Strong Launch Formula

All the core stages for a successful Strong launch - Templates, structure and planners

THE FOUR STAGES

SEED

The key to any successful launch is to have the seeding done right and early.

PRE-LAUNCH

Using social media, email and lives to work in sync to make this as effective as possible

OPEN CART

The bit where you get people taking action.

FOLLOW UP

As important as all the above stages. Do not forget the follow up

BEFORE WE GET INTO THIS

EMAIL IS THE KEY

Email has been and will always beat social when it comes to its effectiveness for marketing.

The elements in this process can work without it but it is designed to be used with email.

You have an email list?

Why aren't you using it Dave???

SEED 2-3 WEEKS OUT

Grabbing your audiences attention
without selling to them

- Let people know something is coming.
- Build curiosity - aim to do this early on.
- Get their help to build it - Feedback, questions, surveys.
- Find out their objections.

- Make it fun and different! Humour works well.
- It has to stand out - Do the opposite or what you see.
- Get clear on the audience's problems - you have the solutions.
- Nail the offer.

SEED

SEED

Email and Social Media

The email template and survey copy are linked below.

Email subject :
Can you help me out?

Social media - Ask questions in the same format on Facebook.

Use of Poll sequence within Instagram stories.
Using the same copy but add in polls to capture the information

SEED

Give yourself enough time

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PRE-LAUNCH 1 WEEK BEFORE
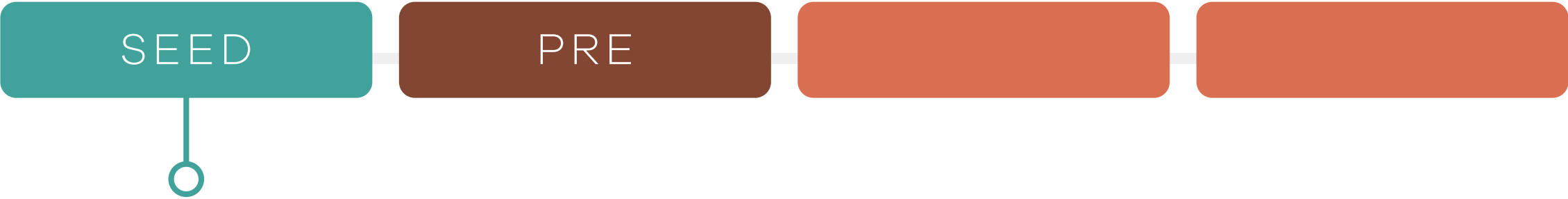
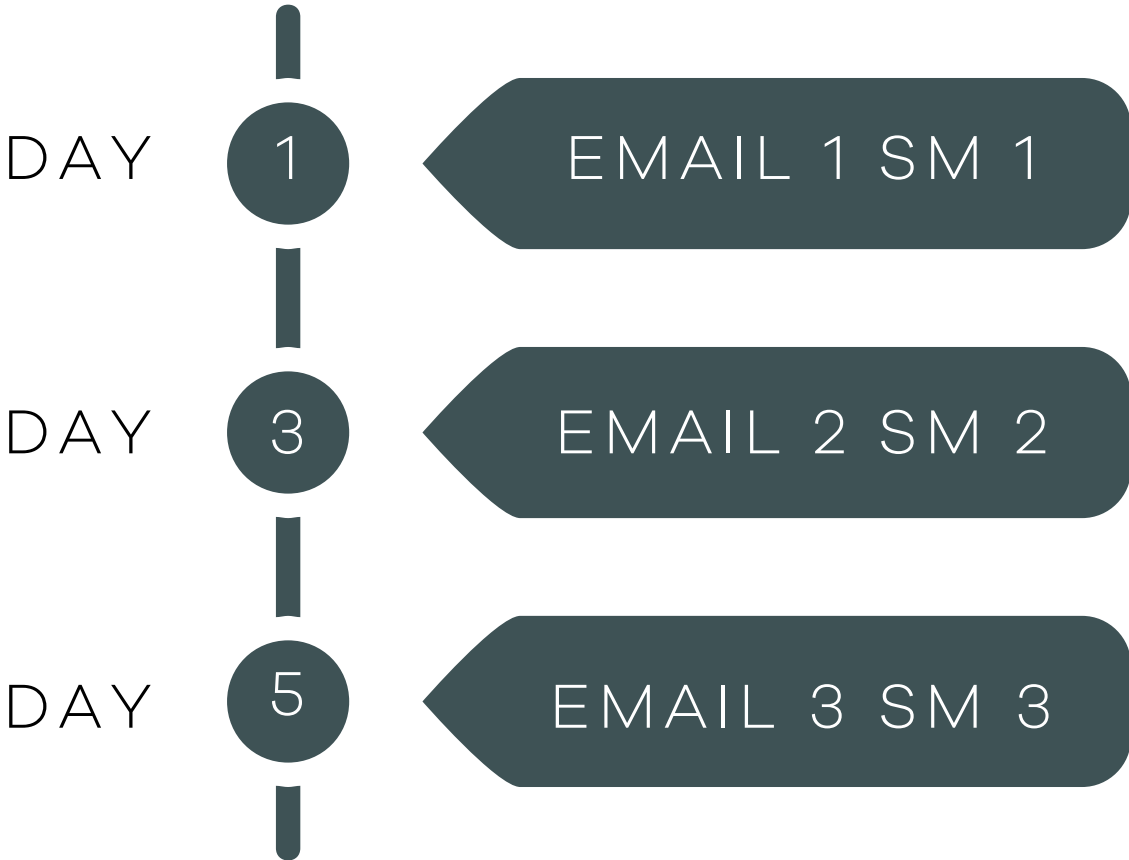Where it all starts to come together

Email Structure and templates

Social media video script (or post) templates

The key here is to give as much value and content that can really be of use.

Give away your best stuff for free.

Potential to start paid traffic

DAY	1	EMAIL 1 SM 1
DAY	3	EMAIL 2 SM 2
DAY	5	EMAIL 3 SM 3

| SEED | PRE | | |

BEHIND THE SCENES

SCREENSHOTS OF PROOF

FUTURE SET - WHAT WILL LIFE LOOK LIKE IN 5 YEARS

COUNTDOWNS

RANTS - BE AN ADVOCATE

POLLS TO TEASE WHAT'S COMING

OBSTACLE THAT STOPS "THE OTHER PEOPLE"

FAQ'S

PRE-LAUNCH IDEAS

Get people to consume your content

GIVE PEOPLE A QUICK WIN

TESTIMONIALS CASE STUDIES

A SERIES OF QUICK TIPS

MYTH BUST/ HANDLE OBJECTIONS

BREAKDOWN THE BENEFITS

TEASERS/SNEAK PEEKS(BONUS)

MOTIVATIONAL MEMES
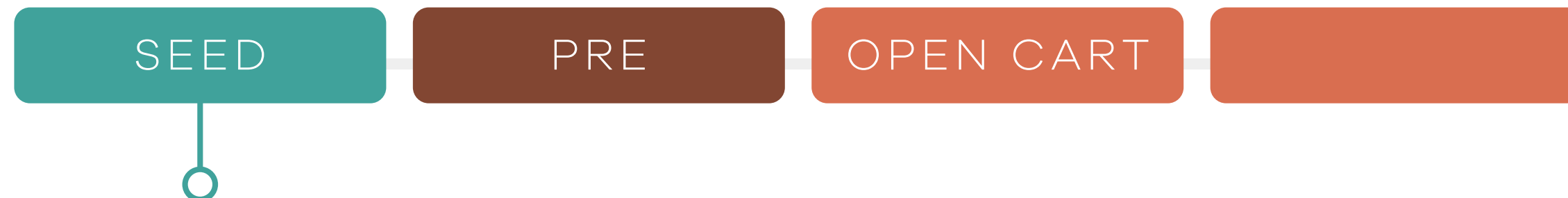
OPEN CART 4-7 DAYS

Where the magic happens

The aim here is to open up the cart for people to buy.

Things you will need :
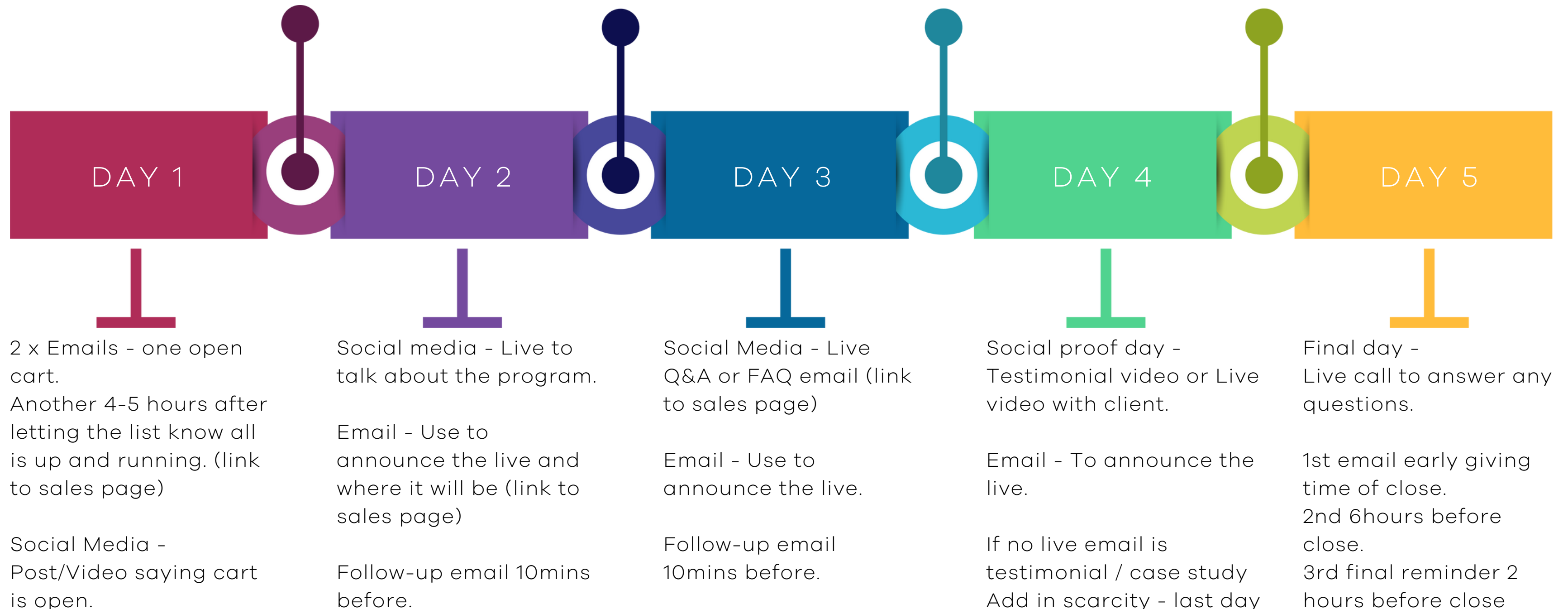
Sales page or Sales Video - <u>Template</u>
<u>Email template</u> for the announcement.

The link in the email should take them to the sale page or sales video

SEED	PRE	OPEN CART	

OPEN CART

Where the magic happens

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5

DAY 1

2 x Emails - one open cart.
Another 4-5 hours after letting the list know all is up and running. (link to sales page)

Social Media - Post/Video saying cart is open.

DAY 2

Social media - Live to talk about the program.

Email - Use to announce the live and where it will be (link to sales page)

Follow-up email 10mins before.

DAY 3

Social Media - Live Q&A or FAQ email (link to sales page)

Email - Use to announce the live.

Follow-up email 10mins before.

DAY 4

Social proof day - Testimonial video or Live video with client.

Email - To announce the live.

If no live email is testimonial / case study
Add in scarcity - last day

DAY 5

Final day - Live call to answer any questions.

1st email early giving time of close.
2nd 6hours before close.
3rd final reminder 2 hours before close

LINK TO THE EMAIL TEMPLATES

FOLLOW UP

What to do after your launch

Look after those who have just bought from you
- Over-deliver to new clients
- Send out bonus material or gifts
- Onboarding process
- Follow up with those who didn't buy a few days later

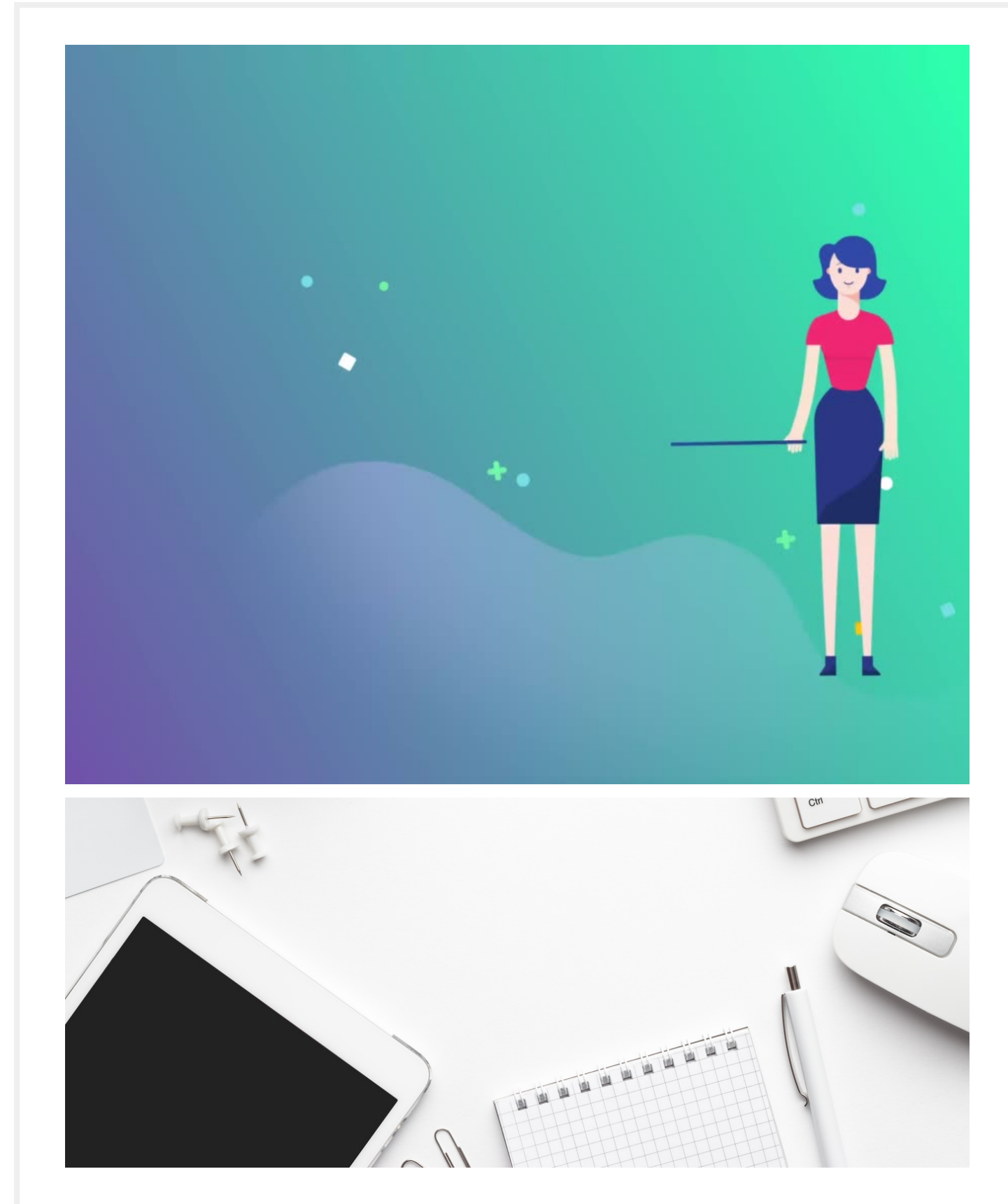| SEED | PRE | OPEN CART | FOLLOW UP |

CONSIDERATIONS

PAID TRAFFIC

A 'short cut'

Ideally start this at the pre-lauch

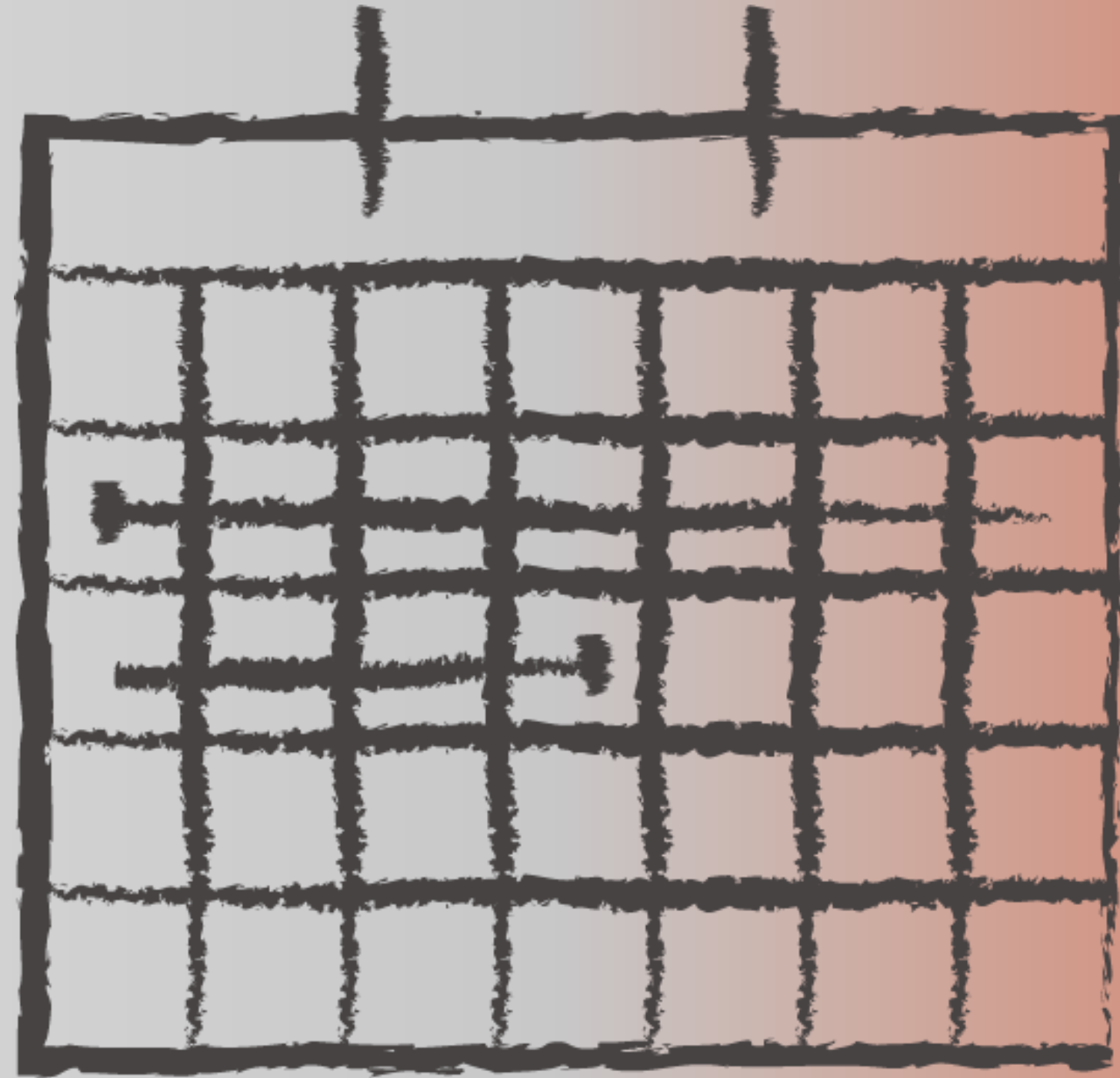Drive people towards lead magnet

Take them through the formula

You can start earlier - to build audiences

Cold & Warm traffic

Pixel data and customer lists