

## Conversion Week Day 1

Welcome to conversion week, it's time to turn those super fans into buyers, ahh! I know you're tired. I know that I've been asking you to run a marathon, and now we're doing a bit of a sprint, but this week is actually going to be easier. Now you might be sitting there thinking, "Laura, it's crunch week, how on earth "could this be easier than last week?" Last week was a lot of work, it was intense. There's was lots of moving parts. There are far less moving parts this week. And you've already done 90% of the work. 90% of the work is done by the time you present your offer. So I want you to enjoy this. The more fun you have, the better energy you're going to have, and the more you will be in this amazing, confident place that is going to attract the right people into your world.

Now if this is your first launch, come back that "I'm just here to learn" mantra. If you're just about learning, then you're not going to put yourself under pressure to get those sales. It doesn't mean we're not going to try. It doesn't mean we're not going to have that launch hustle. But it does mean that we're not going to put ourselves under huge pressure to hit those massive goals. I want you just to focus on doing the work every single day. Have fun, just bring your best energy. And remember, 90% of the work is already done, so from here on out, it's like, it's not necessarily downhill, but it's a slower pace. I'm not going to lie. So one of the things I like to remind my students and clients when they're about to move into conversion week, and especially when things are a little bit slower, is that they're just waiting to hear one thing from you. One thing that helps them get off the fence. And sometimes it will be speaking to their head, sometimes it will be speaking to their heart. And whatever it is, it's pretty much always just one thing that they need to hear. And so how you show up this week will determine whether you have a launch success or not. So let's enjoy it and let's show it your best energy.

And now we're going to talk about what's actually coming up today. Today is your celebration party, which is amazing because your people will be so, so excited. Your job is to build as much excitement as you possibly can. But here's where the fear starts to creep in because you've been delivering amazing, valuable content for the past week, and now you're about to shift gears from serving to selling. And this is where the fear starts to creep in. This is where some people start to get, "Ooh, this feels icky, selling." It's not icky. You want to help people take what they've learned in the past week to the next level. So the transition is easy. The transition is very simply, "If you got value from this, "you're going to love what's coming next. "Imagine what we can do together. "We've done this together in just a week, "or five days, or three workshops, "and imagine

what we can do if we work together "for six weeks, 10 weeks, 12 weeks," whatever your programme is. The transition is beautiful, the transition is easy. I know it feels hard. It feels hard because you've put your heart and soul into your offer and now it's crunch time, but the less you focus on the result, and the more you focus on the process this week, the easier it's going to be. And just remember, if they got value from your free stuff, they're going to get value from the paid. So your celebration party is a beautiful, easy transition. If you bring your best energy, if you have fun, the sales will be there waiting for you. But they don't just happen. Sales need to be encouraged.

That's why you're going to bring out your bonuses. Hopefully you've got a fast action bonus that will get those spontaneous buyers to buy in maybe the first 24 hours. You may even also have a bonus for the first five, 10 people for example. Maybe your bonus is for people who buy during celebration party. Whatever bonuses you've got, this is where you're going to pull them out, and that is going to be the main focus towards the end of your celebration party. And don't forget, bring out your amazing bonuses after you've announced the winner because it's a real softener because there will be people who are like, "Oh, I'm disappointed." You're very simply going to say, "If you didn't win the contest, "don't worry because I have got some amazing bonuses "for you guys who are just here right now. "Let me tell you about what these are." And you can then dive into the bonuses and really bring that energy back. And then you can send them to the enrol page again. So it' doesn't have to be that people are disappointed. Give them those amazing bonuses. If you haven't got them, you can always get back to the early module and add them in. We've got time to do that because your bonuses don't have to be pre, pre, pre-created. It needs a prerecorded then, but they don't need to be created in advance, you can do these on the fly. It could be like workshops, it could be coaching, whatever it is. So you don't necessarily have to have anything other than a SlideField presentation and a banner.

So if you've not done that, you've still got time to do it. So after your celebration party, you are going to go into pimp-out-your-offer mode. You're going to make sure that your group know that there is a replay and they can watch the replay. You need to let them know that doors are now open. You're going to create your social posts. You're going to send out your door's open email. Now actually, I send out that email to my whole list, but be mindful that the email that you write that's going to promote your offer to your launch list needs to be written in a slightly different way because there will be many people on your list who haven't actually joined your launch. And therefore, they need a bit more context about that. So I will typically have maybe 20% of people buy from me now who haven't even gone through the launch. And that's because they're on my list and they're waiting for me to open doors. They've seen how I do launches. They know they want to join, but they just don't need to go through all that free content again. So don't worry if you don't have a big list. The most important thing is making sure that you get your offer out to all those different

places. Out to your launch list. Out to your master list. Out on social, into your group. Make sure that you change your banners on your website to let people know that doors are open. You want to update all of your links. Things like your Instagram bio, that can now link to your programme. You are going to spend much of your time after the celebration party, pimping yourself out everywhere. But you really want to consider of all those places that you are showing up online, is it now really obvious that people can join your programme?

One of the golden opportunities you've got is to add a join now button to the top of all your replay pages. So that is something that you can do after celebration party so then, if people are still going through workshop one, two, and three, they can still see there's an enrol button at the top on each of those pages, and they can go and check out the offer when they're ready. And make sure you change your cover images. I also go as far as changing my cover images on my Facebook page, on my YouTube channel, everywhere I've got a cover image, I'll do that. But make sure you are not selling from your personal Facebook profile. Yes, you can share posts from your page to your profile, but selling directly from your Facebook profile is against the terms and conditions of using Facebook. I've seen people lose their Facebook profiles because they were selling in really bad places. So don't sell from your profile. Share from your page to your profile, that's fine, but you really do not want to be promoting stuff from your page, from your profile itself. Make sure your website banners are done as well. And if your using ads, there is a separate lesson in this module about how to use ads because not everyone's using them. So I don't want to bombard you with too much. This is already a lot for us to do. So make sure you do a sweep of all comments after the celebration party. Make a note of any comments that are about the offer that may become objections-based content because we're going to do some content creation this week that's all about speaking to their head because there'll be questions. They will have objections to joining. So the more you can pay attention to what people are saying and asking, the more we can create really tailored content this week that's going to help them turn into buyers of yours. So keep your ears to the ground and just keep showing up every single day focusing on being the launch success and you will have the launch success.

Okay, I want to wish you huge, huge success with your celebration party. Don't be too disheartened if you don't get sales straight away. I remember a launch of mine, probably about three launches back, where I didn't put out a very strong bonus offer. And so I didn't get any sales to begin with. I remember coming off the webinar and going downstairs, sitting in the lounge with my family and I was asked, "How many sales have you got?" And I sat there and went, "I don't have any sales." "How bizarre," and so what it reminded me of is that I had actually not put out a First 10 Get offer. So usually that's why I get a full lot of sales. And so I sat there and I just got into this space, "Okay, Laura, the launch success, "she knows this is going to work, "we just need to do some extra work." And when I started to ease up. When I started to be more relaxed and

I built up my confidence again, the sales started coming in and I was sat there laughing 'cause it was the prime example of how be, do, have plays out even for me. So if it happens to a launch strategist, you can bet it happens to everyone else. So have an amazing day, bring your best energy. Tomorrow, day two, things will be super quiet, but that's okay, it's totally normal. Lots to do today and I will see you in tomorrow's lesson. Bye for now.