My Developer	
Developer A Name, Pricing, Availability, Terms:	
Developer B Name, Pricing, Availability, Terms:	
Developer C Name, Pricing, Availability, Terms:	