

Signature Program Creation



*Module 7 -
Divinely Planned Launch
Crown Chakra*

YOUR LAUNCH MAP

1. Pre-planning
2. Researching
3. Product Creation
4. Platform Creation
5. Pricing
6. Marketing / Marketing Emails
7. The Launch
8. The Follow Up

YOUR LAUNCH STRATEGY

1. The Pre-Pre-Launch - Create the BUZZ

In the pre-pre-launch is when you start building anticipation, you are hinting that there is something coming up. You are starting to activate the people on your list, and your followers on social media.

The anticipation's aim is to announce that something super cool is on the way, but they cannot have it yet.

The pre-pre-launch timeline is between 1 - 4 weeks, depending on the size of the list and also how warm they are.

Pre-pre-launch sequence:

1. IDENTIFY OBJECTIONS - email query - test the idea
2. HINT - email - survey - wait list - testimonial cruncher
3. BUILD BUZZ - email clients - interviews.

CHARACTERISTICS OF BUZZ

- Getting people to talk about you
- Buzz travels most easily through channels that have trust and authenticity (word of mouth, advertising, social media)
- Share great content , create great value before you ask for sale.

HOW TO CREATE BUZZ

- Be authentic
- Create value
- Drop hints long in advance that something cool is coming
- Have a contest / challenge around the idea you are launching
- Make people feel like insiders by inviting them on the waiting list.

ASSETS THAT CAN HELP YOU:

- Your list
- Blog
- Social media presence
- Forums
- Relationships (affiliate partners)
- Public speaking
- Webinars / podcasts
- Challenges
- Go live
- Do interviews and speaking engagements
- Gather case studies, surveys, quizzes
- Get creative

2. The Pre-Launch

The Prelaunch is the Sideways Sales Letter (3 pieces of Prelaunch Content)

THE OPPORTUNITY

PLC 1 must answer the all-important “Why” questions: Why should your prospect care? Why should they spend their precious time paying attention to you? Why should they listen to you?

To answer the “Why?” in PLC 1, you need to show people the opportunity they can have to change their life. All along the way it’s important to be teaching and providing real value.

THE TRANSFORMATION

Your second piece of Prelaunch Content is all about the “what” – what is the transformation and how is it going to change your prospects’ lives? PLC 2 generally has more teaching than PLC 1. You want to teach some type of concept, skill or strategy that is truly valuable.

THE OWNERSHIP EXPERIENCE

Now in PLC 3 you will start to answer the “how” question. This is the ownership experience. In your previous Pre-launch Content, you’ve shown the potential transformation or change but usually your audience still doesn’t see how they’re really going to have that change in their lives.

The ultimate answer is to invest in your product, and by the end of PLC 3, they’re going to see that answer. But first you need to continue to build value. In PLC 3, you show your prospect what’s the ultimate transformation or change they can have if they buy your product.

3. The Launch

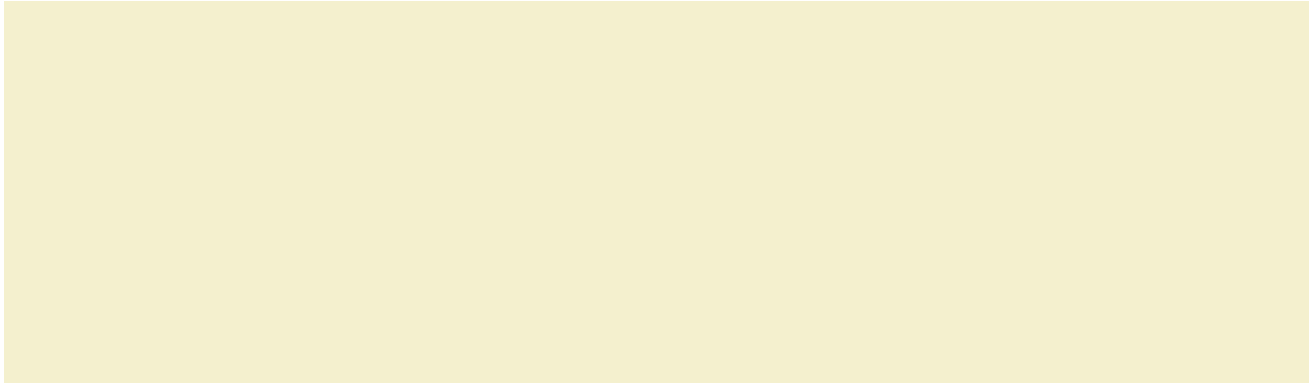
Open Cart Sequence

Open cart is a sequence (not just a sales video) so you need to think of Open Cart as a sequence

- First: You have to have a definitive open and a definitive close (either your offer goes away or the price goes up or some kind of bonuses go away)
- Open Cart should be somewhere between five and seven days – trust me from experience
- Longer than 7 days becomes a beg-athon, any shorter and you don’t have time to get everything you need to get done, done
- Important: most of your sales will come in at the end of the launch so your sequence leading up to cart close and building up to it is really important
- All roads lead to the sale – whatever you’re mailing on – point towards the sales video

4. The Follow Up

Deepen the relationships with everyone on your email list.



CONGRATULATIONS!!!

YOU HAVE JUST FINISHED THE 7 WEEK COURSE “SIGNATURE PROGRAM CREATION” AND BECAME A COURSE CREATOR!

THANK YOU!

TO YOUR EXPONENTIAL SUCCESS,

Adina

