

PRE-LAUNCH PREP

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

Peter F. Drucker

PRE-LAUNCH

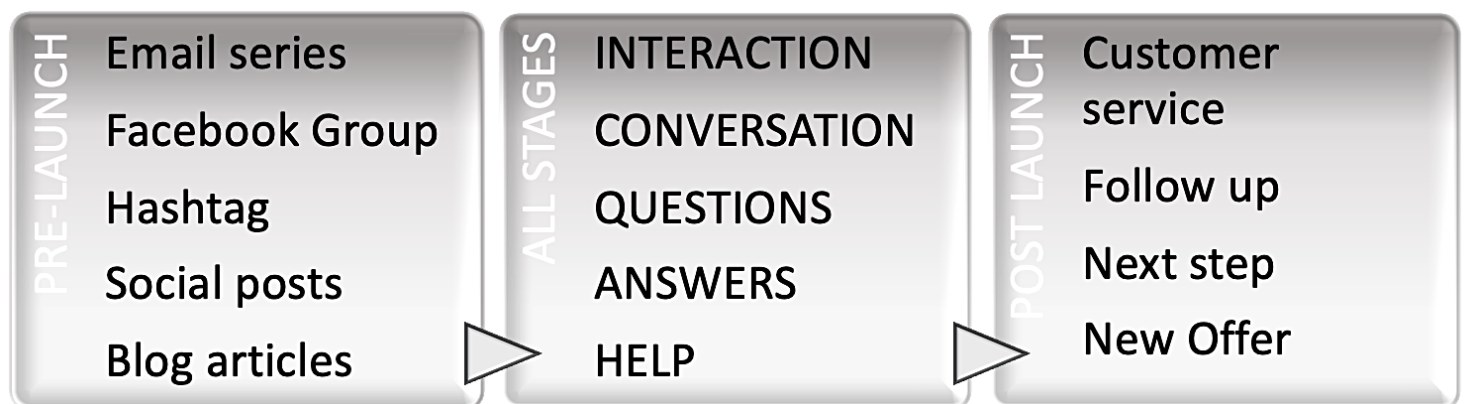
This workbook will cover Step #5; Pre-launch preparation

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

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?

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"

Reserve The Domain name

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

Pre-load Content into the private group

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

Competitor #2

Competitor #3

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

*My clear and inviting subject lines

Thank you:

Welcome:

How to access gift:

How to contact you:

Ask for questions:

Did you get your gift?:

Your best secret tip:

Your story (why you do what you do)

Quiz or Survey:

*deal with next main pain point and offer solution

Blog post:

Announce your offer

*Use Calls-To-Action *Ask Them To Share *Repeat For Post Launch Follow-up

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	☐
Domain Registrar	☐
Web Hosting	☐
Landing/Sales Pages	☐
Video Hosting Platform	☐
.PDF & Forms Creation	☐
Screen & Video Capture	☐
Video Creation Platform	☐
Graphics Resources	☐
Streaming Service	☐

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.

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?

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

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

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

- **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.