

A woman with long dark hair, wearing a white tank top and a silver watch, stands with her arms crossed against a light-colored wall. The background is a blurred outdoor scene with greenery and a teal pole.

MASTER YOUR LAUNCH ONLINE & OFFLINE

PRESENTED BY: RACHEL FELDMAN



RACHEL FELDMAN

- HEALTH COACH
- DETOX SPECIALIST
- BUSINESS LAUNCH COACH
- PROUD MOMMA & WIFE
- 6 FIGURE BUSINESS OWNER

MY WHY
MY LIFE
MY STORY



SOME QUESTIONS.....

Your Program Information	ACTION + DATES	Who is Doing this Task	Date accomplished	How Much time will this
Your Program Name				
The Program Details	ENTER DATE HERE			
Online Program:				
Sales Page:				
The Marketing Emails				
The Launch Marketing				
Kick off call				
wrap up call				
DO IT YOURSELF PROGRAM				
kick off - live or pre-recorded				
Pre marketing				
Sales Page				
Start to Promote program (preview call, free call on FB, free event in person, put up flyers) - 2-3 weeks before start date				
Promotion 101:				
Early Bird Special (1-2 weeks week after promotion)				
Program Start Date: this usually happens 2 weeks after your promotion of the free call on FB or a free event so this leads them to your detox				
Promote hard during EARLY bird with flyers e-zines tweets and events - have a system for how you will market your program				
CART CLOSES: this is the date that the doors close and you start your detox/cleanse				
Pricing 101:				
Get Clear on Price:				
DAY Price				
Online Price				
Marketing 101:				
Are you going to offer coupons, 2 for 1 deals: decide when this will happen?	enter coupon codes, deals and decide ending dates for this			
YOUR ACTION LIST				
Are you doing a preview call?				
Are you doing Live workshops & events?				
Are you doing Facebook promotions?				
Are you reaching out to JV partner or reaching out to people to help promote your program: doctors, chiro, natural health foods stores, etc				
Are you doing a Facebook forum? If so please set it up now as this needs to go in your welcome letter to your clients				
PROMOTING ACTION STEPS				

1. BEFORE WE BEGIN, WHO HAS A WEBSITE?

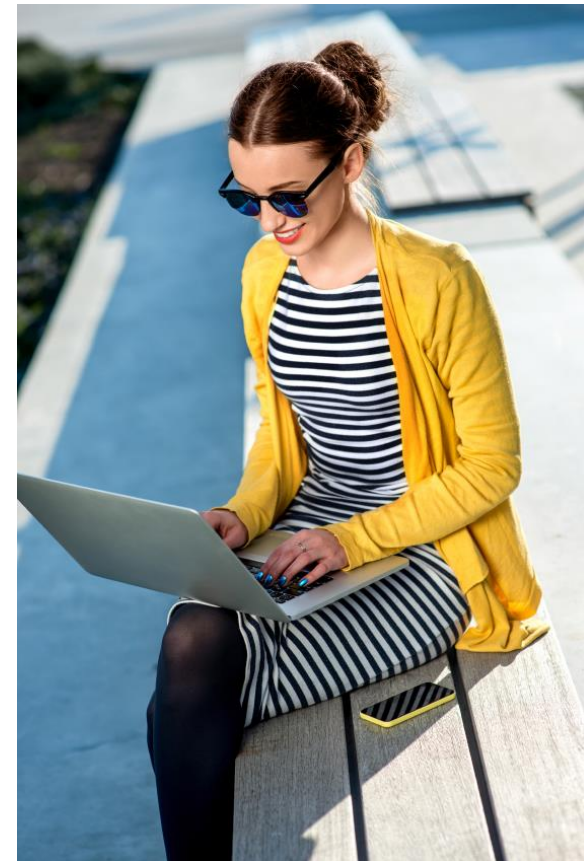
2. WHO KNOWS WHAT LAUNCHING IS?

3. WHO THINKS LAUNCHING IS ONLY AN ONLINE GIG?

BUILDING YOUR BUSINESS FROM THE GROUND UP

YOU NEED THE FOLLOWING:

- BASIC WEBSITE
- FACEBOOK BUSINESS PAGE
- PROGRAMS OR OFFERINGS
- EMAIL NEWSLETTER SERVICE
- ONLINE AND OFFLINE PRESENCE
- MINDSET
- CLARITY ON YOUR WHY.



SYSTEMS TO HAVE IN PLACE

- **Google Drive** – Keep your business organized
- **YouTubE** – Increase your visibility
- **Social Media:** Twitter, Facebook, Instagram, Pinterest
 - Are you exposed?
- **Website** – Is your message CLEAR? Who are you as a coach?
- **Blogging** – Are you telling your story? Offering useful tips?
- **Events** – free events, tele classes, webinars – Create a BUZZ
- **Newsletters** with social share– Spread the word
- **Marketing** – flyers, brochures, business cards
- **Opt-in** (freebie) to capture emails of potential clients

5 QUESTIONS TO ASK YOURSELF

1. WHAT DO YOU WANT?
2. WHAT ARE YOU SCARED OF?
3. IF THERE IS ONE AREA YOU COULD FIX OR HELP YOUR CLIENT WITH, WHAT WOULD THAT BE?
4. WHAT ARE YOU WILLING TO DO TO GET THERE?
5. WHAT DO YOUR POTENTIAL CLIENTS WANT?

WEBSITE 101

BASIC WEBSITE

HOME PAGE

ABOUT ME

BLOG

PROGRAMS/SERVICES

EVENTS (OPTIONAL)

PRODUCTS

PRAISE

CONTACT ME



WHAT ARE YOU OFFERING? KEEP IT CLEAR.

- **SERVICES** – What are you offering in your business?
- **WORKSHOP/CLASSES** – Green Smoothies, How to Juice, Non-GMO class, Dangers of Sugar, How to Sprout...
- **PRICING** - Are you pricing yourself for what you are truly worth?
- **PRODUCTS** – supplements, oils etc. Are you offering products in your programs, and how are you doing that?

DETERMINE YOUR OFFERING

- ✓ Identify what you're going to offer. Are you offering an online program, a do-it- yourself program, or both?
- ✓ Getting clear on your offer is the core foundation for the success of your entire launch. You have to make sure that your offer is clear so that your sales page and marketing can also be clear.
- ✓ When you know what you are offering, then you can directly speak to your people and speak directly to their pain points, and in turn offer the benefits, features, and results they need.

A top-down view of a desk with a white keyboard, a green plant, a gold basket, and a gold paper clip.

TAKE A DEEP BREATH

PRICE YOUR PROGRAMS

Are you confused about how much to charge for your signature program? Don't be! The best advice I have is to find a price that makes you comfortable, keeping in mind industry averages.

When you price your programs, I want you to think about what it is you actually need to make. Don't rate yourself solely because it feels comfortable, make sure you are charging what you're worth.

When you know your value, you'll stop discounting yourself.

RULE OF THUMB ON WHAT TO CHARGE:

Figure out what price makes you comfortable and what price will pay the bills.

Example: You need to make \$2000/month to pay for your living expenses. How many clients will you need if you price your program at \$47? \$67? \$87? \$97? \$147? \$247? \$647...

IMPORTANCE OF EARLY BIRD OR COUPONS

- ✓ Early-bird specials typically last about 2-weeks.
- ✓ Coupons and early Bird Prices Create urgency
- ✓ Coupons can be a 2 for 1 or bring a best friend

CHOOSING TO INCREASE YOUR PRICE SHOULD DEPEND ON THE FOLLOWING FACTORS:

- How strong are your marketing efforts?
- How engaged is your list? (You must be able to convert your list to paying clients.)
- What is your coaching experience?
- Do you have any other credentials? (i.e. fitness or yoga)
- Are you adding bonus value, calls, gifts?

LEVERAGE YOUR PROGRAM

HERE ARE SOME IDEAS FOR LEVERAGING YOUR PROGRAM:

- Offer a Facebook group
- Include additional recipes
- Include a bonus offering, such as a private 1:1 session with me for X amount of time
- Include HANDOUTS galore – add the value to your sales page and break down what is in the guide to make your program even more sellable
- Ask some people in your industry to create bonuses you can offer as part of your program (make sure to highlight how it will benefit them to do so!)

***HINT:** Bonuses can also be videos you create on how to cook, extra smoothie recipes, or extra goodies/handouts you already have on your computer.

PRICES FOR PROGRAMS (AVERAGE)

HERE ARE BALLPARK AVERAGES FOR THE HEALTH COACHING INDUSTRY:

- For a 7-14-day online program, the cost is about \$97 for an early bird and
- \$147-167 for a late bird.
- On average, a 28-day program costs \$197 to \$297 for early bird.

ON AVERAGE, HOURLY RATES ARE \$150 TO \$300+.

- Your price will range depending on what you are offering and your bonuses

WHAT IS THE DIFFERENCE BETWEEN A DO-IT-YOURSELF AND AN ONLINE PROGRAM?

- An online program is typically guided by the health coach while a do-it-yourself program is digital without guided support.

STEPS FOR DETERMINING OFFER

FOLLOW THESE STEPS TO DETERMINE YOUR OFFER:

- Name your program
- Set a launch/start date: This will help you determine your early bird special.
- Determine your price: Implement the pricing guide we just went over.
- Determine your bonuses: bonus interviews, bonus 1 on 1 sessions, free samples

MARKETING STRATEGY

- Will you use free classes, webinars, or opt-in freebies to attract your potential clients?
- Run a challenge or host a raffle to build excitement and get emails. Lead from a free challenge to paid program.
- If you are hosting a webinar, then YouTube Google hangout is a great free option, and gotowebinar.com is a great paid option.
- If you have a free opt in to attract people then make sure you have sent out this freebie to get people excited about your soon-to-be-launched program.

TRUTH.....

I launched my first program on Eventbrite and made my first 6 figures with a shitty website.

Yes, you heard me. Crappy website and Eventbrite.

**IF I CAN DO IT. YOU CAN DO IT.
Who believes they can do it?
RAISE YOUR HAND.**

OWN IT AND DO NOT BE
COOKIE CUTTER!!



EMAIL MARKETING TO BOOST SALES

- Create pre marketing emails and if a 0 list then use Facebook to market and capture emails via a free webinar.
- Make a two-week calendar for your email campaign. Make sure you have pre marketing, marketing and post launch emails.
- MAKE SURE YOU PRE MARKET AND DRIP OUT THE EXCITEMENT OF YOUR LAUNCH.
- If you have decided to do a 2-week early bird special, then you can begin to send the emails out earlier. Promote your program and get into launch mode.

KILLING IT ON SOCIAL MEDIA

- Continue with your marketing campaign using: Facebook, Pinterest, flyers, Tweets, and social media galore.
- Resources you can use for social media marketing: Sendible.com, Tweet Deck (install on your mobile or desktop), SproutSocial.com (free for 30 days), BufferApp.com, www.hootsuite.com, or www.meetedgar.com.
- Create social media images to promote program, early bird or discounts

LAUNCH TIPS

- Be your first client. When you know the system, you can sell with ease.
- You don't need to wait until all of your documents are finalized before you market your program.
- You want to have 2-4 weeks of promotion and premarketing before you actually start selling your program.
- While you edit behind closed doors, put your program out there as a "Coming Soon".
- Start to share blog posts.
- You can think outside the box and use a handout on a blog, in a newsletter, or as an opt-in freebie.

THE LAUNCH PROCESS & A HEALTHY SALES FUNNEL



YOUR NICHE

FOUNDATIONS: Niche & Pitch – Who you work with and how you talk about what you do.

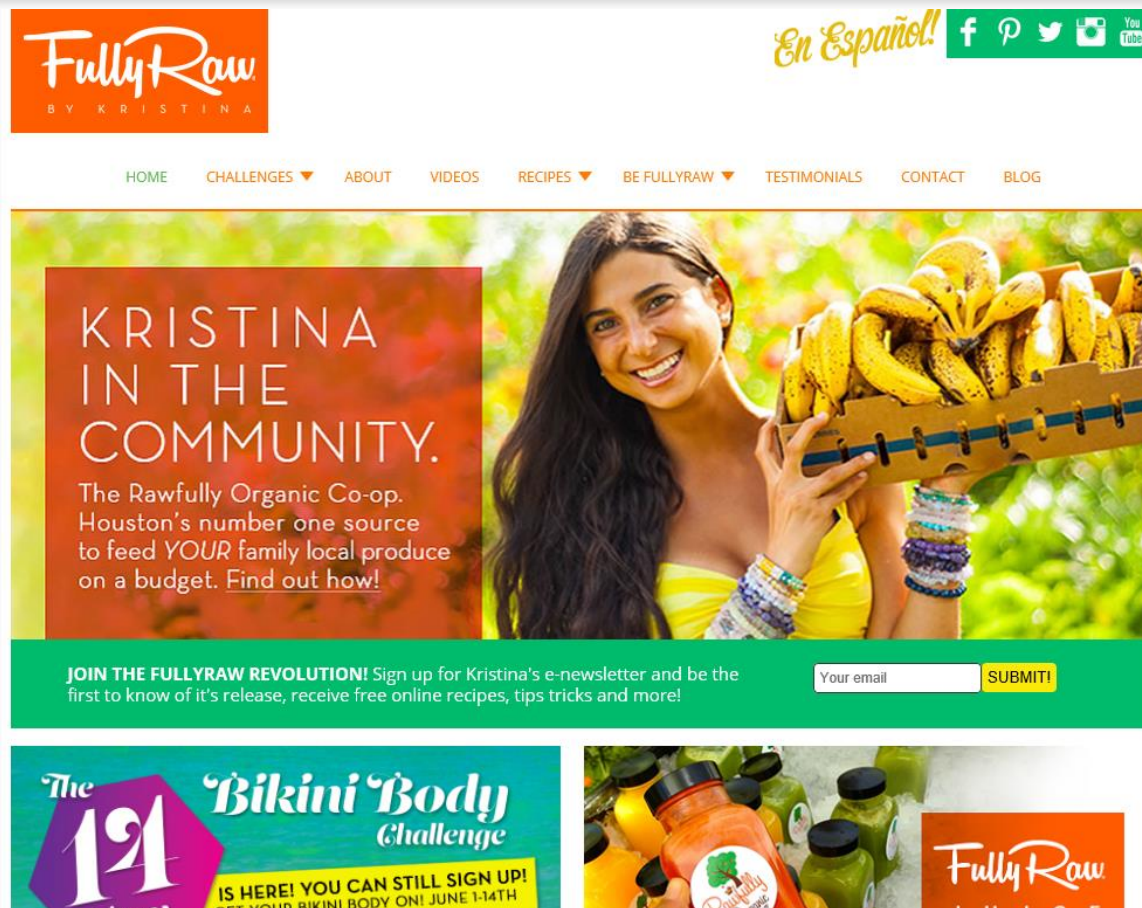
OFFERING: What are you offering to your clients to make yourself different? Think about your lessons here and what you have learned.

Learning: What part of what you have learned here at HED will you take away from here and apply to your niche?

PROGRAMS AND PACKAGES – What do you offer? How much do you charge?

Teach the HED lifestyle.

EXAMPLE OF A CLEAR NICHE



The screenshot displays the homepage of 'FullyRaw BY KRISTINA'. The header features the brand logo, a language toggle for 'En Español!', and social media icons for Facebook, Pinterest, Twitter, Instagram, and YouTube. A navigation menu includes links to HOME, CHALLENGES, ABOUT, VIDEOS, RECIPES, BE FULLYRAW, TESTIMONIALS, CONTACT, and BLOG.

The main content area features a large image of Kristina, the founder, holding a basket of bananas. Overlaid on this image is the text: 'KRISTINA IN THE COMMUNITY. The Rawfully Organic Co-op. Houston's number one source to feed YOUR family local produce on a budget. Find out how!'. Below this image is a green banner with the text: 'JOIN THE FULLYRAW REVOLUTION! Sign up for Kristina's e-newsletter and be the first to know of it's release, receive free online recipes, tips tricks and more!'. To the right of this text is a form with the label 'Your email' and a 'SUBMIT!' button.

At the bottom, there are two promotional banners. The left one is for 'The 12th Bikini Body Challenge' with the text 'IS HERE! YOU CAN STILL SIGN UP! GET YOUR BIKINI BODY ON! JUNE 1-14TH'. The right one shows various raw food products and the 'FullyRaw' logo.

THE PITCH – FROM THE HEART

WHO DO YOU HELP AND WHAT PROBLEM DO YOU SOLVE?

I help XYZ who are struggling with ABC (ABC is the wake-up in the morning problem) to create DEF (a solution)

WHO DO YOU HELP AND WHAT RESOLUTION ARE YOU HELPING THEM TO FIND?

I help XYZ who are would like to create/do/become ABC. (ABC is the resolution of the wake-up in the morning problem)

EXAMPLE PITCH:

I help professional women who are struggling with extra weight because they just can't find the time to be healthy without sacrificing something else in their lives. I help them release the pounds to find their ideal body weight.

WHO DO YOU HELP AND WHAT DREAM/ASPIRATION ARE YOU HELPING THEM CREATE?

I help women lose weight so that they can wear all the clothes in their closets including the “skinny ones”. OR I help professional women create their ideal bodies.

MARKET LIKE A BOSS

- Share your experiences with your niche.
- Share your wake up problem.
- Make your problem be your product and your solution.
- How can your own issue be related to your niche or sub niche?
- Remember people don't buy just the program, the product – they buy your solution.
- Narrow down your niche even more – I help X in X age Group D X.
- Get even more narrow to clarify for your niche and try it out.

ARE YOU VISIBLE?

- INSTAGRAM
- FACEBOOK
- PINTEREST
- GOOGLE +
- LINKED IN
- TWITTER
- YOUTUBE



RACHEL FELDMAN

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I AM HERE TO SUPPORT YOU.
RAW DONE FOR YOU PROGRAMS AT

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