

Breaking Chains - Launch Week Checklist

Use this one-page list to prep for next Sunday. Check items off as you go.

Tonight (Sunday night)

- Verify the whole funnel on your phone: QR card -> hub -> Fillout -> download page -> delivery email arrives
- Create 4 Facebook events: Feb 1 (Week 1), Feb 8 (Super Bowl Party), Feb 15 (Week 3), Feb 22 (Week 4)
- Create matching Google Business Profile event posts for the same four dates
- Pin a post on your Facebook Page: series + free guide + hub link
- Schedule 2 Gloo texts: midweek guide + invite, and Sunday morning reminder
- Write your 15-second stage invite (and a 45-second version) so you do not wing it

Monday

- Draft a simple social plan for the week: 1 guide post, 1 series-start post, 1 short invite video, 1 Saturday reminder
- Post on Google Business Profile: 'Free Freedom Without Shame guide available' + hub link
- Confirm your website home page has a clear button or banner to the hub

Tuesday

- Create Sunday slides: title slide, QR slide to hub, and a 'what to expect' slide (coffee, kids, time, address)
- Print or stage lobby signage: one simple sign that says 'Free Guide - Scan Here'

Wednesday

- Organic push day: post the guide again with a different angle, and send the midweek Gloo text
- Send 10 personal invites (not a blast): short text to friends and fringe people

Thursday - Friday

- Confirm volunteer readiness (greeters and kids ministry) and stage invitation cards
- Record a 15-second pastor selfie invite video and post it
- Create Saturday and Sunday morning reminder graphics (simple and clear)

Saturday

- Post the 'tomorrow' reminder and share the Facebook event link
- Pack the launch kit: invitation cards, QR sign, slides loaded, sermon notes printed

Next Sunday (Launch Day)

- Cards on seats or handed out by greeters
- QR slide during announcements with a clear verbal call to action
- Invite people to bring a friend next week and to grab the free guide