



MODULE 3: BUILDING BUZZ WITH THE PRE-LAUNCH

www.launchitandprofit.com

YOU'LL LEARN...

- How to get people excited about your upcoming program, before they even know it's coming
- Why and how to assemble a team of affiliates and ambassadors so you can reach more people
- What to include in your free pre-launch content, and make it lead into your paid offerings naturally



WHY PRE-LAUNCH?



- Technically, you could send a few emails once registration is open for your new program and sell without doing anything more than that
- Sometimes that's an appropriate way to sell, it's definitely a simple way to gauge interest in an offer

SIDE BENEFITS OF PRE-LAUNCH

- Social buzz, getting known, that "big splash" effect
- List building (RFW example: went from 50 to 500 during first launch)
- If you have other products or services, you can expect more sales of those (some people always want premium or 1-1 access)
- Puts you on the map for other peers in the industry to know you and take you more seriously

GETTING EYEBALLS



- We'll go over how to create awesome free pre-launch content, but all that is useless if no one sees it...
- There are strategies to get more people to see your free stuff, and thus your offer and sales message, too!

YOU NEED TO “SELL” YOUR FREE STUFF, TOO

- One of the most surprising things I learned early on is that you need to market and sell your free content just as much as you do your paid content
- Time and attention are valuable resources, and to get someone to stop what they’re doing and pay attention is a gift – we need to reward them and entice them



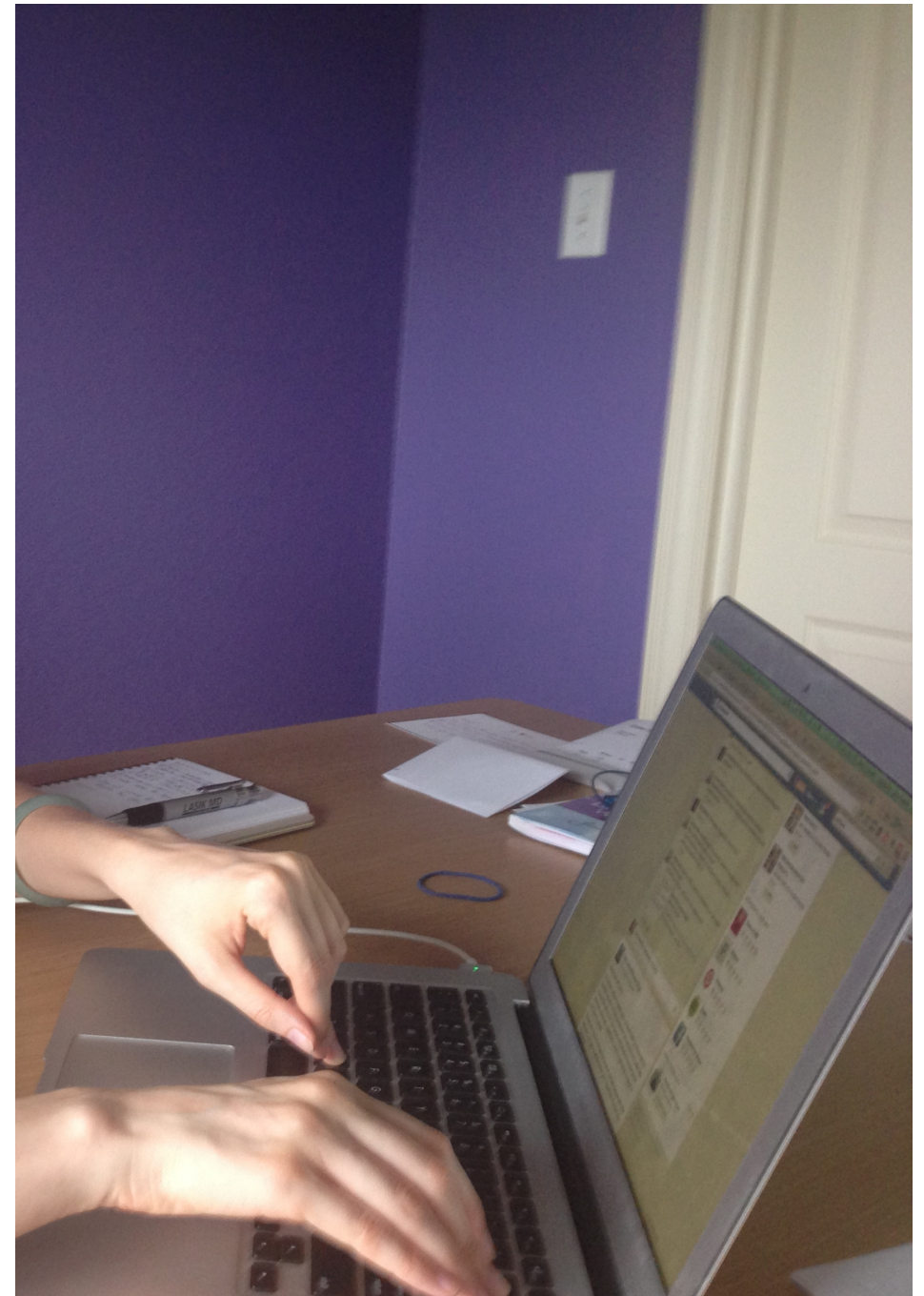
BUILDING SOCIAL SHARING



- “A rising tide lifts all boats”
- Include social media sharing buttons on all of your free pre-launch content...
- Consider building in a social element to your pre-launch (accountability buddies, challenge, contest / giveaway)

RUNNING ADS

- Consider running ads to get your existing fans to see your pre-launch content... (Re-targeting)
- You can also use ads to reach new audiences on Facebook, Google, Twitter...
- Set a budget for how much you want to spend on ads, based on how many opt-ins you'll need to reach your sales goals.



AFFILIATES & STRATEGIC PARTNERS



- Affiliates are friends who agree to help you promote your program for a commission (usually between 30–50% but sometimes as high as 100% for some products)
- Your past customers make great affiliates and referral partners
- The first time you launch, your product is unproven and affiliates are less likely to be on board

WHY CONSIDER AFFILIATES

- Affiliates help you grow your email list: like paying for advertising except you only pay out when someone buys
- It's added complexity but it can be very profitable, especially when it's time to re-launch an already proven product



GIVING AFFILIATES EVERYTHING THEY NEED TO SUCCEED

- 20% of all affiliates really promote to the full extent
- Write emails, social media messages, and give them visuals and pictures to make it easier for them to share
- Give them a calendar and timeline to follow
- Entice them to promote with an affiliate contest & great prizes



MEDIUMSHIP: STRATEGIC PARTNERS

- It's important when approaching affiliates to come at it from a “what's in it for them” perspective
- Think of a few key people who would be good strategic partners and affiliates and perform the mediumship exercise
- Remember to take notes, and return to being fully you after the exercise

THE PRE-LAUNCH MIRROR

- Your pre-launch content should mirror the delivery of your program or product.
- If you give someone a PDF and your course is a PDF, then it sets them up with the right expectations and also people who like PDFs will look forward to more.
- Same with video, audio, live, and all the different ways you can lead a program.
- Don't give a free taste of apples if you're selling oranges.



DON'T LIKE LONG SALES PAGES?

- Long sales pages are from direct mail advertising: designed to give someone everything they needed to know to make a decision to buy or not.
- The problem with online sales pages? People skip right to the end to see the price.
- The solution? Use your pre-launch content to deliver the same information “sideways” so they can’t skip to the price

always ready and willing to share her knowledge. She has even given the faculty a workshop on how to make web sites. No request is ever too much for Nathalie. If she doesn't know how to do something, she teaches herself, things like putting a 15-second clip of the school video on the web site."

Nathalie, who came to Stanstead College after being impressed by the school's technological facilities while attending a "Women in Technology" summer seminar there a few years ago, remembers playing computer games in black and white when she was five. She began web designing – "rather childish pictures of cartoons and stuff" – at the age of 11, her interest sparked by the new Internet hook-up in her home.

"When we first got the Internet, I was surfing and looking around, and then I saw that people had their own web sites," she recalled. "I called up my Internet Service Provider and got a password, then I got a program and started posting pictures and putting up information."

"Then I noticed all the other web sites were getting better technologically and interactively, so I started working for hours on my web site during the summer. I started talking to other web site designers on the Internet – people in Washington, Boston, all over. We would share ideas. I would give them some input and suggestions about the design of their web sites and they would do the same with mine. To this day we still keep up to date on the latest features that can spruce up a static web site."

Headmaster Shannon describes Nathalie, who is also taking computer programming - the only female to do so in the Grade 12 class - as a rare student. "Nathalie has excelled in her academic career and outside of the classroom she has demonstrated great pride as one of the principal creative minds behind our school's web site. She has merged a sense of responsibility with technical skill and innovation, and in the process she has emerged as a leader in a burgeoning technology. She has a great future in front of her."

Immediately ahead on Nathalie's career path is the pursuit of post-secondary studies. She was recently awarded a full scholarship to study computer engineering at Queen's University, but she has opted to attend the University of Waterloo in Ontario to study software engineering. Nathalie prefers software because she enjoys coding and


developer, I like to make web sites," she remarked.

Besides her own web site, Nathalie has created sites for a granite company near her home and for the hair salon that her father René owns in Stanstead. Eventually she would like to apply her software expertise to write programs that will help a computer solve problems in physics or biotechnology and thereby assist in finding a cure for disease.

What, in her estimation is the secret to creating and developing an effective web site?

"There are two aspects – content and design," she explained. "First, you have to make sure you have good information and that it's organized well so that people can find it. For the design aspect, you have to make sure that it flows together and looks good. It has to be practical and easily accessible. And the larger the web site, the more simple it has to be because there is just too much space – people might get lost or have information overload!"

There's no danger of Nathalie getting lost on the web or the technological highway. Stanstead College has given her the technological tools and the responsibility to take initiative on the web site – its window to the world - and helped her realize her dream of pursuing computer software engineering.

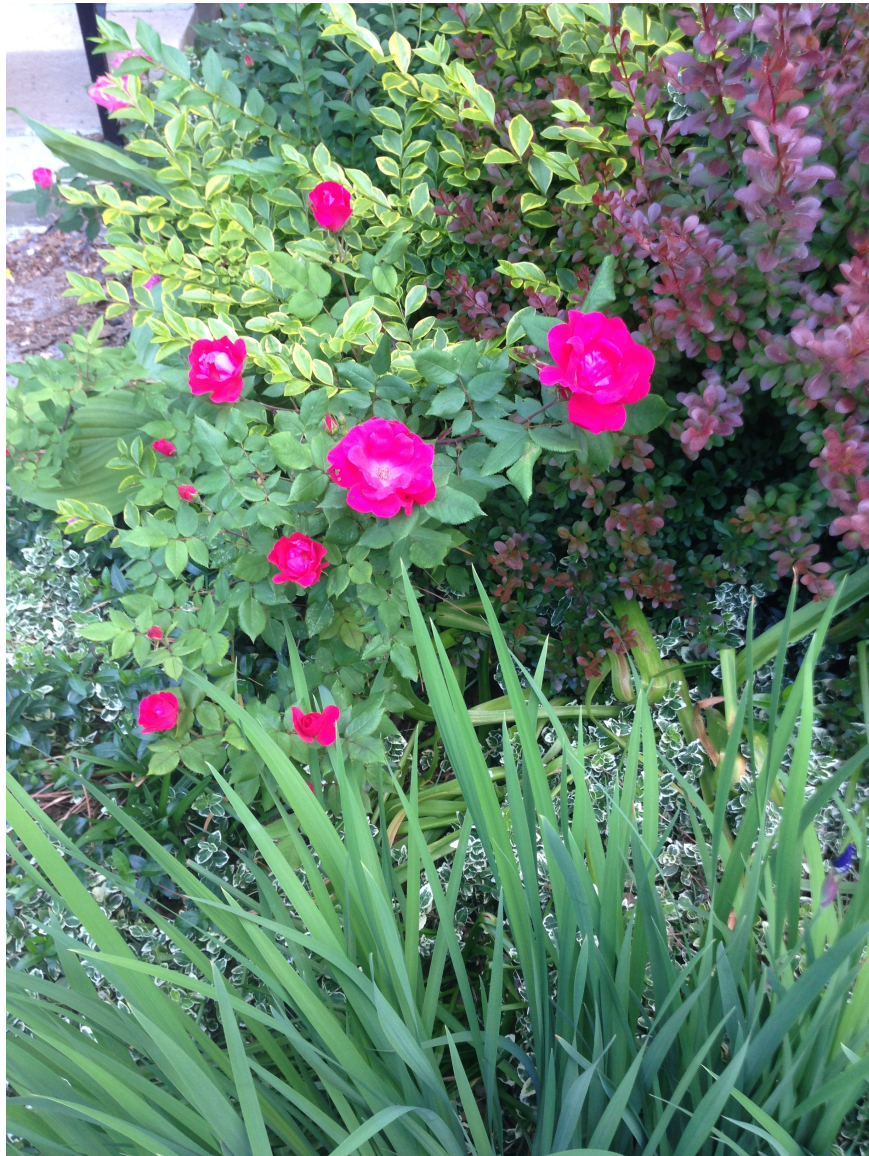


Thank you so much for all you have contributed to the Stanstead College web site!

INGREDIENTS OF PRE-LAUNCH

- Your story: there's nothing that puts us at ease like listening to someone telling us a story... it's how we relate as human beings and it makes you real
- Something actionable that gets them results or a real taste of what you're offering
- Social proof: testimonials or case studies of past clients/customers who can vouch for your awesomeness (another type of storytelling)

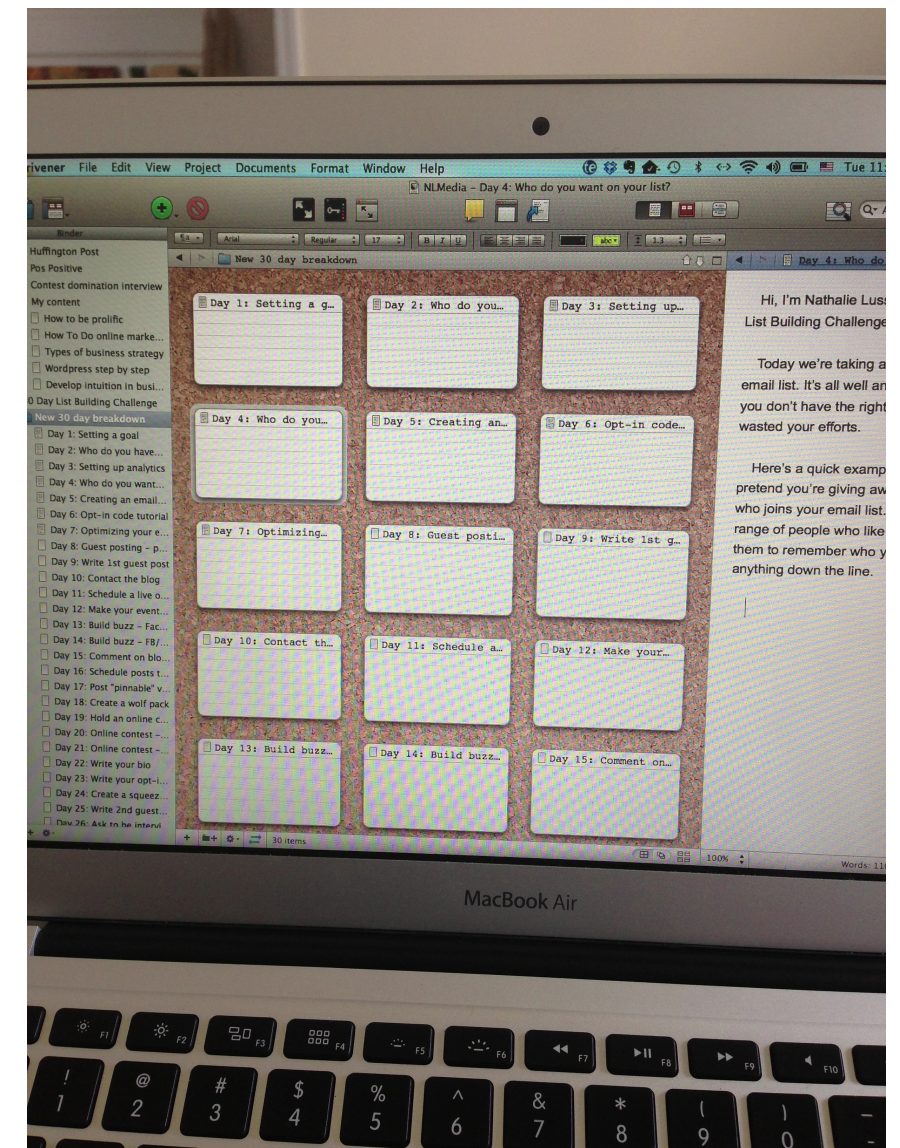
YOUR SURVEY



- If you plan to send your audience a survey, you can build this step into the story of your launch
- By asking them to be involved in the conception of your program or product, you're getting them to buy into the idea and it's even more likely that they will buy the product
- How you frame everything matters: come from a place of service and wanting to solve their problems

WHAT TO INCLUDE IN EACH PIECE OF PRE-LAUNCH CONTENT

- The order of what you include in your pre-launch does matter
- You want to give people a sense of the opportunity you're talking about
- Share your big idea / marketing hook for this launch
- Then take people into teachable stuff...



EXAMPLE FREE “ACTIONABLE” CONTENT

- Specificity and headlines make a big difference in how many people will take you up on your free webinar, videos, PDFs, emails, etc.
- Example: Breathing exercise to reduce stress
- “Get this free breathing exercise to stop stress” vs. “Discover How To Tap Into This Often Forgotten Built-In Resource To Kiss Stress Goodbye”
- Resources for writing headlines:
<http://www.copyblogger.com/magnetic-headlines/>

PROBLEM / SOLUTION



- There are always more problems solve for people in your pre-launch content, so can you solve the first one for free, then offer them the solution for the next one in your paid program? “P.S. P.S. P.S.”
- Examples: Selling a detox? Offer a free “clean up your fridge” program. Or a “declutter your schedule so you have time to detox” guide. Or a guide to buying your first blender/juicer.

MORE P.S. P.S. EXAMPLES

- Problem: Need shoes to wear. Solution: Buy shoes.
- New problem: Need a place to store shoes. Solution: Shoe rack.
- Next problem: Shoes need to be maintained. Solution: shoe polish.
- A bit of a crazier example: The parent company of Alka-Seltzer published a free book with spicy food recipes. They essentially “created” the problem that they have a solution for.



ENGAGEMENT IS KEY

- Ask questions and solicit replies, shares, and comments
- Get people involved through a contest, ask them to submit answers to a leading question, or to join you for live social media chats
- The more you can "be there" and ask them to be there with you, the better
- If you hear crickets, you need to amp this up because this acts as social proof for others, too

HOW MANY PIECES OF CONTENT?

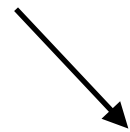
- If you have a higher price point offering, it makes sense to give people more of a taste before you ask for the sale
- The most important elements to consider are timing: will your readers have time to consume this content
- Does the sequence inspire trust and build excitement? This should be fun.



CREATE EXCITEMENT

The sale phase should
be even more exciting (fun!)

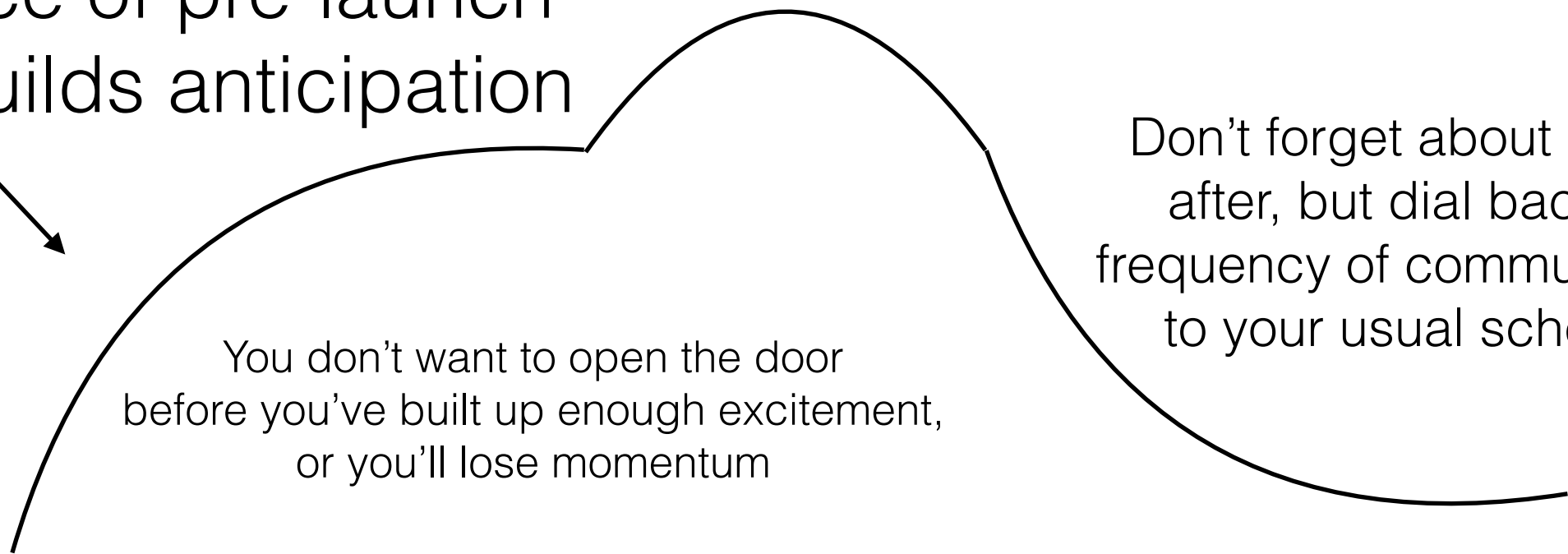
Each piece of pre-launch
content builds anticipation



You don't want to open the door
before you've built up enough excitement,
or you'll lose momentum

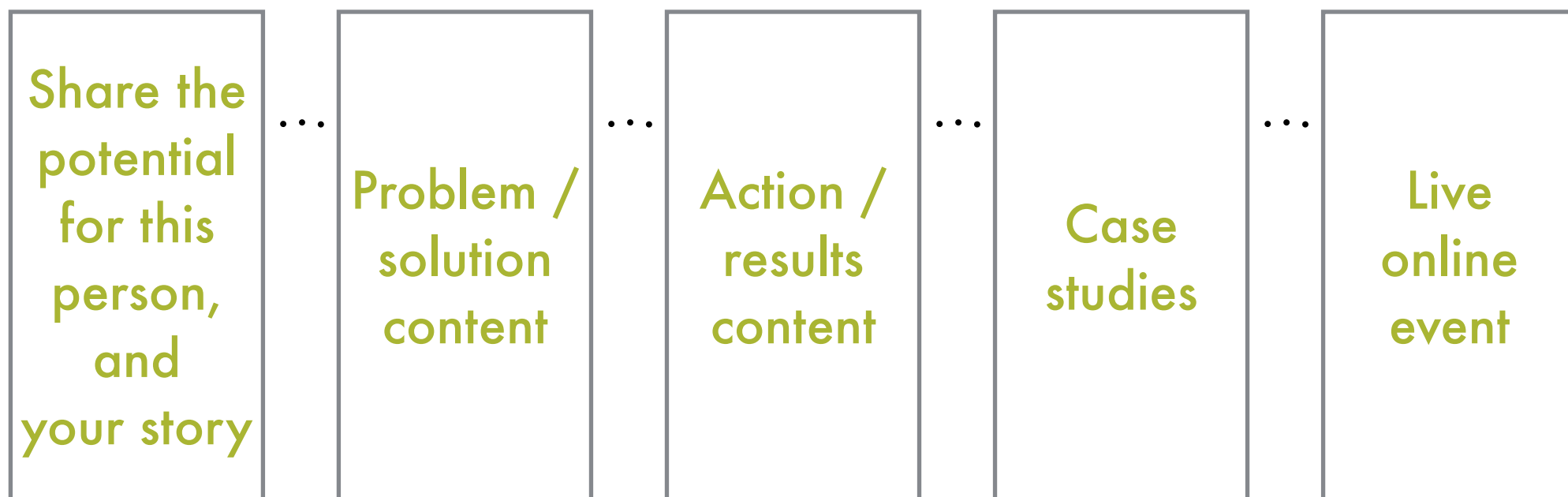
Don't forget about people
after, but dial back the
frequency of communication
to your usual schedule

Before pre-launch



MAKE EACH PIECE LEAD TO THE NEXT

- You don't want your pre-launch content to feel like it's a regular blog post or video...
- Make each piece build on the next, and refer to each other (like a mini-series)



THE LIVE ELEMENT



- Opening a program live also gives you instant feedback on what's working and what's not
- If you don't have enough people joining you live, you know you need to ramp up engagement or build your list more
- If they're joining you but not signing up then your offer or pitch could use some tweaking/refining

THE LIVE ELEMENT

- If you're not seeing any sales coming in during or shortly after your live event, you can use that as feedback
- If it's because not enough people saw your live event, then it's clear why – otherwise you have time to get feedback on the offer / sales page before you send it to everyone on your list
- Even if you just get one sale live, you know you're on the right track and you'll be able to repeat the process

LAY OUT YOUR FREE CONTENT

- It's time to write down what each piece of free content you plan to roll out during your pre-launch
- Look at the examples provided to get a feel for what might work for your program and offerings.
- Come up with a bit of marketing copy around each one, and get some feedback on it before you create it!

