

# PRE-LAUNCH PREP

“Unless commitment is made,  
there are only promises and  
hopes; but no plans.”  
Peter F. Drucker

# PRE-LAUNCH

This workbook will cover Step #5; Pre-launch preparation

Step #1 - Coming up with content ideas and creation

Step #2 - Development of the content idea & audience

Step #3 - Pulling it all together

Following Workbooks will cover the pre-launch, engagement, and post-launch processes



Step #4 - Developing Your Through-line; Front-end through High-ticket

Step #5 - Pre-launch preparation

Step #6- All-phase engagement

Step #7 - Content delivery process

Step #8- Post-launch

The first step is to figure out what problem you're solving.

- Tackle the biggest problem your client BELIEVES they have

**Prompt:** What is the biggest problem my ideal client believes they have?

Then, based on the problem, you can put together your big promise.

- The goal HAS to be believable
- Make sure the outcome is measurable
- Timeframe: how many days will it take to achieve that goal?

**Prompt:** What are a few measurable outcomes that I can offer this client in a 3-5 day challenge?

What is the Challenge Name? (*it needs to explain how long it is, how much it is, what the payoff is, and who it is for*)

i.e. "The FREE 'find your purpose in 5-days' Challenge"

**Prompt:** Create a list of possible names for my challenge that includes how long it is, what the payoff will be, and who it is for

Reserve The Domain name

Create a private Facebook Group & Set it up (see FB Group Manual)

Pre-load Content into the private group

**Prompt:** What are some ideas for pre-loaded content that I can include in the private facebook group for this challenge?

## Full Price

## Pymt. Plan

## Other Options

- Full price
- Single-pay discount
- Early-bird discount
- Member discount

- Split pymts
- Monthly Installments
- Bi-monthly Installments
- Weekly Installments

- Add-ons
- Upgrade Options
- Downgrade Options
- Guarantee

Full price

\$ \_\_\_\_\_

Single-pay discount

\$ \_\_\_\_\_

Discount Prices

\$ \_\_\_\_\_

\$ \_\_\_\_\_

Split pymts 1.2% increase

\$ \_\_\_\_\_

Monthly pymt 1.3% increase

\$ \_\_\_\_\_

Bi-monthly 1.5% increase

\$ \_\_\_\_\_

Weekly 2% increase

\$ \_\_\_\_\_

Notes:

## Competitors Pricing



Name/Url

Price

Name/Url	Price

**Prompt:** "What current programs out there would be my main competitors? How could I find out more about them?"

# Competitors Course Component Comparison



What I'm Offering	Competitor #2
Competitor #1	Competitor #3

Who are the top 5 competitors/ coaches / experts on this topic. Check out their courses. Make notes of any comments in the chatbox or questions in the Q&A section that could be useful for your research.

What are these experts charging for their courses?

What kinds of bonuses are they offering?

List frustrations/complaints/ wishes in social media. forums, or comment boxes on blogs:

\*i.e " Why can't someone....." "I wish someone would create....." etc.

\*\*These questions can also be given to your VA or hired out to a market researcher

Are there facebook groups on this topic? If so, join them and investigate.

List groups:

What seems to be their member's biggest need?

How are they meeting that need?

Make a public post that describes your desire to make an online course & ask the people who interact with your post for a one-on-one interview - or set up an online course survey.

What did you learn?

## Course Pricing

*\*\*Higher price points will produce higher quality and more committed clients*

- Full Course Offer: suggested pricing between \$997 - \$1997
- High Ticket Coaching: suggested pricing between \$2997 - \$100k
  - Adding 1:1 Coaching
  - Transition 1:1 Coaching to group coaching

Serving fewer people better will produce better results, better testimonies, better case studies

If this is your FIRST COURSE you can offer a 'Founding Member discount to the first 5-10 people if you would like'

PLATFORM	TYPE	PROS	CONS	COST
	Teaching Site			
	eLearning Platform			
	Coaching Console			
	My Website			
	Webinar Software			
	Email			
	Meeting Software			

## 1 - Create a pre-launch email series, built around your sign-up incentive

\*brainstorm points you can address

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\*My clear and inviting subject lines

Invite: **Prompt:** "Write a series of 4 persuasive emails inviting my audience to my 5 day course."

Welcome: **Prompt:** "Write a welcome email with a CTA asking them to join the private groups and introduce themselves in that group."

How to access gift: **Prompt:** "Write an email with a CTA on how to access their free gift."

How to contact you: **Prompt:** "Write an engaging email on how to contact you if they need support"

Ask for questions: **Prompt:** "Write an engaging email with a clear CTA asking them to respond with any questions they would like addressed during the course."

Did you get your gift?: **Prompt:** "Write an engaging email with a clear CTA asking them to reply and let you know if they received their free gift."

Your best secret tip: **Prompt:** "Write an engaging email about a best kept secret tip that my ideal client would value."

Your story: **Prompt:** "Write an engaging email telling a story about why I do what I do for others."

Quiz or Survey: **Prompt:** "Create a survey to send out after my 5-day challenge that also deals with the next pain point and my solution."

Thank you: **Prompt:** "Write a thank you email with a CTA asking them to share their experience with my course"

Blog post: **Prompt:** "Write a series of 4 blog posts about the problem and the solution I offer."

Announce your offer: **Prompt:** "Write a series of 4 persuasive emails offering my next course, ending with a thank you."

**1-DECIDE ON THE TYPES OF RESOURCES YOU NEED**

**2-RESEARCH RESOURCE SUGGESTIONS**

**3-BASE YOUR CHOICES** ON HOW MANY TOOLS YOU HAVE CHOSEN; THEN CHOOSE PLATFORMS & SYSTEMS THAT COMBINE AS MANY OF THESE AS POSSIBLE

Resource Type	Check off all that apply
Main Course Delivery Platform	<input type="checkbox"/>
Domain Registrar	<input type="checkbox"/>
Web Hosting	<input type="checkbox"/>
Landing/Sales Pages	<input type="checkbox"/>
Video Hosting Platform	<input type="checkbox"/>
.PDF & Forms Creation	<input type="checkbox"/>
Screen & Video Capture	<input type="checkbox"/>
Video Creation Platform	<input type="checkbox"/>
Graphics Resources	<input type="checkbox"/>
Streaming Service	<input type="checkbox"/>

### INTRODUCTION

What are we going to be learning and why?

Great place to include a story of your personal journey or a case study

Overview of the outcomes of this particular module

**Prompt:** Write a video intro script that includes what they will learn and an overview of the outcome.

### EXIT/OVERVIEW

What have we achieved?

Remind your students of what you've just accomplished together

Point out how this ties into the bigger picture

Congratulate them and tease into the next module

**Prompt:** Write a video overview script that includes what they have achieved in this course and how this ties into the bigger picture of overcoming their challenge and invite them into the next steps.

Overall:

INTRO

PAIN

PROBLEM

PARADISE

POSSIBILITY

PATH

SCRIPT:

*Hey, I'm [name], creator of \_\_\_\_\_.*

*One of the greatest struggles every [who] faces is [problem]...*

*Every day, the same [pain] repeats itself.*

*You might be facing [pain], or [fear], or [anxiety].*

*Hoping one day to finally get [aspirations], experience [desire], and really hit your [dream].*

*Today that's about to change for you!*

*I created the [challenge duration + name] to help [WHO'S] just like you discover*

*the [desire], without [annoyance or pain].*

*I've helped [number] [who] reach their [desire], and starting on [date], this is your opportunity to do the same in a highly interactive experience.*

*[if any results, list briefly]*

*Click below to start the [challenge name] NOW*

**Prompt:** Create a video sales script for this product

- **Keep Lessons Short & Concise**

*We recommend keeping lessons to 15–20 minutes in order to keep people focused and engaged. If you are needing more than this amount of time chances are you are overteaching or trying to include too much in a single lesson. Break it up into multiple lessons.*

- **Develop Course For All learning Types**

*You have to remember that not everyone is a visual learner, and although video teaching is extremely popular, it is not a one-size-fits-all medium. Think about including the following in order to benefit all learner types:*

1. *Auditory Learners: Offer your lessons in audio, including any Q&A's*
2. *Visual Learners: Include maps, graphs, diagrams, charts both in your slides as well as handouts*
3. *Kinesthetic Learners: Give examples they can repeat, practices, simulations, etc*
4. *Reading/Writing Learners: Offer transcripts of the lessons, as well as fillable note worksheets*

- **Continually Close Throughout Lessons**

*Trial closes are something you can input throughout your course to encourage agreement and engagement. These are statements that ask your audience questions that imply a 'yes' answer. If you include these trial closes throughout your lessons, by the time you get to your actual close, your audience will have already subconsciously said 'yes' to you numerous times and it will be much easier for them to give you a final 'yes' when it is time to purchase.*

- **Be A Storyteller!**

*Stories will keep your audience engaged, as well as help them retain a particular lesson or point. Use stories as often as possible, as long as they are relevant to the point.*

- **Understand Your Market & How To Communicate With Them**

*Every market is different in terms of its training expectations. You need to be able to identify how your market expects training to be delivered, and how they like to consume it. Some markets may prefer visually engaging content, conversational style delivery, or less relational and a more formal or highly structured delivery. The bottom line is that you, as the creator, need to tailor the training experience that best suits your market.*