

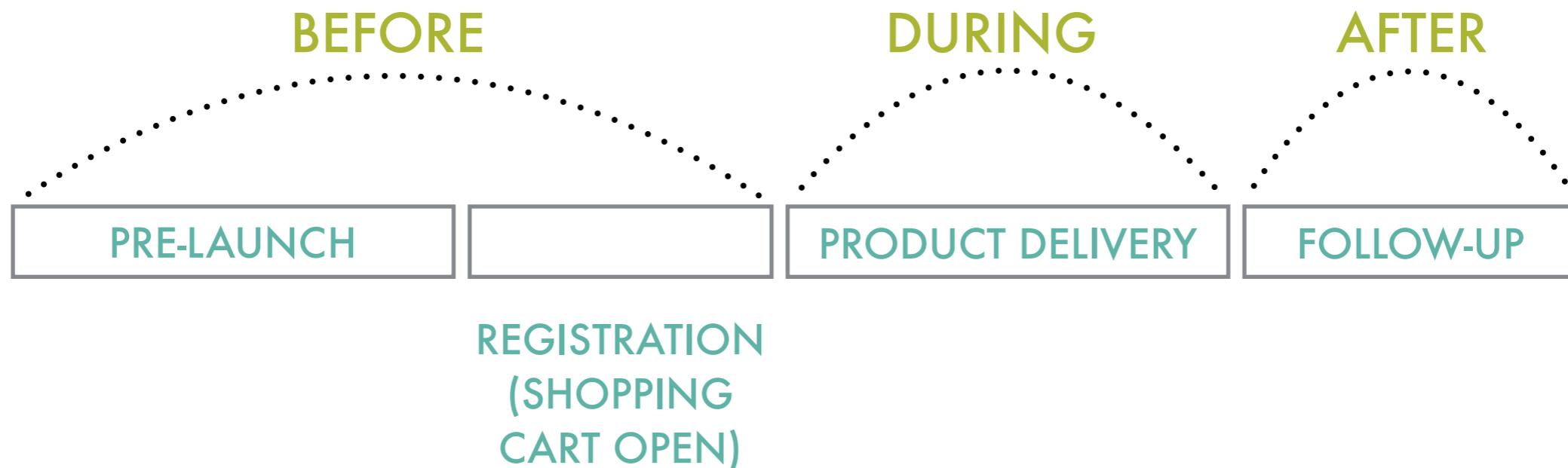


MODULE 1: BIG PICTURE LAUNCH TIMELINE

www.launchitandprofit.com

DEFINITION OF A LAUNCH

- Definition: Set in motion by pushing it or allowing it to roll into the water.



BLOCKBUSTER LAUNCH MODEL

- Think of the movie industry, how much time and energy they put into producing a movie and building buzz before opening week-end
- Once a movie has been in theaters for awhile, you can't get your hands on it until the next "launch" when the DVD/Blu-ray comes out
- This is the “open / close” model and it works to create demand and excitement

EVERGREEN: THERE WHEN YOU NEED IT MODEL

- Think of your favorite shampoo: there may have been some initial hype about it, but it's always for sale at the store and there's no shortage
- You buy it when you need it, and might have heard about it many times before you decided to try this particular brand
- This is the evergreen model, it works online too but it doesn't have the same buzz around it

REVERSE ENGINEER YOUR GOAL AND START DATE

- Nothing gets done until you have a date set, that makes your launch real – announcing it publicly makes it even more real
- Break down the different pieces you'll need done by working back from that date: this is helpful if you need to hire anyone to help with these pieces
- A good rule of thumb is to get "x" sign ups, then you need to work to have "x times 20" or more people on your list before you open the cart

START WITH YOUR COURSE DATE

S	M	T	W	Th	F	S
shopping cart closes	program starts					

DECIDE REGISTRATION PERIOD

S	M	T	W	Th	F	S
	shopping cart opens					
shopping cart closes		program starts				

HOLD A LIVE EVENT THE DAY THE SHOPPING CART OPENS

S	M	T	W	Th	F	S
	live call/ webinar + shopping cart opens					
shopping cart closes	program starts					

INVITE PEOPLE TO THE LIVE EVENT

S	M	T	W	Th	F	S
				invite to attend live call		
	live call/ webinar + shopping cart opens					
shopping cart closes	program starts					

LEAD WITH GREAT FREE CONTENT

S	M	T	W	Th	F	S
	free content			free content		
	free content			invite to attend live call		
	live call/ webinar + shopping cart opens					
shopping cart closes	program starts					

NOW, LET'S LOOK AT EMAILS

S	M	T	W	Th	F	S
	email #1 content			email #2 content		
	email #3 content			email invite to attend		
	reminder to attend call email	email with recording + link			email with case study	
			reasons to sign up email			
cart closes email	program starts email					

LEADING UP TO LAUNCH

- Now you may have noticed there's a lot happening during this time... and you don't want to be thinking about creating content or writing emails during pre-launch
- In fact, during this time you'll want to be interacting and engaging with potential customers, answering questions, and being available for whatever comes up
- So now let's look at what tasks you should be doing ahead of time, and in what order

THE BIG PIECES / PRIORITIES

- Writing your sales page (based on curriculum)
- Creating pre-launch content (more in the next video)
- Assembling a team if you need one (see rolodex)
- Getting affiliates on board (the earlier, the better)
- Setting up the technical foundations (shopping cart, testing)
- Writing / outlining emails

WHEN IT FEELS LIKE YOU NEED TO DO EVERYTHING AT ONCE

- The analogy that helps with this overwhelmed feeling is to think of each of these parts of your launch like a spinning plate...
- You need to get the first one spinning, then add the next...
- Once you've got them in the air, you can focus on the one that seems to be slowing down (one at a time)
- But if you try to spin all of them at once you'll end up with some dropped and broken plates

THE MONTH LEADING UP

S	M	T	W	Th	F	S
	Write sales page draft					
	Create pre-launch content					
	Set up & test tech systems					
	Write marketing emails					

The first time you do anything, it will take longer.

FINAL DETAILS

S	M	T	W	Th	F	S
	email #1 content	last minute tech testing		email #2 content		
	email #3 content	last minute sales page changes		email invite to attend		
	reminder to attend call email	email with recording + link	last minute email writing		email with case study	
	creating paid content		reasons to sign up email			
cart closes email	program starts email					

WITH AFFILIATES ON BOARD

S	M	T	W	Th	F	S
email affiliates	email #1 content		email affiliates	email #2 content		
email affiliates	email #3 content			email invite to attend		
	reminder to attend call email	email recording + email affiliates			email with case study	
	email affiliates		reasons to sign up email		email affiliates	
cart closes email	program starts email					

DURING THE LAUNCH

- You will also be sharing on social media channels, not just via email
- Although email is the main driver to sales, you'll want to get as many people to see your free content as possible
- Sharing your sales page on social media is a lot less effective than sharing a free piece of excellent content
- You can pre-write or pre-schedule these posts, or just build time into your launch calendar to do this

NIMBLENESS

- There's nothing like a live launch to make you reassess your plans and switch course... and that's okay!
- You need to be nimble and malleable when it comes to launches, since things may come up that you didn't expect or you might have to change marketing angles
- Having a launch campaign and plan is essential, but be willing to listen to the response you're getting
- Dance analogy: knowing the structure and the dance moves, but letting your partner throw in a new move

TRACKING HOW YOU'RE DOING

- You can't know whether your launch is going to be a success or not until you open the shopping cart... or can you?
- You can track how engaged people are during your pre-launch
- Are they sharing your content, leaving comments, sending you emails, asking questions on social media?
- If not, then you might want to re-assess your free content and perhaps push back your launch to increase engagement

IT'S NOT OVER UNTIL...

- A launch campaign is not over until the shopping cart closes (and even then it might not be too late to make more sales!)
- It's totally okay to ditch your marketing plan and get creative to increase sales
- This might mean writing a “from the heart” email where you tell people what's happening behind the scenes
- Or getting on the phone with people 1-1 to answer questions and be of service

BOOSTING EVERGREEN SALES

- You can use the same or similar pre-launch sequence for an evergreen program, you just need to add it to an auto responder sequence
- You might find that people aren't buying as often if they don't have a timed urgency like a live launch
- You can create mini marketing campaigns where you offer a bonus, or even partner with someone to help boost sales every now and then – without having to create a new product or stop people from buying when you're “not in launch mode”

GETTING EVERYTHING DONE

- The timeline I shared for the month leading up to a launch might seem a little too simple...
- If it's your first sales page you might need more than 1 week to get feedback and finalize it, creating pre-launch content might also be a longer process.
- That's where hiring and delegating the parts you're not an expert at really comes into play!

DOWNLOAD THE CHECKLIST

- I've created a checklist to help you prioritize and break down the different tasks you'll need to launch
- I recommend going with the simplest systems and low-key timelines for a beta launch, so you can focus on selling and not get stuck in the technical stuff
- Take a look at what you'll take on yourself and what you might hire out

