Spin Sucks Sample Launch Call Agenda

This sample launch call agenda provides a template to base your own launch calls off of. Details can be changed based on the individual client needs and scope of work.

To learn about the four steps necessary for successful client onboarding, visit the blog post which accompanies this agenda **HERE.**

I. Target market
- A. Profile:
  - Traits of the right fit? Traits of a poor fit?
  - Who all do you need to message to? Role titles? Influencers?
- B. Industries
- C. Other niche groups?
- D. Problems/frustrations prospects come to you with?
  - Discrepancies between what they *think* they need (or the problem is) vs. reality?
  - Common questions?
  - Common myths?

II. Customer acquisition process.
- A. Referrals and referral process
- B. Centers of influence
- C. Sales cycle
- D. Primary pushbacks (that prevent sales)
- E. Primary motivations (that encourage sales)

III. Messaging strategy to date
- A. Messages/talking points that have been particularly effective/ineffective.

IV. Primary Competitors
- A. Competitive advantage
- B. Things competitors do you like and hate

V. Role Model Companies.

VI. Earned Media:
- A. Areas to emphasize, areas to avoid
- B. Target publications
- C. Target influencers
- D. Target speaking engagements

E. Company representatives/spokespeople
- Who
- Primary areas of expertise/thought leadership
F. Approval process

VII. Content and Website:
A. Google Analytics
B. CRM
C. Other monitoring
D. Insights Section

VIII. Paid Media
A. Lead generation strategy
B. Current lead funnels
C. Email Newsletters
- List make-up/segmentation
- Current strategy
- Goals
- Likes and dislikes
D. Paid Social or other paid ads

IX. Shared media
A. Current strategy
B. Team involvement/Employee personal accounts

IX. Wrap-up and next steps

For more resources and templates checkout [The PR Dream Team](#)