

21 days to launch, day by day

A suggestion, not an obligation. Each day has one action and one ready-made text. If you skip two days, simply carry on with the next. The full texts are under Ready-made texts.

T-14 5 September	MESSAGE Open the waiting list	Write to five people you know wear perfume. The waiting-list message is above.
T-13 6 September	STORY One honest question	Poll sticker: "Do you wear perfume?" with yes and no. No brand, no link. Just listen.
T-12 7 September	POST Your story	Why you wore perfume, why you stopped, or why you never wore any. One paragraph, no product.
T-11 8 September	MESSAGE Waiting list, continued	Five more people. Everyone who said yes gets a short thank-you.
T-10 9 September	STORY What the label says	A photo of any perfume label showing "Alcohol denat.", and ask whether anyone knows what denat. means. Answer the next day.
T-9 10 September	STORY The alcohol, explained	Denatured means: something was added to the alcohol to make it undrinkable. What exactly, the label does not say. Text under Ready-made texts, story sequence Alcohol.
T-8 11 September	POST Introduce the brand	First post with the name: Wyld Notes, perfume made from what the brand states are 100% natural ingredients, in Europe from 19 September. With the ad label, with your link.
T-7 12 September	EMAIL One week to go	To your waiting list: what is coming, when it comes, what happens on launch day. Template email T-7.
T-6 13 September	STORY Scent one: White Lie	The pyramid as an image, three sentences to go with it. Bright top, powdery heart, dry base.

T-5 14 September	STORY Scent two: Sweet Decadence	Orange and lavender, coconut and rose, tonka and vanilla. Sweet, but grounded, going by the pyramid.
T-4 15 September	STORY Scent three: Smokey Ember	Lemon and juniper, jasmine and clary sage, cypress and black spruce. The outdoor one, read from its notes.
T-3 16 September	STORY Scent four: Black Book	Nutmeg and ginger, osmanthus and juniper, frankincense and tonka. The dark side of the collection.
T-2 17 September	POST Which scent suits whom	The one-pager from the Scents module: preference on the left, scent on the right. Let people guess which one would be theirs.
T-1 18 September	MESSAGE Tomorrow it starts	To everyone on the list: tomorrow morning the shop opens for Europe. I will send you the link as soon as it is live. With my code you get 10% off your first order.
Start 19 September	ALL The door is open	Launch-day email to the list, post with link and code, story with the four scents. And: order for yourself, so you soon have something to smell.
T+1 20 September	MESSAGE Follow up one by one	Everyone who had questions on launch day gets a personal answer today. The answers are under The hardest questions.
T+2 21 September	STORY Collect questions	Question sticker: "What do you want to know about Wyld Notes?" Answers the next day, one at a time.
T+3 22 September	EMAIL Quick notes	To the list: the four scents, note by note, for everyone still deciding. Template email T+3.

T+4 23 September	POST The evening with scent strips	Announce your scent tasting evening as soon as your bottles are on their way. Invitation and running order are in the PDF The Scent Tasting Evening.
T+5 24 September	MESSAGE Inactive members	Write to the people in your Young Living circle who have not ordered in a while. Not as a sale, as news. Template Message to inactive members.
T+6 25 September	POST What you asked	The three most common questions of the week, with your answers. Shows that you are reachable and know your stuff.

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