



M12 L1 - Welcome to cart open week

00:00 Congratulations for making it to this point. You are at the finish line. You are so close. I know that right now you're probably feeling all the emotions, probably exhausted, and maybe even feeling a little bit nervous about what's about to come up. But I want to let you know that that's completely normal. It's normal because you've just ran a marathon. For the past 11 weeks, you have been running a marathon, keeping pace, going steady, and now I've asked you to sprint. I know that brings up all sorts: lack of energy, you're tired, maybe also your number started to drop towards the end of the week, and now you're not even sure if you did the right thing. That is normal, and everything that you're feeling is completely normal, so I need you to know that you've done an incredible job.

The important thing that you need to know is that 90% of the work is done. In your launch, when it comes to bringing people in who are going to buy from you, you've done the hard bit. You've brought them in. You brought in the right people. You've wowed them. And now this last tiny piece of actually getting them over the finish line is such a small part. Cart open, although it can feel a little bit scary, it's actually a lot easier than the launch event itself. So, you're going to feel a lot lighter this week even if those fears are there.

As I said, 90% of the work is done. But now as you move into the cart open periods, I want to just set some expectations so you know what's going to come up so the little gremlins don't pop up and telling you you're doing awful. Now we, have something in the launch space. When we open cart, it's called the hockey stick effect. What's going to happen is, and this typically happens as you scale, when you're doing smaller launches to begin with, everything's all over the place, a little bit crazy.

But typically you're going to find is you get a flurry of sales at the beginning, things go a little bit quiet, and then they go crazy towards the end. Most of your sales will actually come at the end of the cart open period because we've put a deadline on it. I don't want you to worry if you don't get all the sales that you want that straight away because that is very, very common. Now, the thing that is so important is that you keep up the energy every single day throughout your cart open period. Now, it's not going to be loads of stuff to do, some light things. It's really getting in touch with people, doing some things to get people over the finish line. I'm going to talk through each of those over the course of these next lessons. But really what your job is to do is to have this conversations with as many people as you can and to help them decide if this is the right thing for them.

Task number one, I want you to go through all of the comments now that have been made on your videos, your posts, your social media, and your email inbox. I want you to do a full sweep of everything. Because one of the things that you can do during your celebration party is not only announce the winner, but celebrate everyone's breakthroughs throughout your experience. What is amazing about the way that we do launches at Love to Launch is that we create amazing online experiences where people cannot wait to buy from you, but they've had so many breakthroughs with your free content. And so if we can highlight those to the people who are now getting ready to buy, it is going to make them feel so good about their purchasing decision because they've already got so much value from your free stuff.

Your job is to remind them of that. So go and do a sweep. Ask people how they feel now having gone through your launch experience. See how they feel. This is why we use Facebook groups really, because we can get so much data in a place where it's super easy to do a screenshot. But if you haven't used a group, go and have a look through the videos, go through the webinar comments, go through your email inboxes, and find all those really juicy pieces of data, this is all data. Those comments, the things that land in your inbox during a launch are amazing. That is all powerful stuff that you can use now to convert people, remind them of the value they got from the free stuff, because if they get value from the free stuff, they're going to be more likely to buy from you.

Go and do that now and then over the course of these next few lessons, I'm going to talk you through some of the things that you need to do on a daily basis. Not huge stuff, but it is a systematic approach and I'm going to guide you through the whole of that process. I'll see you in the next video.