



MODULE 4: THE LUSSIER LAUNCH

THE LUSSIER LAUNCH:

Live Unique Story Selling
Inspiring Expert Results





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LIVE COMPONENT

When you're doing a timed "open and close" launch it helps to include a live component like a live call, live stream, or live webinar.

It's something set in time that people need to pay attention to, or they'll miss it.

This also increases interactions, and allows you to gauge how interested people are in this topic or program.

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UNIQUE EXPERIENCE

How can you bring your personality, your unique gifts and talents to the launch process?

Think about what you STAND FOR in your industry, and how that's different from your competitors.

Observe what's "business as usual" and break the mold to do it your own special way.

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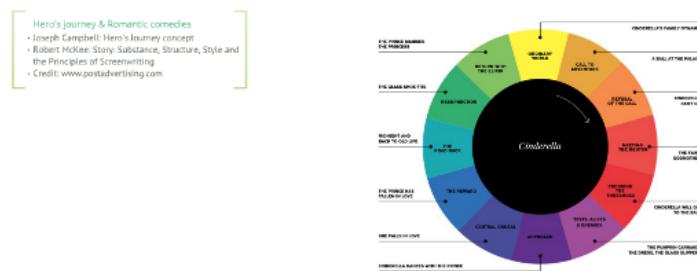
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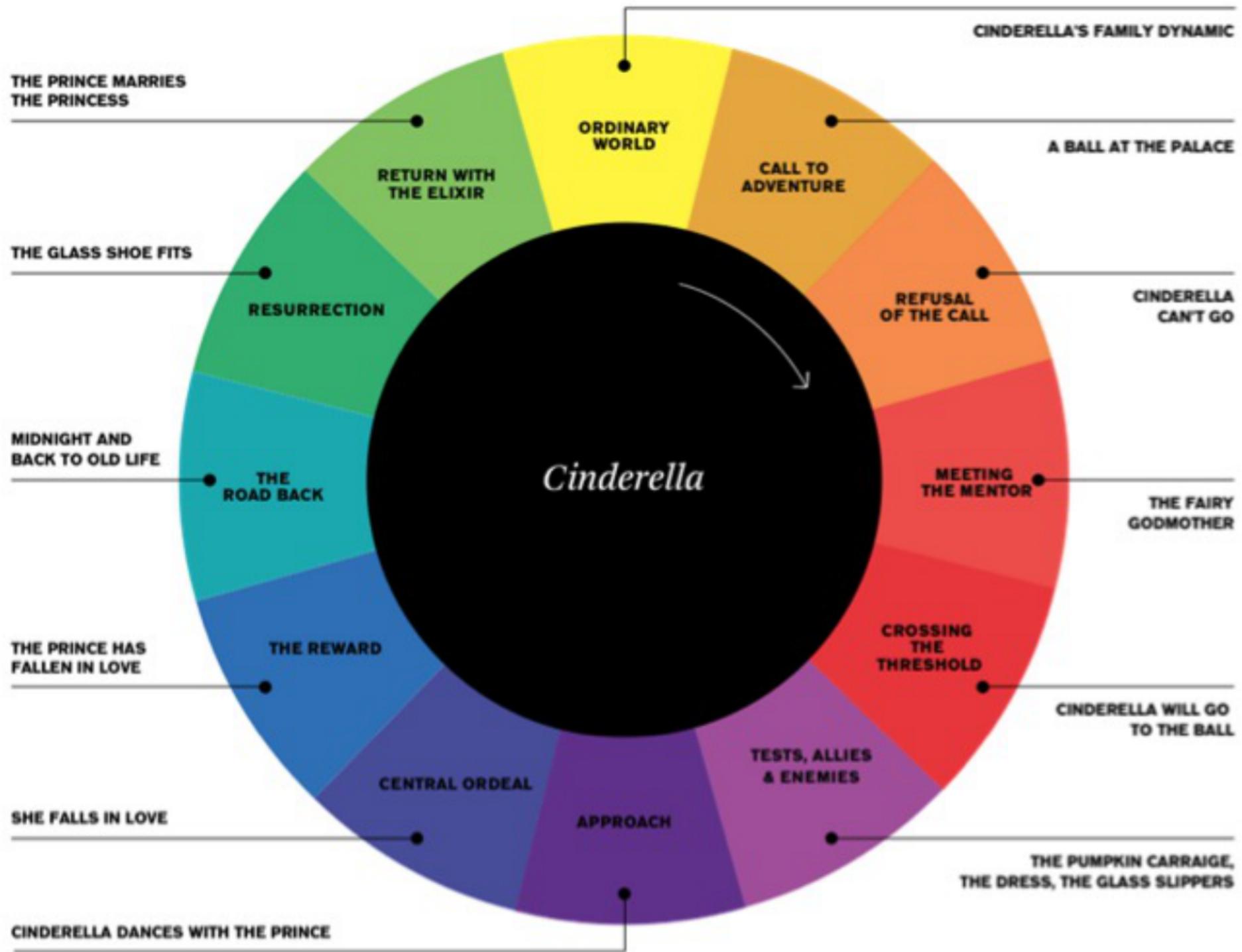
STORY

- The launch itself has a story arc, and so does your sales presentation or sales page
- If your launch sequence is presented as a series of dry facts, no one will remember or be able to tell you apart from your competitors
- Story sells, story connects, and story is also unique
- Take a look at these story archetypes



Hero's journey & Romantic comedies

- Joseph Campbell: Hero's Journey concept
- Robert McKee: Story: Substance, Structure, Style and the Principles of Screenwriting
- Credit: www.postadvertising.com



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SELLING WHOLEHEARTEDLY

- I often see first-time launches "pull back" or hold back when they don't get the immediate results they were expecting...
- It's not over until the shopping cart closes
- Put your heart into your last few emails (all of them actually) and don't give up
- Do what it takes to make those sales by answering questions via email or on the phone



Being a great sales person means...

- Telling someone who needs what you have to offer, exactly how they can benefit from your product.
- Giving a "reason why" helps you sell more, and also it's just a more authentic and real way to connect.
- Being as clear as you can be about who this is FOR and who it's NOT for
- Standing in full confidence about the value of your offer
- Meeting the person exactly where they're at, and not staying at a shallow level of communication

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INSPIRING

- Most people are skeptics, and they might believe that results are possible for you or others...
- But they need proof and inspiration through case studies and stories that it's possible for them, too
- You need to paint the picture of what's possible on the other side, and also assuage their fears and objections for why it's not going to work
- Lead with inspiration, and handle their real doubts with panache

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EXPERT POSITIONING

- If you're selling something: you're the expert in that topic, and you need to communicate that
- Showing social proof, and also stressing how you're different from the competition
- Unique Selling Proposition: a strong one sets you up for massive sales, without one you're easily forgotten
- Don't be afraid to brag a little: tell them why they should do business with you, right now



Unique Selling Proposition:

- One sentence that describes: who the product is for, what it does, and how it's different from competing offers
- Example: Launch It & Profit helps [women entrepreneurs] launch online programs [profitably & with ease] better than [complicated "scientific formulas" ever could]
- Example: Cure Cravings Forever helps [wanna-be-healthy-eaters] eat [more fresh whole food without punishment or crazy dieting programs]
- Your turn: We help [target market] do something [with benefits (faster,easier,simpler,cheaper)] better [than competition]

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RESULTS

- People don't care about how you deliver the goods, they just want to make sure they get the results they're looking for
- Example: two identical looking bikes, but one is made of more expensive carbon
- Who cares? It only matters if the bike is safer, faster, lighter, more fun to ride, etc.
- This is the features vs. benefits



FEATURES VS. BENEFITS

187 page PDF vs. simple 20-minute-and-you're-done recipes that your whole family will love

5 coaching calls vs. my undivided attention and years of experience resolving childhood trauma, so you can get back to living life to the fullest

Video and audio downloads vs. discover the missing piece of your hula hoop choreography training that will have studios hiring you at twice your usual rate

The deliverables vs. the results they can expect

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