# During the Launch

**PLC Modules** 





Module 1 Product Launch Overview

Module 2 – Product Launch Strategies

Module 3 - Pre-launch strategies

Module 4 - Launch Day

Module 5 - During launch



Module 6 - Launch close

Module 7 - Post launch

Final words

### During the Launch

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#### Email Swipe

- Keep Affiliates Interested
- Keep Leads Interested by Mailing Often

