

DAY 5 —

ONE PLAN. ONE SOUND.

The setup is done. Today is about execution. Choose one focused offer, finish it, price it, package it, present it, promote it, and give customers one clear place to buy. No new side quests.

What this extension covers

- ✓ Choose the one offer you are actually launching
- ✓ Finish the product, service, or deliverable
- ✓ Set the price and buying path
- ✓ Create one repeatable message and CTA
- ✓ Prepare the visuals and launch assets
- ✓ Promote, fulfill, and track what happens



#PLY™ FOCUS:

The final day is not for inventing another idea. It is for finishing the one you already chose.

WHAT DOES ONE PLAN. ONE SOUND. MEAN?

One plan means one focused offer gets your attention. One sound means the customer keeps hearing the same clear message about what it is, who it is for, why it matters, and what to do next.

The goal

- ✓ One main offer
- ✓ One clear customer
- ✓ One price
- ✓ One place to buy
- ✓ One primary message
- ✓ One launch checklist



#PLY™ FOCUS:

Consistency is not boring when customers are still learning what you sell. Repetition builds recognition.

STEP 01 —

CHOOSE THE OFFER

Pick the one product or service you are actually preparing to market. Do not launch five things at once because you are afraid to choose.

Your offer should answer

- ✓ What exactly am I selling?
- ✓ Who is it for?
- ✓ What problem does it solve or desire does it serve?
- ✓ What does the customer receive?
- ✓ Why should they buy this now?



#PLY™ FOCUS:

If you cannot explain the offer in two clean sentences, the customer is going to struggle too.

STEP 02 —

FINISH IT BEFORE YOU MARKET IT

Marketing an unfinished offer creates pressure, refunds, delays, and messy customer experiences. Make sure the thing you are selling is actually ready to be bought and delivered.

Finish these first

- ✓ Final product or service scope
- ✓ Files, inventory, appointments, or deliverables ready
- ✓ Delivery or fulfillment process decided
- ✓ Policies and customer instructions written
- ✓ Any obvious errors tested and fixed



#PLY™ FOCUS:

A launch does not fix an unfinished product. It only sends more people toward the unfinished product.

STEP 03 —

PRICE IT + BUILD THE BUYING PATH

The customer should know the price and where to buy without hunting for either. Your buying path should be short, obvious, and tested from beginning to end.

Lock these decisions

- ✓ Final price
- ✓ What is included
- ✓ Payment method or checkout
- ✓ Exact purchase or booking link
- ✓ Delivery timing
- ✓ Refund, return, or cancellation rules if applicable



#PLY™ FOCUS:

Do not hide the purchase path under six links. The CTA should take people toward the transaction, not on a scavenger hunt.

STEP 04 —

CREATE ONE SOUND

Your campaign needs a repeatable message. The wording can change slightly from post to post, but the core promise should stay recognizable.

Build your message from

- ✓ WHAT: the offer
- ✓ WHO: the customer
- ✓ WHY: the value or result
- ✓ WHY NOW: the reason to pay attention
- ✓ CTA: the one next action



#PLY™ FOCUS:

If every post describes the offer differently, you are making the audience relearn the business every day.

STEP 05 —

PACKAGE + PRESENT IT

Now give the offer enough visual support to look finished. You do not need thirty graphics. You need a small set of strong assets you can reuse.

Minimum launch kit

- ✓ One strong hero image
- ✓ Three supporting visuals or product views
- ✓ One clean offer description
- ✓ One price graphic or purchase card if useful
- ✓ One FAQ or objection-answering piece
- ✓ One consistent CTA



#PLY™ FOCUS:

Build a reusable launch kit. Constantly designing from zero wastes the time you need for promotion.

PROMOTION — ONE PLAN, REPEATED

Do not post once and decide nobody wants the offer. Give the audience multiple chances to understand it from different angles while keeping the same core message.

Simple content rotation

- ✓ Problem or need
- ✓ Offer reveal
- ✓ How it works
- ✓ Proof, example, or demonstration
- ✓ FAQ or objection
- ✓ Reminder + direct CTA



#PLY™ FOCUS:

Change the angle, not the offer. Repetition is part of selling.

RIAH EXAMPLE — THE FINAL EXECUTION PLAN

RIAH chooses one holiday-focused offer instead of trying to launch every product at once. The brand uses the cleanup, email list, domain, and home base from Days 1-4 to support one clear campaign.

RIAH locks in

- ✓ One featured holiday hair offer
- ✓ One target customer
- ✓ One final price
- ✓ One product page and checkout link
- ✓ One campaign message
- ✓ One small set of reusable visuals
- ✓ One email + social promotion plan



#PLY™ FOCUS:

The earlier setup work only matters if it helps the business put a real offer in front of real customers.

DAY 5 —

FINAL EXECUTION CHECKLIST

Your challenge ends when the offer can actually be marketed and purchased. Not when the idea is sitting in Notes. Not when the Canva folder looks cute. When it is ready to move.

Before you call it complete

- ✓ Offer chosen
- ✓ Offer finished
- ✓ Price locked
- ✓ Buying link tested
- ✓ Main message written
- ✓ Visual assets ready
- ✓ Promotion schedule mapped
- ✓ Fulfillment process ready



#PLY™ FOCUS:

CHOOSE IT → FINISH IT → PRICE IT → PACKAGE IT →
PRESENT IT → PROMOTE IT → SELL IT