

# Launch *Optimized*



## What is Launch Optimized?

Launching is the most important part of starting a new business. You have to launch and get your product in the marketplace! Launch Optimized is your path to LAUNCHED! It is the course of actions taking you from IDEA to LAUNCH. This system is a general framework that is loose enough to fit the business needs to deliver the solution. This is not Business 101 - the basic setup of the business is on *you*. This is testing and actualizing the actual idea and taking it to the marketplace. We *collaboratively* create the strategy and planning, you *execute* it and *do* the work.

## Who is Launch Optimized for?

Entrepreneurs with an idea. A vision. A dream. A destiny. Entrepreneurs determined and ready to take their ideas from conception to the marketplace, but don't know how to get there. Procrastinators who are on the search for perfect before launch (waiting for perfect will result in you not launching).

## Why do you need Launch Optimized?

Having an idea is one thing. Kicking it into gear and making it into something sellable is another. The Launched Optimized framework is designed to get you from idea to launch with flexibility and structure.

**SHEENA HUNT**  
*Entrepreneur. Strategist. Podcaster. Visionary.*