

## Online Calendar

I'm going to set a record for the quickest tutorial in the whole of the Let's Launch Together programme. This is all about creating a really helpful online calendar. Essentially this is a digital version of the Signpost schedule. And we usually have 50% of our audience who sign up for our Launch also sign up for Online Calendar. And it is a way of making it so easy for people to get all the events onto their own calendar, whatever calendar they use. We're going to share this on the Thank You page, but I share the calendar everywhere. I send it out on emails, I put it in the group, I'm always Signposting people to make sure that they've added all the events to the calendar 'cause we don't want them to miss out. The more content people consume, the more likely they are to buy from you. So what's going to happen is, someone will go to the Thank You page, I'm going to teach this in the next video. They'll click on Add Calendar, which is zoomed in here. They'll be able to pick whichever calendar they use and they'll be able to follow the instructions and add it.

Now this is so easy to use, it is a great tool. I use this in my company for everything. We use it for our coaching programme, for our launches and for our programmes that we run throughout the year. When we've got lots going on, we want to make sure that everyone can get their information quickly and easily and we don't want people missing out on all of the good stuff. So AddEvent is a \$19-per-month tool, I highly recommend if you're a course creator, membership site owner, coach, anything where you have lots of live events or training sessions, it's such an amazing tool to have. So it is addevent.com. All you need to do is take your Signpost schedule text and use that for all of the events. And what's great about this is you can add in new events. You can edit the links. But be mindful, sometimes it takes 24 hours to update someone's calendar, depending on what settings they've used. You can't change those settings, it's down to the individual user as to how often they update a calendar subscription. So you really want to have this set up a long time in advance.

But again, like we did with the Signpost schedule, use your PrettyLinks, or your Rebrandly links because then you don't need to worry about someone's calendar updating within 24 hours. You just need to change the link instantly in Pretty Links plugin or within Rebrandly itself. So, super easy to do, high value, makes it very easy for people to find out where they need to go. It's just a great way to make sure people actually show up. So 50% of our people use these, they love it and I absolutely rave about the AddEvent tool. So, your job, go and create it. I'll see you in the next lesson.