

# Lean Startup LAUNCH Workbook 3 Coming Soon...

## **FIRE! And LAUNCH Your Startup**

Once you've become *intimate* with your idea through the Productization process (**LSM Workbook 1**), then created branded marketing tools and campaigns to get the message of your great new offering to the people most likely to use it (**LSB Workbook 2**), you are ready to launch your initial marketing efforts.

**LSL Workbook 3: Fire—LAUNCH**, takes you through the process of writing, designing and publishing your pre-launch, launch, and beyond campaigns. **LSL Workbook 3** also gives you techniques, tips and best practice to write powerful copy, then create and produce digital and print marketing, as well as PR campaigns that gets attention *and* motivates *action* (click; buy; try; engage; subscribe), throughout the life-cycle of your business.

**LSL Workbook 3 is coming soon.** [Contact us](https://startupmarketingonline.com/contact/) if you'd like to be added to our mailing list for the release date: <https://startupmarketingonline.com/contact/>.

