

LAUNCH EXPERIENCE METHOD

In this lesson, I'm going to take you through my methodology, the Launch Experience Method. So I will be teaching you how to do all of this, but I want to give you some insight now so you understand what underpins the way we do things at Love To Launch. Now, some of this is because of the way that I have had success and my students have had success, but so much of this is because of the way the world has changed, how we do marketing has had to change. And some of that is due with the challenges we face along the way. This is a bit of an industry joke but it's serious, marketers do ruin everything. As the internet came along and all of a sudden, we the human race had access to a whole world of information, and then bang, marketers started to exploit that. So spammers, bro marketers, sleazy sales people, they started to prey on people using the internet. And so somewhere along the line, lovely, well meaning business owners started to misinterpret their tactics as how you need to do business. And so you would see them starting to try and emulate some of these funnels that these guys were creating and actually what they ended up doing was alienating their audience. And so what would happen is the more webinars, the more sales pitches, and the more launches these people would go through, the more they became jaded. And so, some people I talked to don't even want to do online stuff anymore cause their perception is from lots of the old school way of doing things, it is so spammy, and they think it's the only way they can have success.

So I also think this is probably a good thing because of the way the market is changing, because we're moving away from this information age. People's BS radar is a lot stronger and that's a good thing, but it does mean we have to work harder. And I'm telling you this because the very thing that you cringe over like I would never do anything like that, that makes me feel gross, that is so icky and spammy, is the opportunity for you to create something for your market that helps people to build that connection, to build a relationship. Your audience probably also feel very jaded right now, the spam, the sleaze, the aggressive sales tactics. So I'm going to help you launch your offers out into the world in a way that feels really good instead of it feeling spammy and icky every time you put out a post. I want you to feel great, and that's how you going to feel. So instead of when you pivoted from your free content to sharing your offer, you feel confident, you going to feel at ease, and instead of your people feeling sold to, they're going to feel good and excited. So the idea that maybe selling has felt icky, but the idea that it needs to feel hard, that's not true, not anymore loveless. And so because marketers ruin everything, we do have to do more to build the trust of our audiences and that's why launch experiences are powerful.

So I also believe right now we're moving out of the information age, people are craving less information, they want more calm, they want more ease. And we are bombarded all day every day with information, advertising apps, tools, software, social media channels, it is crazy. And because of that, because there is

so much more information absolutely everywhere that you go, it is hard to get people to buy into information as an exchange of value. And what I mean by that is, you give me your time, I'll give you information, is why info products are not doing as well as they used to. So, it's not enough now to put out a single webinar and hope that people turn up. Because the way the industry has changed means that they expect more and they want more and so turning up to get information for free, no, it's not going to do it. And I remember a time when webinars show up rates were 60 to 70% and now you're lucky to get a 25% show up rate?

So, although yes, I do believe that webinars have their place as a part of your overall funnel, they are incredible and I do use them, I don't think you should rely on this as your number one strategy for your big launches unless you have the time and money to invest into paid advertising and you have a big audience because this is a numbers game, it's why many people come to me saying, okay, I've got this funnel in place and I've got this evergreen thing, but actually, I feel like I need to do something more, I need to do something different. And that's because they're very aware that using any one of these strategies on their own is probably going to land them in trouble. So, because of the fact we're overloaded with information, we do need to do more. But standalone like info is a tough gig, we have to create something that people want to turn up for. So because of the information overload, we have to do more to capture the attention of our audiences. And this is all good, we can do this.

So another challenge but also quite good for me, launches work really, really well. And that in itself is a growing challenge because there is increased competition. More and more people are discovering the power of launches. Now lucky for you, you're here beating your competition, you are here to learn how to do launches really well but do in a different way. So rather than you just going out there and trying to do this thing for yourself, you have invested in yourself to learn the right way of doing things. So you're going to learn a new way of launching, your competitors are going to watch what you do and think that they can take the top 20%, the 20% that they see, and all they're going to get is 20% of your results. Now, I don't want you being a cookie cutter version of me, you're going to craft a launch that's all about you, but that's what people do. People see launches, they see how well they work and they're like, I'm going to do what that person does. And it's like an iceberg, they see the very top of the iceberg, maybe like 20%, and so they try and emulate that 20% and of course, they get 20% of the results. So it's great news for you folks. Most of your competition are not even thinking about what we're sharing right here, and this is your biggest opportunity, you're going to stand out and your competition are going to go, oh my gosh, how the heck did they do that? So we have to innovate, we have to be creative, we have to be 10 steps ahead, we have to do more to stand out amongst the crowd.

So I am a tech girl, my friends, I'm a tech girl through and through. I love tech, I love apps, all the things. Sometimes it's really hard to remember what life was like before that, right? But the more tech and information that exists and the more channels that are out there pulling our attention away from us, the harder it is to keep people's attention. So as a human race, we are getting busier and busier but it's not actually because we're working more. As humans, we're actually working less. It's because our attention is

being pulled in so many different ways. We say our life is so busy these days, but actually, we've never worked as little as we do now. If you look back in time 70, 80 years, and if you look at the work hours that people were doing, we've got less busy but we feel busier, because we have all this stuff around us, all the tech helping us, but it's actually because of the tech that we end up adding even more things to our plate that we need to keep track of. So studies have proven that productivity is declining and people's attention is being pulled all over the place, can you remember what it used to be like when there was just Twitter and there was Facebook? I remember. So it's harder to keep attention now which means that we have to do more to keep the attention of our audiences. And finally, consumers expect and want more. So, can you remember what content used to be like 10 years ago on YouTube? Poor lighting, grainy, terrible audio. I am so blown away now by how content creators are taking things to the next level. Tech is better, it's more affordable, hardware is better, software's better, we're getting more and more creative. And so for that reason consumers expect and they want more, they want better quality, they love content that is engaging, that's different. Because the barrier to entry is lower, with that comes more competition and more creative content. But this isn't about creating a cinematic experience or having the best technology. I create so much of my content with nothing other than a mic that I bought for about 60 pounds, its in my kit recommendations list, and a webcam that I had a gift from a friend and mentor about five years ago for the same one and I use that same thing, a presentation templates that I keep reusing that cost me \$20. So, what I'm saying to you is yes, okay, although people expect more creativity and they want more of it, without it you won't get the engagement, it doesn't have to be that you hire a video team to do all this creative thing for you, you can create that yourself but you can absolutely do it with next to nothing.

So because people want more, we have to be more creative with our marketing and that's what I'm going to teach you. And yes, although there are different challenges now, ultimately, this means nothing but good things for you. This has levelled out the playing field, the online game has never been more in your favour. Yes, we have to do more to build trust, yes, we have to do more than simply put out information, yes, we have to do more to stand out against the competition yes, we have to do more to keep attention, yes, we have to do more to maintain attention, but it used to be back in the day that it was the company who could spend the most to acquire the customer, whether it was advertising, media, whatever it was, those were the companies that won. Companies who are able to plough more and more money into advertising and branding were the ones who won. But then its very different now, and this means that you get to focus on your way of doing things, okay? That's what a launch experience is all about, it's about all about the experience that you create for other people. And this is how we do things and this is what makes me so excited about how the industry is changing. So most marketing campaigns and launches will be this structure, planning, audience, information, conversion, and then delivery. We do things differently. We create an experience and a true experience and I'm excited to share this with you and for us to be a part of our programme cause this is what we're going to teach you how to do, we're going to teach you how to create an experience that people actually want to show up for.

So if you bought Let's Launch Together off the back of the bootcamp, you will have been a part of that experience and enjoyed it for what it is. And we love to do things that are fun and creative, and that people actually put into their calendar. 60% of the people who sign up actually put our events into their calendar because of the experience that it would create, also, cause of the tactics, we also provide that, we have incredible show up rates. So rather than me relying on people turning up for a webinar, a single webinar, we create an experience that has people queuing up to buy from us. This is how we're going to be teaching you to show up and the kind of experience that we're going to help you to create. You don't need to be creative, we're going to help you do that. So I will try and switch things up all the time. So my past three launches, we've had the Best Launch Ever Bootcamp, the Live to Launch Planathon, and we've had the Stand Out to Sell Out Launch Bootcamp. So I love to be creative, 80% of the content is actually the same, but it's about refresh, is about creative, is about doing things differently. And this creates such huge interaction and conversation and that's the reason actually why we do things live.

We do things live because when we use live content, we get more interaction, people stay on our videos for longer. So if you want people to be encouraged to take that next step with you, content consumption is key. And some one of the biggest parts of what we teach is to do live whenever you can. So I know that there may be some fears around this, there is always a fear of what if something goes wrong? What if something breaks? What if people laugh at me? Often, it's not actually the fear of other people, it's a fear of things going wrong, the tech. So we're going to teach you later on the programme, how to create this and how to practise and to get all these pieces done. But this is one of the trends that we're seeing is we're seeing more and more interaction. So don't worry right now if you're crazy scared about all the live. The reason why I personally started doing live was because I wanted to become more confident. And it was taking me 20 attempts to film a piece of content, a super simple piece of content, and I was exhausted. And I noticed that when I started to create live content, that I was actually making less mistakes, I was getting far braver, and it was also helping me to become a better coach, a better speaker, a better practitioner, because I wasn't trying to be perfect. I was simply focusing on delivering. I made less mistakes when I wasn't trying to be polished and scripted, I felt more me, I wasn't faffing around with video editing. And so, what surprised me was that I was attracting even better people when I wasn't perfect. I would share my jokes, my dog would be in the room, things would go wrong, geekiness, silly mistakes, like who cares? And so I look back on some of my early, really polished launches, and I just don't feel like me at all. But data also tells us that live is what people want more of. So our launch numbers actually said it all, our launches went from seven to 11% when we switched from pre recorded to live content. But also a couple of really interesting stats here. Facebook report that live content views quadrupled and live video gets three times more engagement, your people love live and these stats aren't just on Facebook, you'll find these on other platforms as well, live is the way forward. So we create a live event experience. More people show up when they know that you're really there. It's why when I'm doing my launches, I am there interacting at every single opportunity. I show my face, I answer questions, I acknowledge people cause that creates engagement, but it also creates connection. Because when you create a live event and when you bring people in and you actually converse with them, you make people feel seen and that creates connection.

I would guess so many of you right here, right now, are here, not because of the content, because the relationship that we built during the experience, and that's what it's all about. And the reason this is also powerful is for those of you who have small audiences, you are going to be able to create so much connection with those people who are going to become your customers, that is going to be way more successful than if it was pre recorded. So a lot of this is about acknowledgement, its about helping people feel seen, and you can't necessarily do that in the same way with the same results with pre recorded content. So if you can do live, I want you to do live. It gives people a reason to show up, even though they probably know there will be a replay, they're far more likely to show up if it is live.

But another reason I love it is because you can adjust on the fly. So if you realise, oh, I wish I'd covered that or I need to go back through this, you can adjust and you can pivot and you can change things. So, live for launches is super, super powerful. But a live experience, you get the crowd of raving fans, people who are just so excited to be there. And when people are excited about your free stuff, you can bet they're going to be excited about your paid offer. So another reason we love creating experiences is because it's about connection instead of information, people will forget what you tell them but they will not forget how you make them feel. I don't know where that quote came from, I know I've stolen it from somewhere, no idea.

So, you heard me today talking about some of the marketing tactics that I hate, one of them being bro marketers and their shameful shameful tactics. But it's not just their aggressiveness and their false scarcity marketing that bothers me, is actually how they treat people in their marketing funnels, it's like they're just numbers and that's all you are. So I don't know how many of you have gone through this and you sign up for freebee on the next page, they give you a low priced offering, it looks good so you take it. Its a thank you page and they offer you another, you're like oh, no, fine thank you, say no. Oh, its okay, are you sure, have this instead? And so you're like no, I don't want this, click no, no, no. Okay, how about this instead? No, stop. It is madness, and this behaviour has to stop. It is insane pressure tactics. And they just I want you to buy more and more information. I know you're here because you don't want to market like that, you want to treat your people like the gold that they are. And so in the same breath, you don't forget how someone makes you feel in a positive way, you don't forget how those bad marketers make you feel, right, those companies. And there was one in particular I can think of right now that I was so angry about how I was treated in their marketing campaign and then I reached out to their CEO and I said, look, this made me feel really, really crappy, this needs to stop. Did I get reply? No, I felt better for getting it off my chest. So here's why we don't want information. As humans, we crave connection, its our innate desire to be connected to others. I was at a Facebook event a couple of years ago, and they announced that their plan is for the next 10 years to be super focused on building communities. And then if you look at how the marketing landscape has changed, influencer marketing has grown by 83%, personal brands are winning. Why? Because it's not about information, it's about connection.

Influencers have an incredible connection with their audience, and so smart brands see that, they see the connection that they're influencer has with that audience and they want to tap into that. And so for that reason, we love creating experiences because it helps you to create connection, it's not just about the information. And I love sharing this one, this was from someone who went through one of my launches last year and they sent me an email and they weren't in a position to buy, they were actually just getting over some pretty serious health issues, and I love this, "I want you to know that you're Planathon went beyond business to me, your energy, confidence and smile gave me so much hope."

Hope my friends.

Now I love this because if you can create this kind of connection with your free content, what kind of a connection are you creating that is going to empower these people to actually take steps forward? Some of the people will never buy from you, they'll be your biggest fans and they will never ever be able to buy from you. But if you can create connection with your free stuff, you're going to have people who buy from you, when you're focused on building connections like this and giving people something, it has a massive knock on effect throughout the whole of your launch. So, if you have an incredible connection with your people in the audience building stage, you're naturally going to build a bigger audience, a better audience, faster growth audience, and more people are going to sign up for your launch. If you have a connection with the people in your launch experience, you're going to get more engagement. If you have a connection with people when you then share your offer in the conversion stage, you're going to get more sales. And if you have a connection and do a better job of delivering and people adore you, you're going to get less refunds and better results.

So connection is super, super important, is a big part of what we teach within what we do, launch experience method connection. So this is one of my favourite ones because the possibilities that this opens up, when you embrace it, takes your launches to the next level. If you're excited about what you've created, your audience will be too. So in this programme, I'm going to teach you how to create something that you're actually excited to put out. You're not going to be shouting from the rooftops about how amazing your free event is if you're not actually excited about it. This takes blending two important parts, the creativity and the technical aspects of a launch. Now, we are going to start off with the creative part. We are going to start there because the technical is easy, it's some check boxes, that bit is not not challenging. The creative part, it is, this is the art side.

So my friend and mentor Steve McLaren calls this being a science artist, because you're blending the technical and the creative, the science and the art, the head and the heart. I always start with creative first. So that is what we're going to do, we're going to start with this fun, creative idea that makes people actually want to show up, that makes them put it into their calendar. All the techie bits, we're going to deal with that later on down the line. We know what tools work, what doesn't work, we know what works best in what markets and with what audience sizes. The technical piece is easy, the creative bit, that's what we're going to spend time working on you with. Okay, so another aspect of an incredible launch

experience is thoughtfully crafted content. So a great launch closes the gap between where your audience is now and where they want to be. I'm going to teach you how to create content that helps to close that gap. Because this is typically how you help people, you help people get from the base of the mountain to the top, and lots of people with their launches overwhelm their people with more and more information. And what that does is it actually creates a bigger gap. We want to close the gap, we want to make it super easy for your people to go, yes, I'm ready for the next step. Oh, this funnel bit, I love this.

A really important part of the Launch Experience Method is focusing on customer experience. Now, too many companies out there think that this starts with the purchase, it doesn't, it starts with you and your marketing. So when we apply this to launches, this is going to turn strangers into super fans. You going to have people queuing up to buy from you before you've got anything for sale, and it gives them a true flavour of what it's like to be in your world. Not because of what you put in, is because of how you made them feel. You want the feeling, if the free stuff is this good, imagine how good the paid stuff is. And so this is why customer experience is so important. You're not going to buy from someone who makes it difficult for you to find what you need, you're not going to buy from someone who hasn't put time into thinking about what's going to make your life easier and convenient, you're not going to buy from someone who doesn't seem to want to acknowledge you and who isn't friendly. So an incredible customer experience and building a tribe of super fans is about starting with your launch. And so we are going to be teaching you, throughout this experience how you weave that in. Some of it is about the tech, some of it is about being organised, some of it is about you showing up and how you make people feel. We're going to teach you all of these. But it absolutely does start with your launch. If you create an amazing customer experience, 90% of your marketing is done before you even open your cart. For those of you who just came into Let's Launch Together off the back of the Best Launch Ever Bootcamp, you saw that we went through a crazy crazy week, but I launched, it worked, why? Because 90% of the work was already done by the time we put out the offer. My offer was the worst presentation of an offer I've ever done. It was riddled with errors, it was full of mistakes, and yet at the end of that, we still got the ping, ping, ping, you've been paid emails, because the job is already done. You are going to feel so much more confident about moving into the conversion stage when you've created an incredible experience. But here's the power of that. People share positive customer experience. When people have had an amazing experience with you, whether they buy from you or not, they're still going to be your biggest fans and they're going to shout about you from the rooftops. People pay a premium for products with good customer experience, this starts with your launch. People are going to feel so much better about buying from you and taking the next step if they have a good time during your launch and if they feel valued and if the customer experience is strong.

But it's not about all the bells and whistles. So much of this is about how you make people feel, it's free, it's only going to take you time to do and it is not going to require you to have tools and crazy strategies, like so much of this is about how you make people feel. And that's why the way we do things is different, the Launch Experience Method is different and we're going to be taking you through that from beginning to end. Now, some of you will be a later stage and so the different elements that we're going

to bring in. Some of you are just starting out, we're going to go super simple. But whatever we do, it is all about creating an unmissable experience that people cannot wait to turn up for. And we're going to teach you how to do the whole thing from beginning to end. I want you to get so excited about this because this is the future of marketing and you are going to be miles ahead of your competition because you're approaching things in a totally different way. I love talking about this, is my favourite favourite subject but I will see you in the next video.