

FAST-START VA-WORKBOOK

“Get ready and be prepared. Then, when opportunities finally show themselves, you’ll be able to own them.”

– Hannah Gabriels

Project Overview

Fast-Start Offer Creation Map! How to Plan, Create, and Sell Your Next Offer Fast!

Creating offers can be stressful, particularly if your forte is 1:1 coaching and passive income products are something you keep putting off. With so many moving parts, it's easy to get confused or flounder in indecision. But even if you're used to creating offers, it's never too late to uncover effective ways to streamline the process.

This plan will be our shared guide to brainstorming and creating a high-value but simple offer – fast. One that will attract the customers I want and delight them into staying for the long haul.

The Objectives:

1. Identify simple problems and single solutions we can easily put into products
2. Find more efficient ways of speeding up offer creation
3. Streamline my tools and systems
4. Create a straightforward and powerful promotion routine
5. Quickly produce a simple but irresistible offer

How to Help Achieve The Objectives:

By mining the evergreen content and social follower comments for potential single-problem-single-solution offer ideas. Create process templates and guidelines, and update online CMS, plugins, apps, and CRMs. Set up a project management system, identify team members or contractors we need, and set up a content schedule and guest calendar. Identify and contact JV guests for interviews, and set up an affiliate program with resources.

- Research: Determine clear problems I can solve among my online tribe
- Scheduling: Set up content and guest schedules along with tools to automate these
- Coordination: Set up metrics and an affiliate program, and refine my product creation process to a model I can repeat any time
- Promotion: Research my best social platforms and ad types, and help me create 1-3 ads within my budget

TASKS & HOURS

HERE IS HOW I WOULD LIKE YOU TO SPEND YOUR TIME: (WRITE DOWN THE TASK AND THE NUMBER OF HOURS YOU WANT YOUR VA TO SPEND ON A PARTICULAR TASK)

Task Description	Total Hours

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
Research my tribe's most urgent concerns and needs that I can help address. Create polls in my groups and my subscriber emails. Research keywords and competitor products.	Check my groups, social media, site metrics, and blog comments to find out what people are most actively talking about. Check poll results and email replies. Write a new avatar for my ideal client.	Study my created content to see what we can repurpose into products. List all suggestions. Arrange a meeting with me for Day 5 to discuss the results.	Look at all product ideas and rate them by ease of production. Make a list of what we could automate, delegate or outsource. Start brainstorming product names.	Meet with me to discuss my 7-day offer, exploring the best format, bonuses we could include, budget, pricing, and so forth. Finalize our offer choice.
DAY 6	DAY 7	DAY 8	DAY 9	DAY 10
Create deadlines and production and promo schedules for my offer. Arrange meeting with me for Day 10.	Determine which offer components we are going to repurpose – and how. And which we will need to create from scratch. Contact any team members or contractors we wish to use and line them up.	Update my branding – cover photos, profile photo, fonts, and colors. Decide what graphics we need and assign or produce these. Start creating social post templates and social posts.	Make a list of potential JV partners and create an invitation template and schedule. Check that my Facebook Pixel is set up for my website. Check the latest social network specs and create cover photos for the offer.	Meet with me to discuss the production and promo schedule, plus potential JV partners. Begin creating resources for JV partners and affiliates. Repurpose my gift or product.
DAY 11	DAY 12	DAY 13	DAY 14	DAY 15
Continue readying the gift and/or product, plus tweaking JV and affiliate resources. Send personalized invitations to potential JV partners.	Write promo emails. Segment autoresponder list. Outline follow-up strategies. Set up interview spots in my scheduling software. Set up meeting with me for Day 15.	Set up project management software if needed. Send contractors invitations. Check for responses from JV partners. Continue creating templates as needed.	Create a landing page template if needed. Make landing , thank-you, and download pages. Write social posts. Set up payment buttons and options. Test these.	Meet with me to discuss JV responses and schedule. Present web pages and post templates and ideas for finalization. Discuss advertising. Discuss follow-up strategies.
DAY 16	DAY 17	DAY 18	DAY 19	DAY 20
Write blog and social posts or check posts back from copywriters. Check graphics back from contractors. Update and optimize social platforms. Create or tweak my posting schedule, and start posting on my topic. Arrange a meeting with me for Day 20.	Set up social media tracking and define custom audiences. Start implementing our advertising plan. Upload topic posts to my CMS to maximize wider distribution. Arrange for ad creation if needed.	Monitor my social media pages and platforms for topic discussion and response. Acknowledge and answer posts, alerting me to any that need my personal input. Set up A/B split testing for sales pages and emails.	Set up Help Desk and/or create FAQ resource. Coordinate video or Livestream creation and editing. Continue to create promotional posts and engage with followers on the product topic.	Meet with me to discuss collaborating on Livestreams or videos – what you need me to take care of. Discuss social media strategy and results. Create another batch of social posts for next week, and finalize my interview schedule.
DAY 21	DAY 22	DAY 23	DAY 24	DAY 25
Create bump offers or OTOs we plan to add, plus make sure we have received promised bonuses from JVs. Arrange meeting for Day 23 this time.	Make sure all video creation platforms or software is properly set up for interviews. Test these. Test all links in web pages, emails, and social platforms.	Create a media page for my website. Arrange for interview transcripts and be prepared to assist me with our guest interviews. Meet with me to discuss our 7-day offer starting tomorrow!	Announce the affiliate contest to my affiliates. Monitor entries. SEND OUT THE FIRST LAUNCH EMAIL. Coordinate with my social media groups and posts.	Coordinate the second guest interview, taking care of tech issues, timing, recording, the Chat Box (or comments) and transcription. Note questions.
DAY 26	DAY 27	DAY 28	DAY 29	DAY 30
Continue to encourage participation in topic discussion and any contests we are running. Keep posts going and monitor metrics and responses.	Collect feedback from early adopters and tweak the sales page with testimonials. Work any strong testimonial comments into image quotes. Monitor responses. Release ad.	Launch my gift or main offer. Stay active on social media and check emails. Keep on top of sales or downloads, plus metrics for my website and social platforms. Check my CMS metrics.	Deal with any download issues. Continue to monitor responses to emails and posts, plus sales. Release any final ads and remind people the launch is ending.	Continue keeping up activity and monitoring launch. Arrange post mortem for next week. Prepare templates so you can easily prepare results reports. Start planning our next 7-day offer!

RESEARCH: What do my subscribers, clients, and followers WANT TO DO?:

RESEARCH: What do my subscribers, clients, and followers WANT TO CHANGE?:

RESEARCH: What do my subscribers, clients, and followers NEED RIGHT NOW?:

RESEARCH: What do my subscribers, clients, and followers complain about?

RESEARCH: What do my subscribers, clients, and followers wish for?

RESEARCH: What do my subscribers, clients, and followers talk about most?

Now take these topics and questions and search them in Google and Amazon. What auto-suggestions pop up? Are there products or books already existing on that general topic? If the answer is yes, please follow that line of research.

Now let's speed-check the competition.

☐ Who is giving them what they need?

☐ Why are they buying from each competitor?

☐ Why are they NOT buying? What is missing that I could supply?

If another expert is offering a similar product that my prospect is NOT buying, look for why.
If my prospect is a follower or member of my group, please ask them why.

Look for the following common objections:

- ☐ "It's too expensive."
- ☐ "It's too complex. I need a beginner version."
- ☐ "I only need _____"
- ☐ "I just don't have the time"
- ☐ "They do their meetings on Zoom and insist you have to appear on camera, and I'm not comfortable with that."
- ☐ "The live classes are the wrong time of day."
- ☐ "It's a video, and I hate video learning. I just want a quick set of written instructions".
- ☐ "It's just an audio course and I need transcripts."

Complaints and objections to popular current products can give us a big clue for fast and easy products. (Frustration is a huge trigger!)

You have to think like our ideal customer:

- Identify what they see as their problem
- Play devil’s advocate and anticipate their objections and frustrations
- Look for their complaint’s obvious cause
- Look for deeper causes
- Paint a picture of your ideal client’s problem in a way that truly resonates, putting yourself in their shoes
- Avoid thrusting the ‘usual’ solutions at them (they don’t work: That’s why they’re reading YOUR landing page or post)
- PROMISE to help them get over the sticking point
- Show them glimpses of the missing piece(s) you can supply
- REASSURE them that they can do it, one step at a time

When you get to the part where you’re painting the picture, tell our ideal client WHY previous attempts haven’t worked. Help them get to that realization that transformation IS possible.

- Tell them what they want
- Promise them we've got it
- Show them we can save their time
- Get to the point
- Tell them what to do next

****Please mine blog comments, groups, and other social media comments to pick out specific problems my followers discuss. Use these to brainstorm potential single-problem-single-solution ideas.**

[illegible]

To nail down this simple offer, keep the focus on **one problem = one solution**.

Let's recap.

☐ What one problem can I solve for my audience right now?

☐ What feelings are they experiencing right now due to this solution not being available to them?

☐ What aren't they able to do right now because they don't have my solution?

☐ What new way of living does my offer create for my audience?

☐ How will buying my offer save them frustration, time, money, heartache, etc., in the future?

let's explore two options to come up with a fast product.

- **Option 1: Use what I already have to create a new offer.**

☐ Can we bundle up individual livestream videos, podcast audio files, blog posts, reports, or transcripts and sell them as a package?

**All you need to do is make sure each component reads like a part of a whole – that is, each piece is part of your overall theme or main topic.

☐ Can we bundle up any original graphics and sell them as a pack?

** This strategy works best with older graphics that are no longer on brand (especially if we ended up never using them)—as long as they are something exciting to my ideal customer. Background files, icons, banner backgrounds, cartoons, scenic backgrounds ideal for image quotes are popular choices.

☐ Can we bundle up templates into themed packs?

**People love templates that make content creation not only professional-looking but easy.

☐ Can we bundle articles on a specific topic important to my tribe?

** Please edit them, removing branding, personal anecdotes, etc – in short, turn them into PLR that purchasers can customize.

☐ Can we bundle any forms and/or email templates as business packages?

☐ Can we sell the transcripts to any/all my podcasts?

**If so, please polish them for readability to turn them into a book or guide.

☐ Can we sell worksheets or guides we've created for our team?

** If so, please remove branding!

☐ Can we turn my livestreams and videos into a course?

☐ Can we grandfather or retire offers no longer relevant to what I am doing now and create a “retirement special?”

INGENUITY 2 ENTERPRISE

BUNDLE CREATION

Use this worksheet to assess my existing content and determine which materials work best bundled together.

1. Focus on my purchaser's perception of value when you bundle products. What is a natural 'go with' to your main product? (The more relevant, the better!) Focus on creating 'complete kits'.
2. The final ingredient in a successful product bundle is the packaging. And successful packaging is all about:
 - Stirring emotion
 - Evoking a feeling
 - Strong design
 - Making the bundle feel like an entity that includes more than the sum of its parts

3. My main product is going to be:

[NAME]: _____

[WHAT IT DOES]

4. Natural additions to my main product would be:

Main Product	Suggested Go-withs
COURSES	• Transcripts • Weekly Q & A Livestreams • 1:1 coaching session on successful course completion • Bonus gifts from other experts • Workbooks • Worksheets
PLR CLUB	• Article and post templates • Resource guide or list • A how-to guide for PLR customization
PLR SALES	• Bundle similar sub-topics in the same theme together (i.e., instead of one pack on a topic, multi-packs on related topics). • Include graphics packs
DISCONTINUED COURSES AND CLUBS	• “Retirement” packages (all lessons or resources, access to archives). Make it clear that the material will no longer be updated. Steer people to the courses or to your club’s Facebook Page or Group for peer support.
YOUR OWN BUSINESS FORMS AND TEMPLATES	• Sell packs of like items – e.g., pack of Client Onboarding Emails; pack of web page templates; pack of office administration templates, etc.
GRAPHICS	• If you have a large collection of original photographs or graphics you haven’t used, bundle these into Graphics Packs. Sell alone or add to another bundle (e.g., adding a graphic pack featuring food items to a PLR recipe pack.

5. List your existing content and products.

Clubs					
Courses					
Templates					
Forms					
Books					
Graphics					
DIY packages					
Reports					
Systems					

6. Which peers and influencers do I feel comfortable approaching to ask for a contribution to be included as a bonus? (JV opportunity).

7. What extra item could I quickly create to add even more value to the product/product bundle?

Ideas:

- Tipsheet
- Cheatsheet
- Transcript
- Resource list
- Template
- Short "How-to" video
- Short tutorial
- _____

8. Be aware of our goal for creating a product bundle. Is it:

- ☐ An upsell or upgrade option?
- ☐ To increase the price point?
- ☐ A way to make a profit while retiring products, giving them value again with your sales strategy?
- ☐ A way to add value to something that hasn't done well when sold on its own?
- ☐ A reward for existing purchasers or subscribers?
- ☐ A way to cement your relationship and retain customers, new and old?
- ☐ _____

9. What emotion/motivation do we want to instill in my customers?

- ☐ Fear of missing out
- ☐ Feeling valued and rewarded
- ☐ Excitement
- ☐ Hope that the bundle will increase their chances of achieving a goal
- ☐ Delight over your bundle price point
- ☐ Gratitude that your bundle has put a 'too expensive' goal or wish list item/system within reach
- ☐ _____

10. Make sure the bundled products provide irresistible savings in the eyes of my customers!

- **Option 2: Pre-sell an offer (selling it before we create it).**

- Talking it up ahead of time and getting people on a pre-order list is a great way to gauge interest and make adjustments on the fly to ensure your product turns out exactly right.
- Stick to selling something relatively simple (it's great for tripwire offers – offers so low-cost, they're no-brainers for your tribe to buy): For example, a video showing how to do one task and a workbook to go along with it.

Let's not repurpose just because it's easy and cost-effective. If I have no relevant content we can repurpose that will knock my ideal customer's socks off, create something new. Just decide what types of products we can create most easily.

The Product Name and Presentation

Presentation is everything. My product should feel like a unique entity in its own right. The landing page and product name need to:

- Stir a specific emotion : _____
- Represent what my ideal customer is longing for
- Give them hope
- Excite them
- Call to them

To do this, I need you to speak their language, tapping into the tone and style they use.

Look for their favorite expressions, keywords, and even idioms and slang they use. Do they swear freely? Are they happily raunchy and blunt? Add one of their favorite expressions into your product title. (Think Denise Duffield Thomas' "Get Rich, Lucky Bitch" and Jody Jelas' "Lady Balls".) But if my clients never swear on social media, stay away from that type of language. And whatever you do, please stay away from tired cliches and over-used, copycat phrases!

Use this template as a guide to pre-selling your offer before you've even put it together. Use feedback to gauge interest and tweak your product as you create.

It's like getting all the ingredients ready before you bake a cake: no missing ingredients, reduced stress – and perfect results.

Preparation and research

- ✓ **Go back through your blog and video comments, webinar and Livestream comments, and social post comments.**
 - Determine which topics have generated your hottest reaction and interaction.
 - Check your social media and Autoresponder metrics to confirm your conclusions.
 - Make a note of questions, objections, gaps people complain about, and other related needs they bring up.
 - Make a note of issues they comment on – and which blog posts they ignore.
- ✓ **Check out your competitors.**
 - What haven't they covered that your followers and subscribers want?
 - What products are most successful for them? What are they known for?
 - What don't they provide?
- ✓ **Look through your existing content and products.**
 - What can you quickly re-purpose into a new gift and paid product that hits your community's hot-button needs?
 - What are your best-selling products? Why do people like them?

Brainstorming and product creation

✓ **Decide on your offer**

Put careful thought into the offer format that will most appeal to your ideal customer.

- ☐ Create a high-perceived-value but **easy-to-create** gift
- ☐ Create a high-perceived-value but **easy-to-create** paid product
- ☐ Create a landing page, thank-you page, download emails, etc.
- ☐ ADD AN OFFER BUMP to your paid offer on your gift landing page
- ☐ Create or solicit any bonuses you wish to add
- ☐ Use **shortcut creation strategies** such as:
 - offering existing products at a special limited-time price
 - Bundling a product with extra items
 - Adding a special benefit such as a 1:1 coaching session
 - Splitting apart an expensive product into components people can buy individually
- ☐ Create a poll to show subscriber interest in your topic
- ☐ Compile testimonials (if you are going to sell or gift an existing product)
- ☐ Ask peers or influencers you are comfortable with if they want to donate a bonus gift or co-host an informal Livestream

Buzz creation**✓ Focus on your subscribers.**

(It's easier to sell to people who have created a bond with you – especially those who have already bought!)

- ❑ Write a blog post or record a video on your topic and its hot-button problem.
- ❑ Start sending out your pre-sale email series.
Make sure your pre-sale series hits the heart of your topic straight away and builds on the importance of the topic (and gift) over the series.
- ❑ Create social posts on your topic and offer. Reinforce your CTA with social posts and links to your blog post (which should have a link to your landing page).
- ❑ Send out reminder emails about your gift.
- ❑ Send out an email expanding on your topic/the problem and introducing your paid product. (Include a testimonial or show how it solved a client's problem.)
- ❑ Send out an email voicing the most likely objection or sticking-point to the 'sale', and address it.
- ❑ Send out a 'how-to' email showing how to use your gift or tripwire offer and what they can achieve with its help.

- ❑ Stress its exclusive features (e.g., only available for a limited time or for club members/subscribers at a special price or with a special bonus).
- ❑ Use extra reinforcement – behind-the-scenes peeks, Livestreams, interviews, etc.
- ❑ REASSURE PEOPLE THEY CAN SHARE YOUR POST, LINK, OR EMAIL (providing it's not a gift exclusive to subscribers only).

1. Make a list of phrases and keywords my client responds to or uses. Keep this in mind as we brainstorm names for my offer.

****TIP:** Think of what this name is going to look like in its corresponding URL.

2. Once we've named the offer, decide:

- What it will – or won't – include
- What I will teach if it's a pre-sell offer
- What transformation it can effect

(The best offers are all about a genuine transformation, no matter how small. My purchaser should come out of my product experience happier and closer to their ultimate lifestyle goal.) Even if they gain one small skill, they should feel like it's the key to finally unlocking the formidable door that's been stopping them.

Remember that less is more. Keep this offer simple and uncluttered. The 'cleaner' my product – the fewer tangents, options, and distractions we include – the more clarity and confidence we will give my customer as they use it.

Last but not least, look to create an evergreen offer – one that will be relevant and "hot" at any season, standing the test of time.

Build The Irresistible Offer

Now we've decided how to put my offer together, time to get down to the logistics. Gather all of the content we're going to include and decide on the best price.

Are we going to use the offer as a tripwire just to get people to try out my paid products? Convert subscribers into purchasers? Introduce people to how you can help?

Or do we need to establish my position in an established market through my pricing? Am I ready to align myself with high-end experts because of experience and credibility, or should I position myself low-end or mid-range among current offers?

Find out first by checking similar experts and direct competitors.

- Where do I sit in my market?
- Where do I want to sit?
- What is my goal for this offer?

If this product is high-end, let's brainstorm ideas how we want to deal with potential takers who simply can't afford my price on the spur of the moment. Should I offer a payment plan? Should I offer something less?

Will the offer have:

- ☐ Fast action bonuses
- ☐ Limited-time deadlines and countdowns
- ☐ An upsell or bump offer

Pricing Placement

An **upsell** usually consists of a higher-priced upgrade that pops up DURING the checkout process.

A **bump offer** is usually a checkbox allowing the purchaser to add another related product or extra to the order they're putting through.

Add-on offers are a third option when presented on the thank you page AFTER purchase.

We need to pick the best psychological moment to position these offers. To do that, put yourself in the purchaser's shoes. What is she feeling at every stage of the checkout process?

The one thing I want to avoid doing: Hitting our purchaser with too many extra offers. It's a quick way to lose trust and credibility, so be sensitive to how the new purchaser feels at every stage of the purchase process. We *can* choose to only add offers afterward on the thank you page if we believe there is a real psychological advantage to doing this: If it feels most natural, and if we're genuinely giving the purchaser an exciting and valuable option.

Ask yourself:

- ☐ Is my purchaser more likely to buy during the checkout phase?
- ☐ Is it better to have them purchase before giving them one or two extra purchase options?

****Please research my competitors and what they are doing to help us position this offer in my pricing sweet spot**

Make it a Bump and Create Consistent Cash Flow!

Bump offers are additional options, upgrades, or products that purchasers can add to their orders while going through the checkout process. It's different from an Upsell (an offer presented AFTER purchase when customers open the download/thank you page).

It means we'll need to create or have ready-to-go TWO offers – the 7-Day offer plus another offer we will give customers the option to add to their existing order.

Get into the habit of looking to see where we can logically add offers to every main product to give my customers a richer and more satisfying experience. Be aware of opportunities to add other products, services, or tiers so my customer can choose the best way to customize their own experience with my products and services.

For each main offer bump or upsell, ask:

- What would make this _____ even more valuable to my ideal customer?
- What type of addition would work the best and feel most natural with this offer?
- Where is the most natural and logical placement for this extra product, upgrade or service?
- When is the right psychological moment to add this extra sales option?
- Why am I adding this?
- Have I chosen the right type of extra offer and inserted its CTA in the right spot at the right point in the sales process?
- Why will my customer love this? What benefit will it add for them?

And sometimes, you'll want to choose a pre-sale offer: A ridiculously low-priced "tripwire" offer to tempt people who don't yet know you (or who have sat on the fence as a subscriber forever) to trust and commit.

Present the high-value, low-cost tripwire offer, then bump or upsell them to the main offer (rather than presenting your main product first and adding a bump or upsell after).

Remember, it's all about giving my customer the best purchasing experience possible – all while planning, creating, and selling my next offer quickly and easily.

Offer Build-out Blueprint

Use this template to build a blueprint for your offers. It will flow more easily if you work backwards at this stage.



Remember, at this stage of planning, you are NOT performing the above functions in the order shown: You are just creating your offer **blueprint**. Once you've defined what you need to do for each stage, create each component in any order you like, based on opportunity and the availability of team members. Take the following into consideration:

- ☐ Do you want to create various components simultaneously or one at a time?
- ☐ How many team members do you have available to work simultaneously?
- ☐ Which components need to be created before other components?

1. Brainstorm, research, and define:

My PAYING market needs...	The best product/offer to meet this need is...

2. Break down tasks for each area and/or step.

Steps	To be done:	Assigned to:
Present your goal and offer	Upload your offer to your cloud storage Test all links in different browsers + mobiles Proof all text	
Add bump offers or OTOs	Decide whether to place these in your shopping cart as a checkbox or on your download/thank-you page	
Set up your shopping cart or payment buttons	Integrate these with your shopping cart or payment CMS Test all links in different browsers + mobiles	
Create your web pages and links	Landing page, Sales page, Thank-you page, Download page, Bump offer page(s)	
Create images	3D product images, photos, social graphic templates, cover/event photos	
Write emails and segment list	Write a launch series Install Facebook/Google pixel Create and segment your list	

3. List team members or contractors available.

Who	Specialties

4. Create your custom launch blueprint.

Steps	To be done:	Assigned to:
Goal and offer		
Additional offers		
Ecommerce set-up		
Network management		
Graphics production		
Promotion & advertising		
Research & Development		

5. Brainstorm how to maximize the money-making potential of this offer.

- List the most relevant and helpful additional offers you could add to the mix (e.g., Pack of PLR Health articles or Basic Apron Pattern)

- Pick 1-3 additional offers (go-withs or upgrade) and decide how best to present them by paying attention to what they will do for your customer (e.g., save them time or make a task significantly easier or add more hands-on options).

Offer type	What it is	What it does	Price	Where to put it
<i>Example: OTO</i>	<i>Pack of 12 self-publishing checklists</i>	<i>Endows confidence in the publishing process</i>	<i>USD 7.00</i>	<i>At point-of-sale (checkbox in shopping cart sales page)</i>

Use this template to map out your best offer in the least number of steps

GOAL	Brainstorming	Offer types
Why do you want to create a fast 7-day offer? ☐ Grow traffic ☐ Make fast cash ☐ Increase recurring passive income? ☐ Boost community loyalty and retention?	Assess your existing products and content. What can you: ☐ Rebrand? ☐ Enhance with extra goodies? ☐ Bundle together? ☐ Break into multiple products? ☐ Add as an OTO? ☐ Offer as a tripwire ☐ Retire?	What types of offers can you quickly create or include with your main offer (for even more cash and value). ☐ <u>Free gift</u> ☐ Paid product ☐ Course ☐ Membership club ☐ Webinar
Branding	Outsourcing/Delegation	Tracking
Create branded templates you can reuse for future offers. ☐ Landing page ☐ Sales page ☐ Thank-you page ☐ Welcome page ☐ Email series ☐ Social media post/ad	Decide what needs outsourcing: ☐ Graphics/Web design ☐ Content customization ☐ Transcript creation ☐ Video editing ☐ Advertising ☐ Tracking and sales ☐ Project management	Decide what basic metrics to track: ☐ Views ☐ Click-throughs ☐ Sales ☐ Shopping cart abandonment ☐ Cost per acquisition ☐ Conversion rate ☐ New or repeat customers

Fill in your own data:

GOAL	Brainstorming	Offer types
Branding	Outsourcing/Delegation	Tracking

Simple Promotional Strategies

What's the most effective and efficient way for me to tell people about my offer?

Plan Your Launch Content to Magnify Sales

Think about the ways I seem to communicate most easily online. Where does that happen – on my blog or social media? By email or in a private group or forum?

If it is social media, which platform do I tend to engage with most often? What types of posts do I have the most interaction from?

Start there, and add other promotional strategies one by one, as needed. Keep it simple!

Facebook Livestreams

If we are doing Livestreams, let's plan one to get the conversational ball rolling on Facebook. Make sure my channel is branded and set up on YouTube and we cross-post the livestream recording. Please set up with keywords, SEO and a CTA with links in the description.

Livestreams are great for:

- Teaching people a specific thing they want to learn
- Showing people how easy it is to use your products
- Answering questions you've received on your chosen topic or the product itself
- Demonstrating 'tricky bits' you've received questions or complaints about
- Giving behind-the-scenes peeks

We can keep on making Livestreams and uploading them to YouTube even after we've released my offer. Make this part of the follow-up to keep purchasers engaged and attract new potential customers. We can also package these recordings as a program in the future.

Free Downloads

Let's create a free downloadable to share that ties into the offer. If we would normally just offer it to opt-in subscribers, do that – but let's look for ways to expand that share.

- Create a simple landing page
- Create a CTA within a cover photo on platforms that allow this
- Combine it with a button leading to the landing page
- Put a CTA in my Facebook Page Intro section and other social media platform Bio or Description sections
- Create a pop-up for my website offering your gift
- Create an ad from my best Facebook post
- Offer it as a PS in other emails
- Reach out to my affiliates to share the news
- Offer it to my current group and let them know you'd welcome feedback and reviews
- Share positive testimonials from early reviews or social media comments
- Create a fun but qualifying quiz and share the link in my social media Intros, descriptions, and bios, where allowed

Offering a valuable, highly relevant gift is only half of the equation. The other half is making sure everyone in the right circles is (a) aware of it (b) can download it.

What Makes a Great Download? *Short answer: Anything your audience desperately needs! Once you've determined which piece of information would be most helpful, put it in a format you find easy to create (or maybe have already created!)*

- ☐ Templates ☐ Guides ☐ Checklists ☐ Tip sheets ☐ Videos
- ☐ Audio files ☐ Infographics ☐ Free chapters of my book
- ☐ Packs of related content (e.g., 5 PLR articles on Anxiety; 5 landing page templates for authors; 5 Puppy wallpaper backgrounds and icons)
- ☐ An expanded version of Quiz results (e.g., Your Color Personality Type results analyzed)

Tracking and Metrics

Please be sure to track our promotions to see which ones are most effective for:

- Buzz creation and shares
- Sales conversions

Make sure my Facebook pixel is properly activated and installed on my website. Please create a custom audience for effective results. Use the native metrics built into my social media platforms and their advertising sections. (And if we use a CRM like Hootsuite, you'll have even easier access to tracking across all these platforms via your CRM's dashboard and metrics.)

Create Promotional Emails

Write a promotional email series, breaking it down into:

- Pre-launch
- Launch emails
- Post-launch

Look for opportunities to plant CTAs and teasers in other emails scheduled to go out to your subscribers. A P.S. is a great way to organically add some exposure and a link to your upcoming offer.

****You can use the email templates in this workbook and then tweak them using copy.ai software.**

Here are five random examples:

- 1.P.S. I'm working on creating a free cheat sheet to help you edit your own stories quickly and systematically. It should be ready within the next week or two, so be sure to look out for my emails entitled "Instant Editor Genius". (In the meantime, to get yourself off on the fast track, check out these 10 Editing Mistakes New Authors Always Make).
- 2.P.S. Want a sneak peek at my upcoming Be an Excel Expert course? Watch the 3-minute video tour: [INSERTED YOUTUBE LINK]
- 3.P.S. I'm so excited. I just have to mention it here! I'm finally creating the Equitable Equestrian Business course people have been asking me to create. I'll be sending out details within the next week or two, so feel free to send any questions you want to see me cover.
- 4.P.S. I'm creating something special just for you to make job hunting after termination less stressful. Watch for an email next week with "From Fired to Hired" in the subject line!
- 5.P.S. Tired of seeing money drain away on monthly boarding fees? Sign up for my upcoming Thrifty Horse Owner webinar to learn ten awesome tips for making money with your horse. [LINK TO WEBINAR LANDING PAGE]

When writing the promotional email series, consider this basic email schedule.

Week before

Look for natural opportunities to add teaser PS-es to an existing series or send a teaser email

Day 1

Introduction of the specific offer topic with show-stopping content (free downloadable with a teaser about the livestream/webinar)

Day 2

Announce the live stream/webinar and get people signed up

Day 3

Reminder about my livestream/webinar (i.e., if they show up live, they get a special bonus only available to those on the call)

Day 4

Sales livestream/webinar/recorded video announcement

Day 5

Announce the “replay is ready” and share the offer

Day 6

Share the offer again and present the Fast Action discount

Day 7

Reminder for deadline ending on the fast action discount

Day 8 A.M.

Last day reminder that the Livestream recording (or offer) goes away

Day 8 P.M.

Final offer reminder presented as a favor for those who may not have seen earlier reminders

Follow-Up Strategies

- We HAVE to be true to our word if we've said the recording is going away then we must remove access at the time specified:
**However, I don't want to leave any interested followers completely disappointed.

Please create a new message on the recording page along the lines of,
"So sorry you missed the recording. Don't feel bad—life happens, and we're all busy nowadays. But here are some key takeaways you might find helpful until our next course go-round."

- Then provide a free download with 5-10 valuable takeaway tips on the Livestream or webinar topic. Or just send them to a highly useful post in my blog or one of my timely YouTube videos or podcast episodes.
- LEAVE THEM FEELING I CARE – even though they missed the boat!
- Create a series of Instagram and Facebook posts with takeaways from the event and captions for the product/offer. (If we are still running the replay of the free livestream or webinar video, create a caption post for that too.)
- Create a FAQ based on questions we've received before, during, or after the Livestream or webinar.
- Send out follow-up emails to ensure those who attended have no further questions and that those who purchased the offer are using it and not having any problems.
 - Send questioners with questions that don't need a personal answer to an easy FAQ drop-down. (E.g., "How do I log in?")
 - Use a WordPress plugin like Accordion FAQ to create FAQ questions and answers:

RESOURCES:

☐ Create and install a Facebook pixel (Facebook Help):
<https://www.facebook.com/business/help/952192354843755?>

☐ Accordion FAQ (WordPress plugin):
<https://wordpress.org/plugins/responsive-accordion-and-collapse/>

Aligned Promos to Attract My Ideal Buyer

Create Your Promotional Calendar

Please plan out a launch schedule (what days will I be promoting the new offer). List each day in the plan, along with a calendar showing the promo content to be published each day. Create an overview of all cross-promotions on other channels, as well as ads and corresponding emails.

The key is alignment so that each channel supports and augments other channels.

☐ Please study my CRM metrics and Facebook Insights to see when my target audience is present and most active (responsive).

☐ Please poll my groups and subscribers to check their viewing preferences (preferred Livestream or webinar length plus what time of day/day of the week they are most likely to watch.

	Emails	Social Posts	Ads	Live
Week Before				
Day 1				
Day 2				
Day 3				
Day 4				
Day 5				
Day 6				
Day 7				
Follow-up				

Great Social Strategies for Hype

First, create the social strategy for my launch: Follow up by setting up ongoing promotion of my evergreen offer.

Once we know what I'm offering, set up the landing page for my waitlist and start funneling my audience there while we send out buzz-creating teasers about the product and build awareness.

Decide where I need to 'show up' and HOW I can catch my ideal buyer's attention.

Get down to specifics: Not just "You should show up on Instagram and Facebook" but exactly what Instagram mode I will use (e.g., "I should show up in Instagram Reels and Facebook Stories.")

Let's refresh ourselves with a quick overview of how these features are best for each platform.

Instagram

Feature	What is it for?	How does it work?
Reels	15-second, multi-clip videos with added sound clips and effects. Easy editing options. Reels appear in your feed (not in Stories). Similar to TikTok.	Reels are meant for entertainment or introducing your brand, or providing a glimpse of something in a light-hearted way. "Fun" posts – e.g., in Suggested Reels, you'll often see cute animal reels.
Stories	Posts and videos that disappear after 24 hours, much like Facebook Stories. And like Reels, they are 15 seconds long.	Instagram is currently testing letting small brands under 10K add links to their Instagram Stories. Stories add a sense of immediacy and excitement, prompting fans to tune in to see what you're doing.
Posts	The ideal post length is 150 characters, but you can use captions up to 2,200 characters. Include relevant hashtags.	Permanency is a post's biggest asset. Use for branding.
Ads	Image or video with captions	Showcase your brands and offers
Videos	Video posts	Show a process, tour something, etc.

Instagram

Feature	What is it for?	How does it work?
Reels	15-second, multi-clip videos with added sound clips and effects. Easy editing options. Reels appear in your feed (not in Stories). Similar to TikTok.	Reels are meant for entertainment or introducing your brand, or providing a glimpse of something in a light-hearted way. "Fun" posts – e.g., in Suggested Reels, you'll often see cute animal reels.
Stories	Posts and videos that disappear after 24 hours, much like Facebook Stories. And like Reels, they are 15 seconds long.	Instagram is currently testing letting small brands under 10K add links to their Instagram Stories. Stories add a sense of immediacy and excitement, prompting fans to tune in to see what you're doing.
Posts	The ideal post length is 150 characters, but you can use captions up to 2,200 characters. Include relevant hashtags.	Permanency is a post's biggest asset. Use for branding.
Ads	Image or video with captions	Showcase your brands and offers
Videos	Video posts	Show a process, tour something, etc.

RESOURCES:

☐ Beginners Guide to Instagram Reels – How to Make Reels on IGTV (YouTube video):

https://www.youtube.com/watch?v=fvm_CeEsFnE

☐ How to Add Links to Instagram Stories (Even Without 10K Followers) (Jillian Warren):

<https://later.com/blog/add-links-instagram-stories/>

☐ The Complete Guide to Using Instagram Stories for Business in 2021 (Hootsuite):

<https://blog.hootsuite.com/how-to-use-instagram-stories/>

Facebook

Feature	What is it for?	How does it work?
Stories	Post or short video that disappears in 24 hours, much like Instagram. You can also DM them to select people – but be careful with this strategy. 20-second limit, 26 for DMs—but keep it to 15 to also share on Instagram.	Stories are highlighted at the top of your fans' newsfeed, creating urgency and a push to read it. Visibility depends on your privacy settings.
Groups	You can create a Group with the privacy setting of your choice around your brand or key topic. Private or Closed Groups work best for specialty niche communities because you can allow in only qualified members, adding richness to the Group experience.	An invaluable tool for community-building. Utilizes principle of exclusivity and gathers people united by a passionate common interest. Can enhance offers and provide informal customer support, as well as keep subscribers engaged.
Pages	Pages are always public, so keep that in mind when posting! You can make a page for you as a personality, for your book or product, or your brand	Think of them as your official brand voice – but be sure to personalize them and point people to your website and offers
Creator Studio	In April 2021, Facebook announced it would soon be releasing Sound Studio to allow Sound Bites and podcasts within the platform. That doesn't seem to be active yet—but Creator Studio allows in-platform video editing and creation.	Available to anyone with a Facebook Page.
Ads	Facebook offers a variety of ad types, plus easy-to-use metrics and daily limit setting capabilities	Unique in that it offers the Facebook Pixel for your website to retarget visitors who don't convert. Your best bet is to familiarize yourself with the different types of ads and choose the sort you think works best for what you want to boost.

RESOURCES:

☐ Access Creator Studio (Facebook

Help): <https://www.facebook.com/business/help/365038767383016?>

Facebook and Instagram are the two top social media platforms for community and brand building – but if you’ve had the most success with another platform, focus on that platform first and cross-promote to other platforms.

Know where you are on each of your social platforms. Which ones are active? Which ones are less so but still important? (Does your tribe ignore that particular platform too?) Which social platforms do you tend to ignore?

Creating My Social Marketing Content Strategy

There are multiple goals for content marketing on social media – all of them valid. We're looking at a content marketing strategy here specifically for my 7-day offer, but it will help hone our focus if we set a primary goal for each of the top two or three platforms we choose.

- ☐ Boost brand presence and visibility
- ☐ Expand my reach for more followers and shares
- ☐ Generate leads and sales
- ☐ Increase active engagement and buzz
- ☐ Channel more traffic to my website

Keep in mind that social sites like Facebook likes people to stay on Facebook, so when we direct people off-site, be sure to follow that site's guidelines.

Before we start creating content, let's clarify a few key points:

1. Where am I going to be 'showing up'?

On which one or two platforms should I focus most of my promotion? On which other platforms will you cross-promote my content? How will you tie in these cross-promotions?

An 'intelligent' CRM will help you continuously re-post automatically (based on trends and triggers in my market). It will take care of formatting the posts into the right parameters for each different social platform. (For optimal results, you should still tweak the newly-repurposed posts initially and keep a schedule of when they're likely to come out so I can be present on platforms at the same time.)

2. How should I attract views from my ideal potential buyers?

Are we going to focus on Instagram Reels and image quotes? Facebook Livestreams and image quotes? Announcements on Twitter? Product pictures on Pinterest?

3. Research material for social posts

Take points and ideas from the topic as well as the actual offer.

4. Do the homework.

Study my social platform metrics and gauge the degrees of engagement per platform. When is my tribe most active? WHERE are they most active? Which types of posts get the most Likes? Shares? Comments?

5. Batch social content creation.

Please create different types of social posts in batches, all at once, rather than creating posts daily the most efficient way to create cohesive marketing content.

You can do this in different ways:

- Create single specific types of post on different days for all platforms
- Concentrate all content creation on one day per individual platform
- Delegate creation of one or more types of content to a graphic design team member

Decide in advance how the posts will be created for my 7-day offer topic – pre-launch, during the launch, and for post-launch follow up: And who will be producing what. Then set up a content creation plan in your project manager (print out copies or screenshots for each person involved – including myself – as a reminder).

The Week Before

- Set up project management and assign tasks
- Research and brainstorm with my team
- Create image quotes from my new course
- Make and edit landing pages, videos
- Create ads, set up Facebook pixel
- Plan reels and stories
- Write question posts and tips, insert teaser P.S. in emails

	Blog	Facebook	Instagram	TikTok	Email
Day 1	Making Money with your Horse	Teaser reel	Introduce the topic in my Group and on my Page	Teaser question	"Have you ever thought of making money with your horse?"
Day 2	VIDEO POST—teaching a student	Behind-the-scenes story	Story clip of teaching a student	Link to blog video post	Invite people to watch the video on your blog
Day 3	Introduce Livestream and mention feedback	"What do you want to know" post (5 questions)	Invite questions for Livestream in Groups, Page	Post directing people to my Instagram post	5 questions and tips post
Day 4	Benefits and sign-up post	Ad for Livestream sign-up	Livestream sign-up post AND ad	Ad and post for Livestream sign-up	Livestream sign-up email with countdown timer
Day 5	Post about a question received	Image quote with an answer to a question	Post about a question received	Post for Livestream sign-up	Talk up the extra gifts
Day 6	Last call	Story "join us"	2 reminder posts	Reminder	Reminder

Day 7 - MULTIPLE LAUNCH POSTS AND REMINDERS ACROSS ALL PLATFORMS & EMAIL LISTS

That's a pretty basic and generic example, but the point is to create a visual overview of what happens each day before your launch. Make sure team members have copies or access to this plan/schedule/calendar.

Day 1					
Day 2					
Day 3					
Day 4					
Day 5					
Day 6					
Day 7 - MULTIPLE LAUNCH POSTS AND REMINDERS ACROSS ALL PLATFORMS & EMAIL LISTS					

Cultivate A Sales Strategy for Launch Week

- JV partners

Research your potential guest or co-hosts. Find out which of the preferred candidates would be most interested by studying their profiles and upcoming plans.

The best way to get a 'yes' is to start with experts who already know me – even if I was 'just' a student in their class. And if the topic is one they live and breathe (and especially if they've just put a product out that doesn't directly compete with yours), they're more likely to be genuinely keen to JV with us. Then invite them to be on my livestream or webinar as a co-host or guest. We can interview them – and make myself available to be interviewed by them.

- Affiliates

If we have affiliates, recruit them to promote the 7-day offer. If I don't yet have an affiliate program:

- ☐ Ask members of the specialty Facebook Group
- ☐ Ask my subscribers

There are different ways to administer an affiliate program:

- ☐ Use an affiliate plugin in your WordPress blog
- ☐ Use third-party affiliate management resources (like those included with Kartra)

You will be my in-person affiliate manager

- ☐ The monthly payment date: _____
- ☐ Who will handle affiliate payments – you or your affiliate plugin or a third-party platform _____
- ☐ create affiliate resources – banners, image quotes, promo emails, and other social posts to share.
- ☐ create an affiliate newsletter for my brand
- ☐ create a separate list segment for my affiliates within our autoresponder.

What can we add as bonus gifts and perks, contests, giveaways, and performance prizes? What would most please my affiliates? (Keep it simple! Perks can be as simple as a shout-out for the affiliate who got the most shares. Recognition can be a reward in itself.)

- **Group members**

This can also include fans, subscribers, and current (and past) clients.

Ask for a limited, specific number of members to test the product out first in exchange for their honest feedback. Use that feedback on your landing page or promo emails (a case study or success story to share).

Or build a mini-challenge for a private Group related to your offer. (Another easy way to generate quotes we can use.)

- **Sales Calls**

Contacting other influencers to ask for a JV partnership shouldn't be daunting, so plan the strategy that works best for you. Plan it the way you'd plan content creation - with goal-setting and a schedule (for example, planning to contact five potential guests per day for five days).

Decide also how you are most comfortable communicating - and which method is going to be easiest for you:

☐ By phone

☐ By email

☐ By direct message

** Please create a resource packet you can quickly customize for guests or interviewers.

** Please create a link and set up a self-scheduling SaaS so each guest can pick their own time

Let's Hear Those Payment Notifications 24/7!

We need to make it easy for my customers to buy.

Build An Evergreen Funnel for Consistent Payments

There are many moving parts to setting up an evergreen offer funnel. If we already have a system in place, adding a 7-day offer should be simple, but if not then let's not get stressed with hopping across all the systems, apps, and platforms we might need.

Please research a third-party CMS that includes all the parts we need. If needed, you can also research outsourcing this piece to a VA specializing in this.

A good CMS will include everything from allowing you to create and test perfectly optimized landing pages to auto-managing my affiliate program.

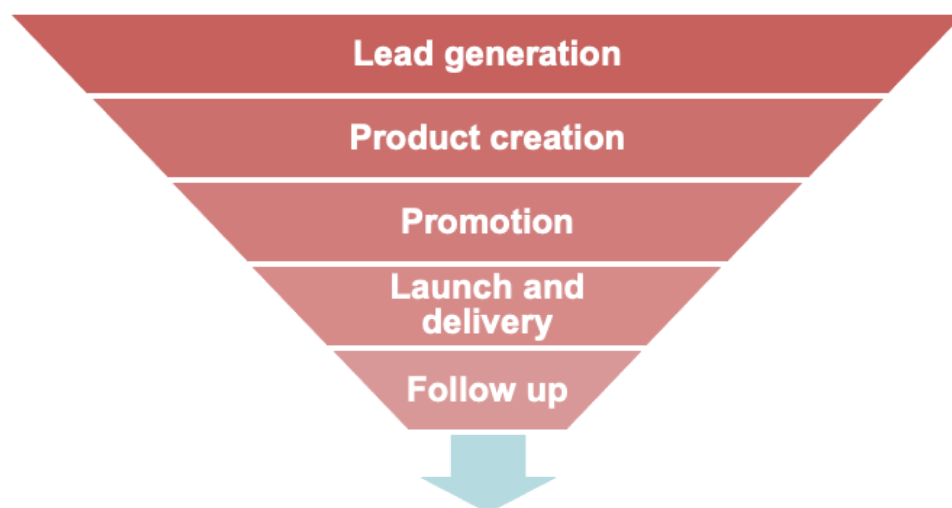
If we're creating something really simple – say, a digital guidebook in PDF form – and we're not going to recruit and manage affiliates, we can create the offer with only:

- Cloud storage for your product download
- A Payment button

If we plan to teach courses regularly, we might be better off with a CMS like Kajabi, thinkific, etc. (specific teaching platforms), rather than a general CMS like Keap, Kartra or ClickFunnels.

Business Area	What It Covers	
Content Creation	·Webinar script ·PowerPoint slides ·Blog posts ·Image quotes ·Downloads (reports, guidebooks, worksheets) ·Social media posts	·Ad text and graphics ·Templates for letters, landing pages, and other procedures ·Affiliate and JV resources ·Infographics ·Emails ·FAQ
Livestream	·Livestream editing software such as OBS Studio or Wirecast ·Wind filters, if you're broadcasting outside	·Hardware (mostly your smartphone)
Webinar	·Webinar platform and cloud storage (e.g. Zoom) ·USB noise-cancelling microphone (preferably desktop) with pop filter	·Editing software like audacity (optional) ·Transcription service ·Sound clip library - Intro, outro, theme music templates and clips
Autoresponder	·Built-in Autoresponder in or integrate a standalone Autoresponder such as Aweber or MailChimp ·Newsletter scheduling	·List management and segmentation ·Follow-up series for promo and lead generation
Affiliate program	·Run it from your CMS or separately, either with an actual ad manager or via a WordPress plugin	
Graphics	·Brand images ·Social media cover photos ·Image quotes ·Branded templates for different types of repeating content (e.g., monthly PDF covers)	·Graphics for landing pages (3D product graphics) ·Graphics editing software like Adobe Photoshop OR use a free SaaS like Canva
Metrics and tracking	·Monitor website stats (visitors, source, unique visitors, bounce rate)	·Use native analytics in each social media platform or your CMS

Here's how my funnel needs to work:



By the time we're in the follow-up stage, we should start to plan and create my next offer. The next one should feel like a logical next step from the introductory offer.

To do this effectively, we need to think about how my offer will work, client-side.

For example:

- If my offer is a new graphics app, allow my customer learning time and follow up to ensure they have enthusiastically 'got it'. THEN offer accessories like a set of filters, an expanded graphics library, or a series of workbooks on mastering different graphics techniques

The question to ask is:

- "How long will it take for the purchaser to use this? When will they be ready and looking for the next step towards their goal?"

RESOURCES:

- Keap (CMS): <https://crm.infusionsoft.com/go/infs/a60982/html>
- Kartra (CMS): <https://home.kartra.com/>
- ClickFunnels (CMS): <https://www.clickfunnels.com/>
- GrooveFunnels (CMS): <https://www.groove.cm/>

Use this worksheet to plan and optimize the sales funnel.

1. What can I immediately offer as a timely paid offer?

Go through my existing products and evaluate each possible product, asking:

- Is it timely and relevant right now? If so, why?

- What can I do to add to its value easily?

- ☐ Include a new bonus
- ☐ Offer a one-time low price
- ☐ Change a monthly membership to a one-time lifetime price
- ☐ Offer it as a retirement offer
- ☐ Add an extra layer (e.g., videos added to a written course)
- ☐ Offer 1:1 strategy sessions or regular group webinars
- ☐ _____

2. What can I give away as a sign-up incentive?

- ☐ A useful condensed version or component of your main paid product? (E.g., a webinar transcript; 10 takeaways or tips: A template)
- ☐ A completely new gift quickly created from existing content?
- ☐ A free strategy session?
- ☐ A helpful quiz that 'diagnoses' something subscribers or followers are confused about
- ☐ A free (and highly helpful) webinar demystifying something
- ☐ A genuine secret capable of transforming the way subscribers and followers do something or think about things
- ☐ _____

3. What will my gift do for my subscribers? How will it change their lives for the better?

4. What will my product do for my purchasers?

- ☐ Simplify something they're struggling with
- ☐ Make a task or process much easier
- ☐ Make a dreaded or boring task enjoyable
- ☐ Teach them something they need to know
- ☐ Add another layer to their business value
- ☐ Help shift mindset blocks and boost confidence
- ☐ Save time
- ☐ _____

5. What transformation will my paid product help them create?

6. What will be the next logical step purchasers will want to take?

They will be looking to _____

and _____

7. How will I be ready?

What products or courses do I need to start planning and initiate?

8. Have we created all the funnel components we need to create?

SIGN-UP GIFT	Landing page	Thank-you page	Welcome email	Download and login details email
PAID PRODUCT	Sales page	Sales email series	Thank-you page	Download and login details email

9. Have we decided on the metrics we need to track and how we are going to track them?

- What is the goal for this offer?

- ☐ Increasing traffic and reach?
- ☐ Increasing recurring revenue?
- ☐ Making fast cash for a one-time need?
- ☐ Making a name for yourself?
- ☐ Increasing community loyalty and retention?
- ☐ _____

- Have we set up or decided on a regular tracking routine?

- ☐ Google Analytics
- ☐ Central CMS dashboard
- ☐ Autoresponder native tracking
- ☐ A shopping cart native tracking
- ☐ _____

10. Have we taken action and got my offer out in 7 days? If not, what do I still need to do?

- ☐ _____
- ☐ _____
- ☐ _____

Generate Traffic and Watch The Income Increase!

We need to generate continual and consistent traffic. Ads are the quickest way to expedite that. Plan to create at least one ad per campaign running for no less than a full week.

Concentrate the ad dollars on my most active and engaged social network.

The keys to ads that produce powerful results boil down to three factors:

- Researching and accurately identifying your ideal customer
- Reaching your ideal customer with the most emotionally powerful message
- Creating the right offer at the right price at the right time

Ads extend the range of my message and have the potential of reaching millions instead of the current followers I already have.

Sales messages still work best with repetition. It used to be a sales maxim that a customer needs to be exposed to my message, product, or store seven times before they gain the reassurance and confidence to buy. That principle still holds today. But getting my message right – hooking my ideal customer with a headline, question, or graphic – and we can instantly shortcut that time frame.

****Use Copy.ai for great hooks and messaging**

Let's compare Facebook ads and Instagram ads. These are the two main platforms where advertising digital products or coaching-related offers seem to work the best.

Facebook advertising	Instagram advertising
• 46-76% of all age groups see ads on Facebook • 82% of Facebook users visit daily • Retargeting with Facebook pixel • Creating lookalike audiences • Varied ad types and formats	• Younger demographic on Instagram (32% between 25-34, 59% between 18-25) • 90% of users under 35 • Using the #ad hashtag can widen the reach of your Instagram ad
Pinterest advertising	YouTube advertising
• Wide age range (18-64), 60% female • 90% of users are looking to buy • Promoted pins are popular for boosting brand awareness	• Younger demographic on YouTube—including children 11 years and upward • 60% of viewers are male • Second after Facebook as the most-visited social network

All platforms offer a selection of ad types. Let's hit some highlights on the most popular:

FACEBOOK

Sponsored posts are easy to create and monetize. Shown directly in users' feeds.

Instant Experience ads consist of video or image montages to familiarize users with your brand or product quickly.

Poll Ads are great for a wide range of goals (brand awareness, reach, conversions, and traffic). These appear in Instagram Stories as well as Facebook feeds and are easily created within Facebook Ad Manager.

Lead Ads directly promote your offer. If people are interested enough to click, Facebook serves up a form to capture their info.

INSTAGRAM

Image ads are simple to create. (You can use an existing image post or create one specially for the ad.) Add a CTA and button makes it a powerful strategy. Great for introducing an offer.

Video ads act like image ads on steroids. Videos are interactive and more immediate, more easily hooking people to keep watching.

Story ads – Instagram inserts these between Stories users are viewing.

Carousel ads – Rapidly-cycling images or short video clips. Great for telling a story and hooking the right audience.

YOUTUBE

TruView – Ads that give the user the option to skip after a few seconds. You only pay if they watch the whole ad. It helps eliminate people who are not your ideal target. **TruView** ads can be set to appear pre-roll (before your video) or mid-roll (during your video).

Discovery ads – pop up while users are searching a topic. Again, you only pay if they watch your ad.

Sidebar ads – **TruView**-type ad displayed in the right-hand sidebar. Users have to click on the ad to activate it: Only then does the advertiser pay.

PINTEREST

Standard Pins – Can contain either a simple image or a video containing an action button. "Promoted by [YOUR BUSINESS/NAME]" appears underneath – but once a user saves it, it becomes an organic pin and the "Promoted by" caption disappears. A Standard Pin gives an enormous bang for your buck whenever it is reshared.

Carousel Ads – Similar to Standard Pins, except they contain 2-5 images, allowing users to engage by swiping through.

Your best bet is to focus your ad dollars on the platform(s) where YOU get the most views, shares, and active interactions with your posts.

RESOURCES:

- Tailwind (social media CMS): <https://www.tailwindapp.com>
- The Ultimate Guide to Pinterest Ads (Later): <https://later.com/blog/pinterest-ads/>
- Facebook Instant Experiences (Facebook Business):
<https://www.facebook.com/business/ads/instant-experiences-ad-destination>
- Instagram Ads Guide for Beginners [2021 Edition] (Linear):
<https://lineardesign.com/blog/instagram-ads/>
- The Complete Guide to YouTube Advertising (Hootsuite):
<https://blog.hootsuite.com/youtube-advertising/>

**Ask your VA to research which CMS have the best advertising and tracking options for your most active platforms.

**Ask your VA to help you brainstorm your first ad campaign and budget.

INGENUITY 2 ENTERPRISE LAUNCH CALENDAR

Use this template to create your 7-day calendar for launch promotions. Make sure promos contain material relevant to your offer and its topic, and include CTAs leading to your landing page access.

	Email	Social posts	Blog posts	Interviews
Monday	Free gift email	Ask relevant question	Introduce your topic	Pre-announce upcoming interview with/of a guest/host
Tuesday	Content-rich email on your topic (include freebie CTA)	Present graphic or video with highlights of your gift	Address issues brought up in yesterday's social post question	Ad re upcoming interview
Wednesday	Reminder email to claim gift	Infographic	Feature and showcase guest or host.	Social post discussion focus for an upcoming interview
Thursday	Content-rich email	Present graphic or video with a reminder about your gift	Share feedback from people who claimed your gift. Tease about your main offer.	Talk about your guest/host on social media
Friday	Last chance reminder plus offer teaser	Poll or quiz link	A reminder to claim your gift. Highlight more benefits.	Your interview link as a guest
Saturday	Introduce offer	Image quote	Livestream topic and invite	Your link as a host
Sunday	Last chance offer	Livestream	Expand on benefits.	Replay info

INGENUITY 2 ENTERPRISE

LAUNCH CALENDAR

Now fill in your actual promotion schedule:

Email	Social posts	Blog posts	Interviews
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			
Saturday			
Sunday			

Email series creation

CREATE A PRE-SALES EMAIL SERIES.

Your pre-sales email series will be your most important strategy.

- **Email # 1 – Topic email**

Send out the first letter in an email series, re-introducing the topic and problem. Put yourself in your subscriber's shoes. Stir the emotion liable to resonate most. Finish by sharing a valuable tip or hack they'll love.

- **Email # 2 – Teaser Email**

Continue talking about the problem. Ask your reader to 'watch' for an email 'tomorrow' about a gift you're working on to help them.

- **Email # 3 – Gift Launch Email**

Offer a gift to help solve one frustrating aspect of the main problem.

- **Email # 4 – Value reminder email**

Ask if people have used your gift yet. Outline more benefits and show how easy it will be to use. Remind readers to 'get it now'.

- **Email # 5 – Objection-squashing Email**

Bring up an objection they might have and banish it. Reassure your readers. Finish with a picture of what they'll feel like after they've used your gift (or tripwire offer).

- **Email # 6 – Reminder**

Remind your subscribers it's their last chance to get your gift or tripwire.

- **Email # 7 – Product closed email**

Let readers know they missed the gift but can still purchase your paid offer (or let them know a paid offer is coming.)

REMEMBER TO SEGMENT YOUR LIST SO THAT PEOPLE WHO DOWNLOAD DON'T GET FOLLOW-UP REMINDERS #5, #6, AND #7.

Email # 1

[PURPOSE] To stop your subscriber in her tracks

(a.k.a: "Raise interest in your topic by asking a question")

SUBJECT LINE: When was the last time you _____?

Hi, {FIRSTNAME}

It's so easy to [SOMETHING YOUR POTENTIAL CUSTOMER IS DOING, e.g., "stop the world and get off for an afternoon or day"]. It's not so easy to [WHAT YOU'RE OFFERING THEM A CHANCE TO DO, e.g., "take that break and be MORE PRODUCTIVE by doing so"].

[ASK YOUR QUESTION; e.g., "What if there was a secret that turned procrastination into personal power?"] And what if [ADD A BENEFIT; e.g., "what if that secret made you feel like a kid again and recharged your creative juices?"].

Question types to consider:

- When was the last time you _____?
- Have you ever _____?
- What if I told you _____?
- Did you know that _____?
- What would you do if _____?
- Want to know a way to beat _____?

[EDUCATE YOUR SUBSCRIBER BY BRINGING UP THE OBSTACLE AND **STIRRING EMOTION**; e.g., "Sure, you could play your favorite video game – but if you're like me, two hours flies by when you only meant to play for fifteen minutes. You feel ashamed because you wasted valuable time – again. Nothing got done"].

The real problem is [OUTLINE THE NEGATIVE IN AN EPIPHANY MOMENT, e.g., "You realize you're afraid. You aren't recharging – you're hiding from life."]

[OFFER A GLIMPSE OF HOPE] Don't try to climb the whole mountain in one day. Start small.

- Share 3 actionable tips

This tip will help you [STATE WHY THE TIPS WORK – WHAT THEY CHANGE]/

Tomorrow, I'll be back with more on [THE GOAL; e.g., "overcoming procrastination"]. Meanwhile, you can put these [TIPS/ACTIONS/STRATEGIES] into action straight away.

Good luck!

Email # 2

[PURPOSE] To build anticipation and amplify the need

[SUBJECT LINE]

Hi, {FIRSTNAME}

[TALK FURTHER ABOUT THE KEY PAIN POINT(S) THAT YOUR PRODUCT IS GOING TO HELP SOLVE. ADDRESS THE REASON THAT, SO FAR, YOUR SUBSCRIBER HASN'T FOUND A SOLUTION THAT WORKS. E.g., "Willpower doesn't work. Why? It's no fun – and we humans are hard-wired to follow the path of least resistance and slip right back to doing what we most enjoy."]

What you've tried so far – stop me if I'm wrong – includes:

- _____
- _____
- _____

The problem with this is [TELL A STORY] [YOUR BREAKING POINT] [WHAT YOU REALIZED].

Taking small steps is all well and good – but sometimes, you need a boost! Tomorrow, I'll be back to share [YOUR SOLUTION; e.g., "Daisy Chain"], [WHAT IT IS; e.g., an app that provides a structured break for you – one that's fun to use but leaves you ready to get back to work with renewed confidence."] If you want to [LIST 3 BENEFITS], stay tuned!

Warmly,

[YOUR SIGNATURE]

Email # 3

[PURPOSE] Gift Launch Email

[SUBJECT LINE]

Hi, {FIRSTNAME}

Yesterday we talked further about [SUMMARIZE YESTERDAY'S PROBLEM ISSUE]. Let me introduce [YOUR FREE OR PAID PRODUCT (NAME AND WHAT IT DOES).]

[PRODUCT NAME] can help you get rid of [TACKLE WHAT IS STOPPING THEM FROM MOVING FORWARD, e.g., "3 problems in one: Fear, procrastination, and staying stuck."]

How does it work? [LIST HIGH POINTS, EMPHASIZING THE UNIQUE DIFFERENCE IN YOUR OFFER AND ITS BENEFITS]

- _____
- _____
- _____

Today only, you can [GET THE GIFT; e.g., "download the app for free"] [HOW TO USE IT; e.g., "set the break duration to however long you want"] – and start using it straight away.

Download it now at:

[YOUR LINK OR DOWNLOAD BUTTON]

I hope it will [YOUR FERVENT WISH FOR YOUR CUSTOMER.]

Enjoy!

Warmly,

[YOUR SIGNATURE]

P.S. I'd love to know what you think of it. Just hit reply for this email, and shoot me a line if you feel so inclined.

Email # 4

[PURPOSE] Value reminder

[SUBJECT LINE] Reminder to download your gift

Hi, {FIRSTNAME}

Did you get a chance to [DOWNLOAD/WATCH/LISTEN TO] [YOUR GIFT NAME] yet? If not, I'd better point out that [CONDITION; e.g., "It's only available until I launch my new course, Freedom Focus, this coming weekend. After the launch, Daisy Chain will ONLY BE AVAILABLE FOR MEMBERS OF THE COURSE."]

[GIFT NAME] is [BENEFIT REMINDER; e.g., "the easiest app you'll ever use!"] It will help you [LIST KEY TAKEAWAYS]

- _____
- _____
- _____

Don't miss this chance to [EMPHASIZE GIFT VALUE; e.g., "kick your procrastination bad habit to oblivion and put focus and fun on autopilot."]

[INSERT COUNTDOWN SCRIPT]

Download [GIFT NAME] before it's gone!

[INSERT DOWNLOAD LINK OR BUTTON]

Warmly,

[YOUR SIGNATURE]

Email # 5

[PURPOSE] To defuse objections and banish hesitation

[SUBJECT LINE] Got doubts about [OBJECTION TOPIC/ACTION OR GIFT NAME]

Hi, {FIRSTNAME}

A common question I see is [MAIN OBJECTION YOUR SUBSCRIBER IS LIKELY TO BRING UP; e.g., “I don’t have time to change a major habit right now”.] I understand that all too well – but [POINT OUT THE DRAWBACK OF CLINGING TO THE FEAR-BASED REACTION, STIRRING EMOTION; e.g., “if you don’t do it today, you won’t do it tomorrow. And a year from now – ten years from now – you might still catch yourself saying ‘I don’t have time for that right now.’”]

[REASSURE YOUR READER; e.g., “But you don’t have to take heroic action.”] Instead, [GIVE HELPFUL SUGGESTION; e.g., “download it and make an appointment with yourself to check it out at a specific time that suits you. (Set a reminder!)”]

[PAINT A PICTURE OF HOW THEY’LL FEEL IF THEY DO THIS; e.g., “That way when you spend time trying out the app, you WON’T feel as if you’re breaking your production rhythm.”]

So, if you haven’t downloaded [GIFT NAME] yet, schedule it now. [INCLUDE LINK OR BUTTON]

[COUNTDOWN SCRIPT]

Warmly,

[YOUR SIGNATURE]

P.S. [REMINDER THEY HAVE ONLY 1 DAY LEFT TO DO THIS. INCLUDE LINK AGAIN.]

Email # 6

[PURPOSE] Last-minute reminder

[SUBJECT LINE] Last chance to download [GIFT NAME]

Hi, {FIRSTNAME}

A quick reminder that [GIFT NAME] will disappear at: [EXACT TIME OR PUT
COUNTDOWN SCRIPT BELOW]

After that, [STATE WHAT WILL HAPPEN; e.g., "the app will become part of the
Freedom Focus VIP Club, available only for members."]

Warmly,

[YOUR SIGNATURE]

Email # 7

[PURPOSE] Notify subscribers that your offer is closed, but there's a new one

[SUBJECT LINE] Oh no! You missed out.

Hi, {FIRSTNAME}

Just to let you know that [GIVE DETAILS OF OFFER CLOSURE] – but you can still get it for free as part of [NEW OFFER; e.g., “The Freedom Focus VIP Club’s hefty ‘Members Only’ Resource Toolbox”.]

Since you were interested in [TOPIC], let me quickly hit the high points of [BRIEF DESCRIPTION; e.g., “this club designed especially for action-oriented people determined to move forward.”]

[BRIEF OVERVIEW OF HOW IT WORKS]

It includes:

[LIST BONUSES OR RESOURCES]

Interested?

Here's the link:

[INSERT LINK OR BUTTON]

Hope to see you there!

Warmly,

[YOUR SIGNATURE]

P.S. [ANOTHER BENEFIT OR SALES MESSAGE; e.g., “Be sure to leave your name and address to get a link to the replay”]

Email # 1

PURPOSE: To offer an existing product as a tripwire offer

SUBJECT LINE: Flash sale – today only [YOUR PRODUCT NAME HERE]

Hey,

I've seen a lot of discussions lately about [KEY TOPIC.] Most particularly, about the lack of [WHAT THEY NEED.] So, in case you haven't yet discovered it, I'm offering [YOUR PRODUCT OR COURSE] at an insanely low price for [TIME PERIOD], just for those who are serious about [SOLVING A PROBLEM].

[PRODUCT NAME] offers an easy way to:

- Benefit # 1
- Benefit # 2
- Benefit # 3

This flash sale is JUST for my subscribers – and it's only for a limited time – so don't miss it. I've made it easy to snap it up right now – even if you don't have time to use it and want to access it later. It's yours forever!

So, don't click away. Do it now – download [PRODUCT NAME] and start [DOING SOMETHING] today.

Warmly,

[YOUR SIGNATURE]

Email # 2

PURPOSE: Present your product-relevant topic

SUBJECT LINE: Having trouble with [PROBLEM AREA]? Here's a quick [TIP/FIX]

Hey there, {FIRSTNAME}

One small-but-annoying glitch I hear about almost daily is [LIST THE PROBLEM].
[EXPAND IT WITH ANOTHER SENTENCE, e.g., "You spend more time looking up how to add another field than actually creating your spreadsheet"]

[TAP INTO UNDERLYING EMOTION, e.g., "You wonder why everything has to be so complex, stopping you from moving towards your dream".]

The best strategy lies in leveraging other people's experience and knowledge.
Here's a favorite tip of mine.

- To [GET TASK DONE], just [GIVE VALUABLE QUICK FIX. LIST IT IN BULLET POINTS IF YOU NEED TO.]

For even more [INSERT CTA, e.g., "For more hands-on help, go watch my free webinar [TITLE]"]

Warmly,

[YOUR SIGNATURE]

Email # 3

PURPOSE: Remind people you have a great solution to their problem

SUBJECT LINE: Did you know...?

Hey, {FIRSTNAME}

One of the aspects of [WHAT THEY ARE CURRENTLY INVOLVED WITH, e.g. "product creation"] that no one seems to talk enough about is [STATE THE ISSUE YOUR PRODUCT HELPS PEOPLE RESOLVE; e.g. "packaging"].

My course, [TITLE], walks you through [WHAT IT DOES], [ITS BIG BENEFIT] and [HOW TO DO IT]. And I'm making it available this week for only \$_____.

Master [WHAT SUBSCRIBER IS HAVING DIFFICULTY WITH] at your own pace – at a special price just for my peeps. You'll get:

- [LIST 3-5 EXTRA BENEFITS THAT MAKE YOUR COURSE STAND OUT, e.g., "regular updates"/"Access to all templates"]

Don't wait – Get access today and work through it at your own pace.

Warmly,

[YOUR SIGNATURE]

Email # 4

PURPOSE: To get people to sign up for your freebie

SUBJECT LINE: [NAME OF FREEBIE] – my gift to you

Hey, {FIRSTNAME}

What's the one [TOOL/STRATEGY/THING] you've wished you owned? If it's a [WAY/TOOL/METHOD/APP] to [DO SOMETHING THEY'RE HAVING TROUBLE WITH], wish no more.

You can download my [WHAT IT IS OR TITLE] right now – absolutely free.

In minutes, you'll find yourself able to:

- Bullet point #1
- Bullet point #2
- Bullet point #3

Go get it now at [LINK.]

Enjoy!

Warmly,

[YOUR SIGNATURE]

Use this template as a guide to deciding what type of sales approach will best suit your 7-day offer emails and ads. Sales conversations are a process, and it's all about the segues – the journey through the conversation. These scripts will help you create conversations that flow.

1. Qualifying questions to hook your ideal customer:

- ❑ Do you ever feel as if [ZERO-IN ON PAIN POINT AND THE EMOTION IT CAUSES]?
- ❑ What one _____ do you often wish someone would just give you?
- ❑ Have you ever [DESCRIBE PAINFUL SITUATION YOUR IDEAL CLIENT HAS SUFFERED OR IS STUCK IN] only to [EMPHASIZE HOPELESSNESS OF WHAT'S STOPPING THEM RIGHT NOW]?
- ❑ How does it feel when [DESCRIBE YOUR IDEAL PROSPECT'S 'SECRET HORROR STORY'; e.g., "you get out of bed and step into a pool of water"]?
- ❑ What's the one _____ that no-one has ever [PROVIDED/SHARED/CREATED/ADDRESSED]?
- ❑ If you could [DO/BE ONE SINGLE THING] right now (without having to worry about [HOW MUCH IT COSTS/YOUR HEALTH/OTHER PEOPLE'S NEEDS]), what would it be?
- ❑ Are you afraid to [BE/DO SOMETHING; e.g., "move out of your comfort zone when it comes to upscaling your business"]?

2. Continuing the story to hook your ideal customer in

Validate and clarify your question with 2 sentences expanding on and illustrating the nature of the problem.

E.g., “Fear is like any other habit—it provides the easiest way out. And every time you give in to it, you’ve just made it stronger and harder to beat.”

3. Hint at a solution

- ☐ So, how do you break the cycle?
- ☐ What’s stopping you from _____?
- ☐ What if I showed you a [COMPLETELY NEW WAY TO/METHOD FOR] [OVERCOMING THE OBSTACLE]?
- ☐ Here’s what I realized when it happened to me.
- ☐ Fortunately, there’s an easy way to change that [HABIT/STORY/OUTCOME]
- ☐ Here’s an easy way to [OVERCOME THE PROBLEM/GET PAST A MINI-BLOCKAGE]
- ☐ Just follow these 3 simple steps.
- ☐ You don’t have to put up with [WHAT YOUR IDEAL CUSTOMER IS GRAPPLING WITH].
- ☐ There’s a simple fix.
- ☐ What you need is someone who has already wrestled with issues like these and can guide you through the invisible landmines.
- ☐ There’s one simple secret you can use right now.

4. Sweeten the pot

Use benefits in bullet-point form to provide extra incentives. Only feature the most important and irresistible ones. Best place to add bullet-point benefits:

- ☐ Within your email body
- ☐ In a P.S., after your CTA and signature
- ☐ Before OR after you deal with objections
- ☐ Above the fold on any web page or email, if possible (so your reader's eyes hit the benefits without having to scroll down to find them)

5. Calls to action

- ☐ That's why I created _____ for you – and all you have to do is download it right now.
- ☐ These simple steps should get you moving forward again – but if you want to keep going straight away, without waiting, you can get my entire _____ package, [NAME OF PRODUCT], straight away.
- ☐ Want the full course straight away? No problem! Here's the link – and remember, that includes the following limited-time bonuses. [Bullet list of bonus items.]
- ☐ Download your copy of _____ right now. (Don't wait! Be an action-taker!)
- ☐ I really enjoyed sharing these [TIPS/HACKS/SHORTCUTS] with you today. For more strategies like these, check out my [COURSE/WEBINAR/STEP-BY-STEP GUIDE/MEMBERSHIP CLUB], [NAME OF PRODUCT] – and be sure you catch all the bonuses. (They're going away [SOON/ ON DAY, DATE, AT TIME ZONE]).

6. Anticipating objections

Deal with objections within the body of your email OR in a completely separate email OR a P.S.

Here's how the latter works:

- ❑ Don't think you can afford [A MEGA PACKAGE/THE FULL COURSE/THE PLATINUM MEMBERSHIP WITH ALL THE LIMITED-TIME BONUSES] right now? There's a flexible **payment plan** just for you!
- ❑ Remember, you have my 100% money-back guarantee. If you decide [PRODUCT NAME] isn't working for you, just ask for a refund within 30 days of purchase, and I'll cheerfully return your cash – no questions asked.
- ❑ Yes! You can purchase individual modules if you just need to fill in a particular knowledge gap. You'll see that option here: [GIVE LINK]
- ❑ Worried about missing the live classes? Short on time? Scheduling conflicts? No problem! Not only can you watch the reply, but you can also submit questions ahead of time. [I'LL ANSWER YOUR QUESTIONS IN THE CLASS Q & A SECTION/THERE WILL BE REGULAR Q & A LIVESTREAMS – YOU CAN SUBMIT QUESTIONS LIVE, IN ADVANCE, OR EVEN AFTER THE LIVESTREAM, AND I'LL MAKE SURE THEY GET ANSWERED]