



CONTINUED SUCCESS – Post Hyperlaunch

All you need to know to be ready to launch your business in one day

STEP
1

Post-Course Requirements

You will need to...

1. Complete the [Post-Course Survey](#)

You will want to....

1. Download the Purpose University app from the App Store
2. Tell a friend about Hyperlaunch

STEP
2

Sell/Donate/ Reommendation

You will need to...

1. Sell or donate a minimum of three (3) products or services
2. Receive at least three (3) recommendations/quotes/pictures for your product or service
3. Post recommendations on website

STEP
3

Research/Update

You will need to...

1. Research your product or services to ensure your organization is competitive
2. Update regularly website with price points, products and services

STEP
4

Marketing/Solcicit

You will need to...

1. Use marketing tools such as social media to advertise
2. Call, mass mail, email, or properly solicit to obtain at least 100 direct asks through meetings or calls to potential customers

STEP
5

Track/Evaluate/Edit

You will need to...

1. Track the results of your 100 direct asks
2. Evaluate your win percentage and feedback from “no”s
3. Edit your business model based on your new insight

STEP
6

Purpose University Benefits

You will benefit from...

1. Ongoing monthly coaching sessions from your Professor (*fee-based*)
2. Discounted tax services at learnpurpose.org
3. Sign up for the **Purpose University Graduates** closed networking group on LinkedIn