

Intro / Outro Content

This is a fairly short lesson because there isn't too much to this. But it's an important part because our launch has got lots of moving parts. So by using some intro and outro content, we're not only setting the tone, letting people know what's coming up, but also, we're letting them know what's going to be happening throughout the launch experience. So as we've already talked about, you're going to have three key workshops where you're teaching your amazing content, and then you're going to have your Q&A calls, your coaching calls and a catch up call and your celebration party. So your workshop structure, we talked about this in a previous lesson. Typically, you will do a piece to camera, you'll do your intro content, your value content, outro content, and then a final piece to camera answering any questions. Some of you may choose not to have slides. And that's totally your choice. We recommend to have them because it allows you to create a really amazing lesson and to keep things succinct, to have a really good flow and to not get distracted.

So what I'm now going to take you through is an example, of my intro section and I'm going to show you the key slides. Now what I've also included below this is a video where you can watch me do this, but I'm just going to explain to you what each of these slides are, and why you need to have them. So of course, our first one is just a slide, just a front cover and we use this graphic for everything. So we use this graphic for posts, we use it as links, we use them as banners, so we use these everywhere. So we have this as our first slide. Very, very simple. It's just the image that we've used for the ads or for the registration page workshop one, Unlock Your Best Launch Ever is theme of this workshop. And then the logo, a very, very simple design. I will have an intro slide about me. And really what I'm doing here is just playing for a little bit of time because when you switch your camera on, there will still be people arriving in the first few minutes. So we don't necessarily want to dive straight in to the content. We don't necessarily want to jump straight into housekeeping either, so we want to just give ourselves just a little bit of time. So I'll just say how excited I am to have people here, tell them a bit about me, and then we move forward to the housekeeping. So this is reminding people to go all in.

So I'm a big fan during your launch, of sharing your values and sharing your mantras and why you are the way you are in business. And so you guys will hear me say all the time, the importance of going all in. You'll hear me talk about the importance of doing the work. And so here is where we start to frame this 'cause we say, we're all about doing the work. So what we want you to do is grab yourself a drink, watch on your computer if you can, so you can join the chat and take notes and print off the workbook. Now you've got a few minutes to get that done. Actually, before we dive into the contents, we let them know on this slide 'cause we want them to do the work. We want to get the best from this workshop. And when they treat it, like something that they've paid for, something valuable, they get far more from it. Then we set the tone, we set the tone for why people are here and what we want for them. So this slide is all about committing to their future success. It's all about building that bond. It's about, for me, letting

people know how we do things around here. So we remind them the importance of pretending that they've paid for us, paid for this. We talk about why our free content is our best stuff. We talk about why we're there. And we want to attract amazing people into our world. So when you pretend you've paid for it, you're going to get really amazing results.

But we also know that people when they join our launches, maybe they've had disappointments in the past. So we let them know that right now is the start of a new chapter. Remind them to use the workbook. We remind them to note down their top questions in the workbook that we've provided for them. You don't have to do that. Workbook is a launch layer so you don't have to do those. We get them to write down their questions and remind them to bring them to the next coaching call. And we tell them to get excited because this is an amazing, amazing way to build a business and to scale and to have huge success, and we want them to be excited about it. Then we have our questions slide. And we remind them because it's interactive, there'll be opportunities to ask questions. I actually say to my people, that if I see a good question, I will sometimes answer it on the fly, if I can answer it quickly and if it's an appropriate point. Otherwise, there'll be a Q&A at the end which reminds them to note down their questions. But also, if I don't get to their questions today, they can bring it to one of the Q&A calls and I remind them to look at their schedule, to actually download the link. So you guys don't need to worry about your schedules right now. I'll teach you about that in a later lesson. But again, this is just a way to remind them that this is an experience, it's a learning experience. And if they have got questions the way they can get support.

So again, this is another way of me bringing in a flavour of who I am and what we're all about #Dothework. So what I remind them is they are here to have amazing, huge success. And I like showing this picture because it's a reminder that this is the bridge between our free stuff and our paid stuff. This is a totally optional slide. I often add it in 'cause it just allows me to go a bit deeper on that. And then I talk about the engagement contest. So what you'll notice here is, I'm not telling them how to enter. I'm actually saying to them, who loves prizes? Who actually loves winning things? And I tell them what the prize is. So this is the opportunity to talk about your offer for the first time if it's on workshop one. So why don't you say to them, I'm going to talk to you about the engagement contest at the end of this workshop. So pay attention, stay attention? Pay attention, I'll talk about that later on. So just to recap, those intro slides. The graphic, so the actual front cover, who I am. How to get the best from the workshop. Committing to their success. Questions, reminder to do the work. And then I tease them about the engagement contest. Super, super easy, very, very short segment. And then typically, during any launch or any workshop, I will talk about what is a launch.

So for me, this is just my way of making sure that people know that we're not talking about rockets. We're not talking about business launch, we're talking about a product launch, a specific product. So we then talk about lots of people make that complicated. So what is a launch? What most people think, what we think. So this is our definition. So I put this at the beginning of all of my webinars, my workshops, just to get everyone on the same page about what a launch is, 'cause if people watch this and

go, oh, actually, I'm launching a business and actually, this is going to be a bricks and mortar business, they know they're in the wrong place. So it's our way of just making sure that we filter out those people very, very early on. So that is our intro section. So then we'll deliver the value content. And then the outro is actually very, very similar, so let's dive into that. So I will do a recap, I'll do a recap of what we've covered, just those key points. So this was actually a recap from our Best Launch Ever boot camp, launch belief cycle, showing up as a success, speaking like a success, overcoming launch challenges, bouncing back from fails and trusting in your launch and going all in. But now it's time to do the work. So I actually remind them to go and take action, and to download or print their workbook and to actually do the work because if they do the work whilst they're here, they're going to get so much more from the experience. Then, what's coming next I do a little tease of what's coming up in workshop two. Very, very short, so it's not like I'm giving them any juicy bits here. Just like a reminder of all the amazing stuff that's coming up. I tell them about the next live piece. So for me If we go back to, here we go, our event. This was actually my outro for workshop one.

So the next available one we can see here is Q&A call ! And we actually use pretty links for this because it means if the website breaks or Facebook breaks, by using a pretty link, we can change the link, we're going to teach you about this tech later on, you do not need to worry about it. In fact, for now, you can just put link goes here, and then we can put the link in later on. All you're doing right now is designing your slides. And then it's when I talk about the engagement contest. So this is in a separate lesson, so I'm not going to dive into this. But we tell them about what the amazing prize is, what it's valued at, what they get, and this is the opportunity to talk about your offer. So you can say something along the lines of, I am so excited to share with you that what we've decided to do because we love to reward action takers is to give away, a scholarship into our programme. Now, our programme is actually going to be opening for enrollment next week, so we will talk about that next week, I promise. Right now we're here to do the work. And if you do the work, you're going to be in with a chance of winning our amazing ultimate launch prize. So, why I love this is because it means throughout the whole of your launch, you can be talking about the value of your offer.

So when you do come to sharing your offer, it doesn't feel like this icky switch from delivering value to going for the sale. It's the next obvious step. And your people are going to feel really, really good about it, you're going to feel good about it. Everyone's going to be excited about hearing more about it. And the amazing thing about having your engagement contest is that most of your buyers will enter. It doesn't put people off from buying. So we love doing this because it just creates that soft landing. It gives people more confidence when they move from the value content to the offer. And it's just a really fun and amazing thing to do to boost engagement, create more content consumption, build incredible social proof, and to enable you to talk about your offer throughout the whole of your launch. So we love doing these. We then give them the instructions. You guys do not need to worry about this right now, I'm just showing you the slide of what we do. And then it's Q&A time. So then I will switch off my slides, and I will move to the camera piece. So actually a very, very simple piece of content, you're going to do that for each of your workshops. Obviously, it will be slightly different, depending on what comes next.

You're going to use the same thing each time as an intro and outro, a super easy piece of content and something that you can use time and time again, because we very rarely deviate away from this. Of course, there may be some things that you want to add in, and you can totally do that. You have free rein to be as creative as you want and to add in the things that your people need to know. That's just the way that we do things. We want you to find your own way of doing things.

So now it's time to go and create your own intro and outro content. It really is a super easy piece of content to create. Don't worry about the links. Don't worry about your engagement contests. Don't worry about anything that you don't understand right now just create the slide. And we'll add in the content later on, because this module is all about actually doing the design piece. So as we move into the later weeks, when we're actually creating your launch assets, which is not for a few weeks yet, then we'll dive into creating some of those extra pieces, but they're more tech than anything. So right now, create the slides. So you can use mine as an outline. And we can add in all the specific content later on down the line, it does not need to be done now. The most important thing that you need to do, is to actually create your workshops, and then we're going to move into your offer and the celebration party, all the fun stuff. So I'll see you in the next lesson.