

Launch Walkthrough

In this video, I'm going to do a walkthrough of one of our typical launches. So, you have some more context before you start creating your own workshop materials. So, please don't let this scare you. I know that on first glance it may look a little bit overwhelming, seeing something like this for the first time. So, I'm going to break this down stage by stage and component by component. And over the course of the next six weeks, six modules, I am going to break these down even more and teach you how to create every single piece so that you've got all of the mechanics of a launch without feeling all the stress. So, I'm going to guide you through. Now, in this particular video lesson today, I'm not going to talk about stage three. So, the bottom part of this graphic that you see, the conversion stage, so here you'll see Build Up, Event, leading into Conversion. I'm not going to talk about conversion today. So much of our conversion mechanics are ticks in a box. They're small things that you can do. We don't need to have too much, in terms of the strategy for that, right now. When we move into crafting your launch copy, yes, we will be creating some emails that are going to help you to convert your audience into buyers. But really, so much of the conversion tactics and strategies can be done on the fly. So, we're not going to cover that today.

The most important thing that we are going to cover this week and next week is your core launch content which is actually the three amazing workshops that you are going to put together for your people. So, on this diagram, the middle one, the middle box, Event, that is the piece that I really want you to stay focused on. So, the Build Up stage. Obviously we have already discussed, in a previous lesson, that there are a few various stages in a launch. We go from the Warm Up phase to the Build Up phase. And the Build Up phase will start two to three weeks before your first workshop. So, we don't want to worry too much, right now, about your build up content but we do want to decide what is the promise of your launch. Because you're obviously going to share this, well in advance. You're going to get people excited about your event, about the thing that you're going to be hosting. So, of course, we do need to think about what that is, and what the promise of your launch is.

So, our last launch was called the Best Launch Ever Bootcamp, Your Best Launch Ever Bootcamp. And it was all about showing people what it takes to have wildly successful launch in 2020. And what's changed and why they need to start doing things differently. It's all about showing them everything that they need to have to have their best launch ever in 2020. So, we had them sign up for this, then we will send them from the Registration page to the Thank You page. So, although you can't see on this particular example, there is also a button above this video that was telling people to join the Facebook group. So, your Thank You page is there to tell people what the next steps are. And for us, there are three key actions that we want them to take. Now, admittedly, your focus will not take all three actions. We know this to be true. However, if we can get them to do one or two, this is massively going to increase the chances of them joining the launch event and actually taking part and consuming the

content. And if can get them to consume, your free content, they're far more likely to become a buyer. So, some people go, "Why go to that much effort, "if the content's that amazing, "they're going to go through it." Not true. We want to do everything that we can to turn this into an experience. And we talked about already, the importance of customer experience. If you're making it really difficult and complicated for people to consume your free stuff, they are not going to buy from you. Customer experience starts so much earlier in the customer journey than it used to. And your free event, your free launch experience, absolutely does need to contain all the elements that we talked about, the launch success pillars. Customer experience being one of them. And for us, that starts on the Thank You page.

So, there are three key actions that we want them to take. And the three key actions are, join in the pop-up group, I don't have a longterm Facebook community, like a free group, I use pop-up groups for my launch. Because I want to accurately measure from launch to launch, how many people are actually engaged. And sometimes, if you're using the same group, over and over again, you can end up with a stale group which is full of people who really are not too much engaged with your brand anymore. So, my strategy is to use a new group every single time. So, we want them to join that group. We also want them to download the sign post schedule. So, the sign post schedule, this is something, we are going to teach you how to do. As I said, don't worry about any of these things, right now. I'm giving you an overview, so you understand the mechanics, what happens when someone joins. And the sign post schedule is one of the things that we are going to teach you how to create. It's a printable, PDF with all of the information about your amazing experience on it. All of the key links, the key dates, the times, we put time zones on, as well. We are making it so easy for your people to actually consume the content and to take part. And when they print off a schedule, when they've got something tangible, when they feel like you have put so much effort into the experience, what do you think happens? Well, people are actually far more likely to show up for that.

So, sign post schedule is, probably for me, one of the most important strategies that we execute to make this easy for our people to take part. But also, we want them to use our online calendar. So, we're going to teach you about this later on, as well. We use a tool call AddEvent, it is super affordable, think it's like \$19. You're only going to need it for one month, which is great. And we add all of the events. So, the workshops, the coaching course, the celebration party, everything that is a key event in our launch experience. We put it onto the calendar and then we give them access to it. And what's great about this tool is with one click, your audience can actually subscribe to the calendar. So, we use this in our company, for everything. 'Cause we like to make things super easy. So, add to calendar and they can add it to, Apple calendar, Google calendar, Outlook and Yahoo, so, so easy. The reason we love this, is because if something is in the calendar, it makes it unmissable. It also makes it super easy for us to change links and to move things around and add in new events. So, it's not only about making it super easy, but it's also ensuring, if we do have to change anything, that our customers are less likely to miss out on things.

So, those two actions, for me, are the most important. But also, we want them to check their emails. Now, not everyone does that, frustratingly. But if they have committed to taking, at least, two of those actions, they're far more likely to consume the content. So, that is what I talk people through. When they go to the ThanK You page and they watch this video, I'm telling them the importance of taking those actions. 'Cause I want them to get the most from the experience. So, what happens once they join the group? Well, we don't actually open the group, straight away. So, the first thing that people see is a date, that says the group opens on Monday the 27th of January, which was one week before our workshops. Even if, we're sharing the Registration page, two weeks before, we don't open the group until one week before. I don't not have the time and energy to be nurturing a group for two weeks. And I found that I tend to lose a little bit of steam, by the time I get to the end of the launch. And for me, personally, managing my energy, is one of the most important things that I need to do. Now, if you have a team and if you want to experiment with that, you can, but I, personally, do not want to have a group open for that long. But that's totally down to you, that is a completely personal choice. We haven't tested it either, so I can't tell you what converts better. It's just not one of those metrics that I have a benchmark on. For me, it's all about managing my energy.

So, when they are in the group, as I've said, it's a temporary group, it's a pop-up group. And that's where we host our community for the period of the launch. So, we open it up and actually allow people in so they can request to join, two weeks before our first workshop but I don't open that until one week before, that's when people can actually be in the group and start posting. During that time, during the time the group's open, we are doing what we call, Welcome Week activities. And it's all about nurture, get to know you people, building relationships, helping people find those things. For example, helping them find the schedule, helping them add the events to their calendar, making sure they've got everything they need, because the last thing that we want, when we move into the event, is your people not knowing where to find things. So, Welcome Week, serves so many different purposes. But for me, it's all about making sure, everyone is super happy and they're excited about the experience, that is coming up. So, what we're working on, this week and next week, we're working on your three workshops. So, your workshops one, two and three, will lead people into your celebration party. We're not talking about the celebration party today. But one of the things that we do, and the reason we do this is because an engagement contest is an amazing way to allow you to constantly talk about your offer before you open cart. An open cart is when your offer is available for sale.

So, rather than feeding it like it's, everything's leading into a pitch. What I want to do with our launches is have everything lead into a party, into a celebration. Celebrating the progress that people made, celebrating the transformations. Celebrating them for taking part. But also celebrating the winner of the engagement contest. So, the celebration party is actually where we share our offer. We're not talking about offers this week. What we are focusing on, is the first three workshops. So, you'll see here, our livestream page, we actually do these outside of Facebook because it's better engagement, people watch the videos for longer and it's way more pro. We're going to teach you how to create these, later on down the line. The thing I love about this, is it feels like you've made so much more effort. Yes, you can

host things in a Facebook group but actually creating an experience for people, and putting it in a place where they can find all of the materials, in one place, people are going to feel like you have put effort into this. And if you put effort into your free stuff, and people get value from it, they're more likely to buy from you. So, our three workshops in the Best Launch Ever Bootcamp. Workshop number one was, Unlock Your Best Launch Ever, and it's all about unlocking your best launch ever from within. We're going to give you access to all of our videos, so you can go through them. Workshop two was around, the launch killers, the mistakes that people make in their launch. And workshop three, was about the evolution of online launches and how they've changed. It was all about the launch experience methods. So, I'm going to teach you, this week, how to decide what kind of content you should be putting into yours. What I will say, is this, we test things and we do things differently, each and every time, trying to find that perfect way of doing things, for us. Not the perfect way of doing things, compared to, you know, Mr. Competitor, over there. It's how things should work for us. What's the best way of us doing things? What lands for our customers?

So, that's what we're focusing on this week, the first three workshops. Workshop one, two and three. Now, another part of this, you're wondering maybe, what the Q&A calls. I actually recommend that you host these on your Facebook page, if you are using Facebook. Reason being, you can create social proof, through the engagement that is happening on your Facebook page, far more social proof. It's a way of gathering people who haven't yet signed up. And you'll see here, so 1134 people reached, 960 views, 835 engagements, that was all organic, we didn't send any traffic to this, at all, no paid ads. And the reason why this is powerful, because people who are watching my page, people who maybe haven't signed up, people who are followers, are more likely to come and watch this, and with curiosity, sign up for the bootcamp, based of what they've seen in this. It is a way to convert people, it's a way to build relationships, long before people are even considering buying from you. So, I want you to do these on your page. I encourage you to do these because it allows you to build that relationship more. It allows you to go deeper. It allows you to answer questions. And importantly, overcome as many objections as you can before you even share your offer.

So, I'm going to talk to you about that later on, down the line. So, essentially you're going to have three workshops and a celebration party, two Q&A calls or coaching calls, however you want to position those, and then you're going to have a catch up call, over the weekend. And that is about doing a summary. It's about helping people who've missed out on any content to catch up, that's why we call it catch up call. Always leading people into that final piece into the celebration party. So, again, what I'm not going to talk about today, is that final piece, what happens when you then share your offer. What I want you to focus on, this week and next week, are your workshops, your content. What is the promise of your launch? Why should people care? What do you want to deliver? What should your content actually be? I'm going to give you so much support and guidelines with creating this content. It's going to feel super light. It's going to feel easy. You're going to enjoy it. And it is a really fun, creative process. You may feel, this week and next week, like, you don't really know what you're doing, and essentially, I think we all feel the same. I think when we're creating something new for the first time, we have to try on that shoe, we

have to walk around in that shoe, we have to see what it looks like in the mirror, for us to decide, is this the shoe for me. And we're not going to know that until your launch is done and it's only by optimising your launch, every single time, you're going to find the perfect way of doing things for you. So, I want you to do is to move forward. Keep doing the work. Keep creating. Don't doubt yourself. Don't worry too much, "I'm not sure if this "is the right thing or if that's the right thing." You can adjust as you go. The most important thing, right now, is that you actually show up and you do the work. And you can course correct, you can adjust later on down the line. And you can adjust next launch. You can optimise and tweak things as much as you want. But your most important thing, right now, is to move to the next lesson because we are going to start the actual creative aspects of what goes into your launch.