

# CONVERSION EVENT DEBRIEFING

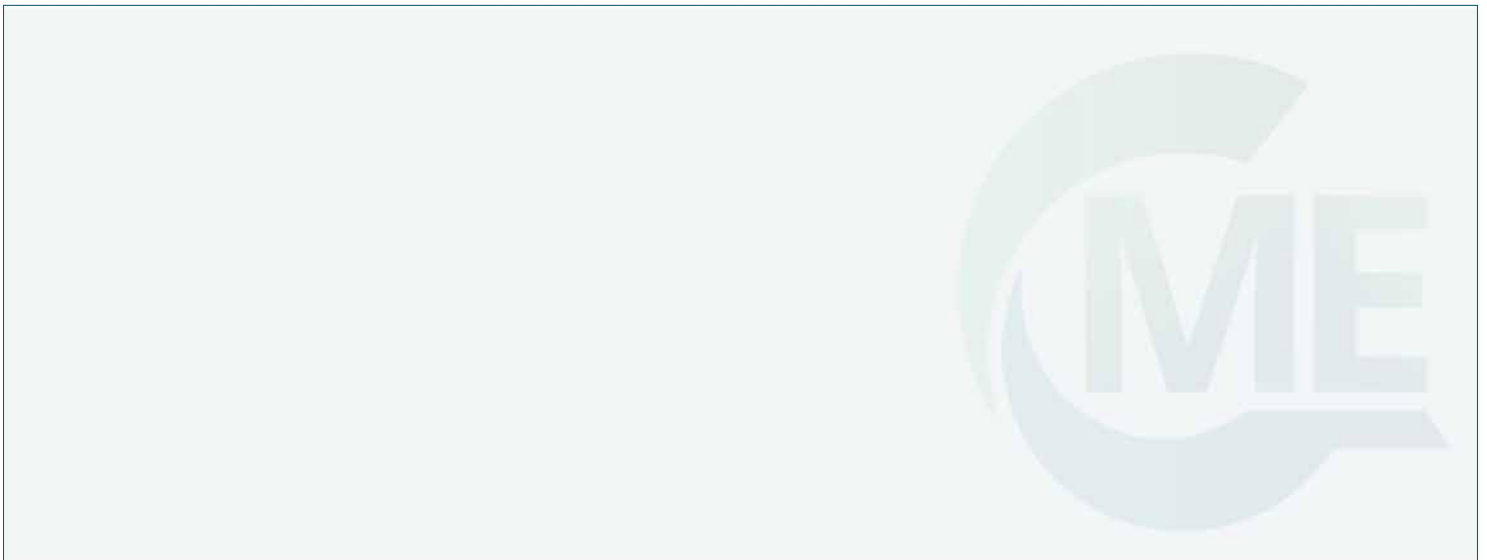
**Congratulations on the success of your launch!**

Take the time to fill out the Conversion Event Debriefing below, so you can refer to it for your next launch.

- 1 Date of event:**
- 2 Time of event:**
- 3 Name of event:**
- 4 How many people signed up?**
- 5 How many people purchased?**
- 6 What was your goal for the conversion?**

(Grow email list? Sell product? Grow your audience?)

Did you meet your objective and goal for the conversion event? If yes, how so? If no, why?



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What was awesome about the conversion event? What went well for you? What are your takeaways from your launch experience?

Did you receive any ideas/recommendations from a coach, attendees, buyers that you would like to use for the next conversion event? Any challenges?

Based on the questions above, list the steps you will add to your next launch.