

The 5-Figure
Launch
Blueprint

The system to build, automate, and execute a launch
that generates \$10k+ without burning out.

EXACT STEPS, TOOLS, CHECKLISTS AND MORE

Less hustle, more systems.

What's *Inside*

The full system, top to bottom.

- 03* Read This First
- 04* Why This Works
- 05* Five Questions to Answer
- 06* The 3 Layers
- 07* The Execution Map
- 08* The Pre-Launch Checklist
- 09* The Workflows
- 10* The Tech Stack
- 11* Copy That Converts
- 12* Soulful Conversations
- 13* The Debrief
- 14* Your Next Steps



Read This *First*

Before you do anything else.

01 WELCOME

If you're here, you already know how to sell. You've signed clients. You understand the fundamentals. This is not a content calendar with motivational quotes, and it is not going to explain what Stripe is.

This is the operating system behind consistent five-figure launches: the workflows, automations, checkpoints, and high-touch decisions that separate a structured, profitable launch from an expensive, chaotic one.

A note from Elsi, the founder

I started in 2019 by burning through my savings on a mentor who told me to spam 100 strangers on LinkedIn daily. It worked badly, felt worse. Then I discovered systems and attraction marketing. Two weeks later, I signed my first high-ticket client paid in full. From there I built a multiple six-figure business, but I was DIY-ing everything, working last minute, and letting things slip until I burned out and stepped away for six months. When I came back, I rebuilt with one rule: real results should not cost your wellbeing. That is why DeAura exists, and this blueprint is the version of the system I wish I had at the start.

HOW TO USE THIS

- ▶ Read it cover to cover before executing anything.
- ▶ Then go back section by section and build.
- ▶ Track every number. Launches improve with data, not hustle.

Why This *Works*

The four principles this blueprint is built on.

Most launch advice teaches you to hustle harder during launch week. Post more, go live more, DM more. That is not a strategy, that is a burnout recipe. A launch is the output of a system, not a sprint.

01 Freedom by Design

This blueprint is built to give you your time back, not fill your calendar with more work. Every step is designed for the version of your business that runs without you in it.

02 Integrity in Everything

No inflated promises. No sleazy sales tactics. Just a process that has been tested, refined, and proven inside real launches that produced real revenue.

03 Authenticity Over Anything

This is not a copy-paste playbook. It is a framework that shapes around your offer, your voice, and the way you actually want to show up.

04 Business Should Be Fun

Launching is not supposed to feel like a panic attack. When the system is built right, the work becomes the part you actually look forward to.



Five Questions *to Answer*

Before you start drafting anything

02 CLARITY

The biggest reason launches fail is not effort. It is foundation. If you cannot answer all five of these in one clean sentence, your launch is leaking before it begins.

01

Who exactly are you talking to?

A specific person with specific pains, goals, and language. If your message could apply to anyone, it resonates with no one.

02

Is your offer positioned around a transformation?

Nobody buys a twelve-week program. They buy the version of themselves on the other side of it. Lead with the outcome.

03

Does your freebie bridge to your paid offer?

The freebie solves a micro-problem. The paid offer becomes the obvious next step. Not a stretch.

04

Have you reverse-engineered the revenue goal?

Not "I want ten thousand." How many clients, at what price, at what conversion rate? Work backwards from the number.

05

Do you have a lead tracking system?

You should know at all times who is warm, who is hot, who needs follow-up. Without tracking, you are guessing.



The 3 *Layers*

The framework we are about to walk you through

03 UNDERSTANDING

Every successful launch sits on three layers. We are about to go through exactly what to build inside each one in the pages that follow.

01

TRAFFIC LAYER

How people find you

Posts, reels, stories, ads, fb groups, referrals.
The content and channels that bring the right people in.

02

CONVERSION LAYER

How you turn attention into leads

The funnel itself. Landing page, freebie, opt-in, welcome sequence.
Where strangers become interested in your offers.

03

NURTURE & CLOSE LAYER

How leads become clients

Email nurture, sales content, DMs, urgency.
The follow-through that actually closes the sale.

Now let's build it.



The Execution *Map*

Day by day, phase by phase

A complete launch runs across thirty-five days. Each phase has one job, and each day inside it builds on the one before. Do not collapse the phases.

PHASE 01 *BUILD*

BACKSTAGE ONLY
7 to 10 days

Day 1	Audience intelligence. Pull exact language from DMs, comments, and applications. Your copy comes from their words.
Day 2	Outline the freebie. Every section mapped. The CTA is the bridge, not an afterthought.
Day 3-4	Build the freebie. Ship the 90 percent version. Done beats perfect.
Day 5	Landing page live. One headline, one CTA. Test on desktop and mobile.
Day 6	Welcome email sequence written, loaded, and trigger-tested end to end.
Day 7	CRM built. Name, platform, source, status, last contact, notes.
Day 8-10	Draft 70 percent of launch content. Story funnel mapped. DM scripts set. Final system audit.

PHASE 02 *WARM-UP*

FREEBIE PUBLIC
7 to 14 days

Day 11	Go live. Share one deep insight from the freebie. End with a direct invite.
Day 12-13	Post in community groups. Value-first framing. Mirror on your page.
Day 14-16	Three value posts with freebie CTAs. Daily Stories. Track opt-ins.
Day 17	Social proof post. Pull quotes from freebie reactions.
Day 18	Countdown Story with interactive sticker. Seeds Phase 3.

PHASE 03 *PRE-SALE*

DOORS OPEN
3 to 5 days

Day 19	Doors open. Feed post, Stories, and live. Specific: what, who, price, deadline.
Day 20	Segment CRM into warm and hot. Begin personal DM outreach.
Day 21	Engagement poll around the core problem. Follow up every responder.
Day 22-24	Daily Stories on the offer. Value posts ending in CTA. DM follow-up continues.
Day 25	Price increase announcement. Urgency begins.

PHASE 04 *CLOSE*

FULL SELL MODE
7 to 14 days

Day 26-28	Full sell mode. Testimonials, behind-the-scenes, direct pitch.
Day 29-31	Go live mid-close. Live recap, Q&A, live close.
Day 32-33	Objection-handling posts. Final DM round with warm leads.
Day 34	48-hour warning across all channels. Clear and direct.
Day 35	Close day. 2-3 posts, Stories every 2 hours, final DM round, final email.

The Pre-Launch *Checklist*

Every unchecked box is a leak in your launch

Run through this before you go public. If something is missing, fix it now. A launch built on top of a broken system is bound to fail.

01 Offer & Positioning

- ☐ High-ticket offer defined, two payment options live
- ☐ Transformation stated in one clear sentence
- ☐ ICA documented in her actual language
- ☐ Sales page live and mobile-tested
- ☐ Stripe primary, PayPal backup, both tested

02 Funnel Infrastructure

- ☐ Landing page: one headline, one CTA, no nav
- ☐ Freebie delivery fully automated and tested
- ☐ Thank-you page bridges to the paid offer
- ☐ Welcome email sequence loaded and triggered
- ☐ ManyChat keyword triggers active on posts and Stories

03 CRM & Tracking

- ☐ Pipeline live: Cold, Warm, Hot, Closed, Lost
- ☐ Source tracking on every opt-in
- ☐ Follow-up cadence mapped: Touch 1, 2, 3, Close
- ☐ Urgency mechanism set with real dates
- ☐ Target conversion rate and lead volume set

04 Content & Execution

- ☐ 70 percent of launch content drafted
- ☐ DM scripts: opener, follow-up, objection, close
- ☐ Story funnel mapped: value, proof, CTA
- ☐ Hook bank with minimum 14 variations
- ☐ Community groups identified, posts drafted

Check your landing page opt-in rate before Phase 3.
Anything under 30 percent? Fix the headline first.

The *Workflows*

Three automations that carry the volume.

Systems handle volume. They do not handle nuance. If automation feels overwhelming, this is where we step in for our clients. If you have the time and patience, you can absolutely build it yourself.

Freebie to Follow-Up

Captures, delivers, and warms leads from the moment they opt in. The backbone of every launch.

- Someone opts in. They get tagged automatically and the freebie sends instantly
- Over the next 14 days, a 5-email nurture sequence builds trust, tells your story, and shares proof
- Every email carries a clear CTA to book a call or sign up directly, the sequence does the selling for you

Tools: Email tool (Kit, Flodesk, ActiveCampaign) + landing page (Showit, Carrd, Wix)

Instagram DM Capture

Turns IG comments and story replies into automatic freebie deliveries in seconds.

- User comments your keyword (e.g. "LAUNCH") on a post, or replies to a Story with it.
- ManyChat auto-DMs them the freebie link and tags them as "DM-opted-in".
- 48 hours later, a follow-up DM checks in. Reply means they move to your hot list.

Tools: ManyChat (free plan is enough to start)

Call Booking Automation

Turns every warm lead into a booked call with full context.

- Warm lead clicks "Book a Call" and picks a time from your calendar
- Intake questionnaire fires, answers sync to your CRM, reminders go out before the call
- Call gets auto-transcribed, summarized and key details pulled, proposal practically pre-drafted

Tools: Calendly + CRM (Notion or Airtable) + Make.com (optional)

These three automations are pulled directly from our flagship system, the Lucky Method.

The Tech *Stack*

Minimum viable. Add tools when volume demands it.

These are tools we have personally used or recommend across our client launches. If you already have something that works for you, keep it.

The system matters more than the software. No need to overcomplicate it.

Landing Pages

Showit, Wix, Kajabi, Podia, GoHighLevel, Leadpages, Carrd, Squarespace

Email Marketing

Kit (ConvertKit), Flodesk, ActiveCampaign, MailerLite, Klaviyo

DM Automation

ManyChat with keyword triggers on posts and Stories

Payments

Stripe (primary) · PayPal (secondary)

CRM + Tracking

Notion, Airtable, ClickUp, Monday, HubSpot, Pipedrive, Google Sheets

Automation Glue

Make.com, Zapier, n8n, Pabbly

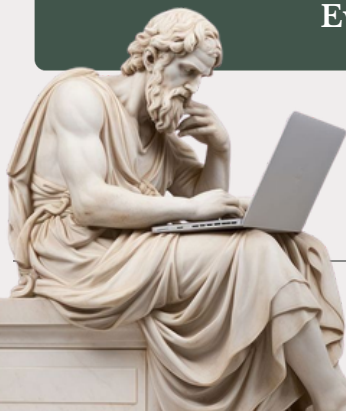
Sales Pages

Showit + WordPress, Kajabi, Stan Store, Podia, Kartra, Systeme.io

Content

Canva Pro, Figma, CapCut, Descript, Adobe Express

Minimum viable stack: Showit + Kit + Notion + Stripe + ManyChat. Five tools.
Everything else gets added when volume demands it.



Copy That *Converts*

Frameworks for the words that actually move the needle

Most launches fail at the words. Either nobody is reading, or they are reading and not moved. These frameworks fix both. Use them as scaffolding, then bend each one to your voice.



Hook Frameworks

- ♦ The truth about [topic]
- ♦ I wasted [time/money] before I figured out [outcome]
- ♦ If you are still doing [common mistake], we need to talk
- ♦ How to [outcome] without [common fear]
- ♦ Nobody talks about this, but [insight]
- ♦ Steal my exact [thing] that got [specific result]
- ♦ Three things every [ICA] needs to stop doing
- ♦ Hot take: [contrarian view that lands]

Content Angles That Sell

01 The Hero Story

Where you started, what shifted, and why you do this work. Not your full life story. The 30-second version that lets your ideal client see themselves in your past and your offer in their future.

02 The Transformation

A client's before, the shift, the after. Outcome-led, not feature-led. Proof made readable in under sixty seconds.

03 The Behind-the-Scenes

Show the work being made. A real DM, a strategy doc, a build in progress. People buy what they can see being built.

04 The Polarizing Take

Name a common belief in your industry. Disagree clearly. Polarization filters in your buyers and out everyone else.

Soulful *Conversations*

How to turn comments and DMs into clients without pitching

Most sales happen in the DMs, not in the feed. Focus on building genuine connections and give value before anything else.

The Three DM Rules

01 Connection before conversion

Lead with a real question or observation. Never with a pitch. If your opener could be sent to a hundred people, do not send it to one.

02 Engage with people who engage with you

Replies to your Stories, comments on your posts, saves on your content. These are warm signals. Notice them, respond to them, build the relationship before the offer.

03 Give value before you ask

A resource, an honest answer, an introduction, a piece of advice. The right invitation only lands after you have already proven you are useful.

DM Scripts

WARM LEAD OPENER

"Hey [Name], noticed you have been engaging with my content around [topic]. Are you currently working on [goal]?"

POST-FREEBIE FOLLOW-UP · 24 TO 48 HOURS

"Hey [Name], did you get a chance to go through [freebie]? What landed most for you?"

PRICE OBJECTION

"Totally get it, real investment. The way I see it: [specific ROI]. Most clients [specific result] within [timeframe]. Want me to walk you through the process?"

CLOSE WARM LEAD

"Quick heads up, launch price on [offer] closes [date]. After that it goes to [price]. Where are you at with it?"

BEYOND AUTO-DELIVERY

Using ManyChat for connection, not just capture

A quick note on ManyChat: most people use it only for freebie delivery. The real power is using it as a connection starter. Ask a question in your CTA, not just a keyword. The reply becomes a real conversation you can move into your DMs naturally.

The *Debrief*

Run this debrief within 48 hours of close

Every launch is data. What you document here decides whether your next launch is a refinement or a repeat. Run this within forty-eight hours of close, before the lessons get fuzzy.

01 Revenue

- ☐ Total revenue collected plus outstanding payment plans
- ☐ Number of opt-ins generated
- ☐ Freebie to offer conversion rate
- ☐ Buyer source: organic, groups, DMs, referrals, paid

02 What Worked

- ☐ Top three content pieces by engagement
- ☐ Top two CTAs by replies & conversion
- ☐ Highest sales days and what was live
- ☐ Which DM conversations closed easiest and why

03 What to Fix

- ☐ Where leads dropped off (CRM data, not intuition)
- ☐ Which questions or objections you were unprepared for
- ☐ Warm leads who did not convert and the pattern
- ☐ Which automations misfired or underperformed

04 Next Launch Upgrades

- ☐ One automation to build or improve
- ☐ One piece of copy to rewrite based on data
- ☐ One funnel gap to close before next launch
- ☐ One relationship or channel to build between now and then

By your third launch, this runs faster than you think possible.
The ones who compound results never start from scratch.

Your *Next Steps*

And what to do next.



Everything in this blueprint works. If you have the time, the energy, and the patience to build all of this yourself, please go ahead.

Your win is our only goal here. However if you would rather have someone build it with you, here is the door.

YOUR NEXT STEP

Book a free Scale Audit call.

A 30-minute strategy call to look at your current funnel, your offer, and the system underneath it. We name the bottleneck, show you the path to scale, and tell you exactly where DeAura could step in. No pressure.

WHAT YOU WILL LEAVE WITH

- ▶ A clear read on what is leaking revenue in your current launch flow.
- ▶ The one upgrade that moves the needle most in the next 60 days.
- ▶ An honest answer on whether the Effortless Launch or the Lucky Method fits next.

We open a limited number of these each month and may close them entirely as our calendar fills. If you see it here, it is still available.

BOOK YOUR FREE SCALE AUDIT

LIMITED SPOTS · BY APPLICATION ONLY



The 5 Figure Launch Blueprint
deauramedia.com

The background of the image is a dark, muted green with a blurred pattern of tropical leaves, possibly monstera or palm fronds, creating a bokeh effect. The leaves are darker in some areas and lighter in others, giving a sense of depth and texture.

DESIURA MEDIA

CREATIVE STUDIO