

Online Marketing Made Easy ^{w/}Amy Porterfield



Social Media | List Building | Content Marketing

The Online Marketing Made Easy Podcast with Amy Porterfield Session #150

Show notes at: <http://www.amyporterfield.com/150>

Amy Porterfield: Well hey there, Amy Porterfield here. Welcome back to another episode of The Online Marketing Made Easy Podcast. Thanks so much for tuning in.

Today you are in for a really special treat. Today's episode is actually Part II of a two-part series I created all around The Power of Creating a Pre-Launch Strategy. Last week, in Episode #149, I unveiled a 90-day pre-launch blueprint.

In that episode I gave you step-by-step instruction on how to create your own pre-launch strategy. You know me, I like to put it into a cheat sheet or blueprint, or whatever you want to call it, in order to make it actionable for when you are ready to create your prelaunch.

There is a freebie that goes along with each of these episodes, today's episode and last week's episode. To get your hands on it all you need to do is go to <http://www.amyporterfield.com/150download>. You will get my entire 90-day pre-launch blueprint and let me tell you it is good.

I wanted to create this because so many of my students have struggled with their launch. They don't really have big email lists. They don't have a really thriving social media audience. So when they launch it's almost like they feel they are launching to crickets.

I want to end that because I know it's soul crushing. I know how it feels because that is exactly what happened on my very first launch that was a huge bomb. And I mean bomb in a bad way. It did not do well.

I know the agony. I know the frustration. One of the ways to fix your agony with a launch that you felt was a huge failure is to start over but get out in front of the launch with a pre-launch strategy, all the work you do to create original content, find your ideal audience, attract your ideal audiences, nurture your audience, love up on them, so that when you are ready to open the cart and sell your program, product, or service your audience is ready to buy.

That is my goal for last week's episode and then for today's episode. Last week's episode was all about how to do a pre-launch strategy. If you missed it you don't need to go back and listen to it right now because I think you are going to love this episode.

But after you listen in on this episode make sure to jump back to [Episode #149](#) because you are going to love it. {What? My phone! It's like I'm an amateur. My phone just went off but we're going to keep on going!}

With that, now that you know I have a blueprint PDF download that you can use when you're ready to create your own prelaunch, you can go grab that.

Today's episode is a case study with two amazing people I dearly love who created a highly-successful launch and I believe a huge piece of their success was due to their pre-launch strategy.

We're going to get into all the details. I asked them tons of questions about how they did it, what worked, what didn't work, and you are going to get the backstage pass.

My two guests are Terri Cole and David Vox. Terri and I go back a little ways and I hinted at last week's episode that we go back enough that we were in the woods together chanting some crazy mantras and doing some crazy moves at some retreat that I really can't talk about if I don't have a few glasses of wine. It was that crazy.

We had this special experience together the first time we met each other and we've been fast friends ever since. But I want to give her a proper introduction because she's a pretty impressive woman.

Let me tell you about my good friend, Terri. Terri is a New York-based licensed psychotherapist relationship expert and the founder of The Real Love Revolution. For two decades, Terri has worked with some of the world's most well-known personalities.

Terri's favorite motto, when it comes to creating healthy, vibrant love, is "It's not magic, it's psychology." Her strategies and courses have proven to create sustainable, positive change plus true transformation for thousands of women worldwide.

Here's the extra good part. She's been featured as an expert on A&E's *Monster-In-Laws*, TEDx, CNN, and my favorite, *Real Housewives*. Yes, she was on *Real Housewives of New York* as a psychotherapist to one of the ladies. Come on, does it get much better than that? Not in my world.

She's also been featured in *Cosmo* and *Vogue* and *Elle* plus many others. Both David and Terri sent me little, fun facts about themselves. Terri's fun fact is in her previous career incarnation Terri was a talent agent, way back in the day, and negotiated contracts for Naomi Campbell, Demi Moore, and many others.

She said, "Look, it was the 90s. These ladies were a big deal." Of course they were, so I thought that was pretty cool. That's Terri Cole.

Now let me tell you about David Vox. David is Terri's business partner and a Norwegian online serial entrepreneur living in Barcelona. He is a marketing and branding expert and has produced over 150 coaching programs. His super powers include successfully promoting high-ticket online transformational programs.

He's got this special niche in the transformational programs. David has been featured in the Forbes series Entrepreneurs Rocking the World, which is pretty impressive, and wait for his fun fact. He was Mr. Gay Europe and Norway in 2005.

Terri and David were pretty big hot shots, let me tell you, and they still are because they are producing some amazing programs together with some awesome success.

At the end of this episode, and this is a long one so I'm going to warn you it's probably my longest episode, but it's that good. You've got to listen to the whole thing because at the end we're going to tell you what their email list and Facebook page and YouTube channel and email open rates looked like before they launched and then what it looked like after they launched.

You are going to be absolutely amazed. It is that good.

Here's how this episode is going to shake out. I'm going to walk you through the seven steps that Terri and David used to create massive launch success. The first six steps are all about the pre-launch experience.

Instead of talking about just exactly what they did when they launched I wanted to flip the script a little bit and talk about what they did in the prelaunch because that's where most of my listeners are totally missing out, almost ignoring the whole pre-launch process.

I don't know about you but I learn best when some says, "This is what I did but here are exactly the details around it." We're going to paint the picture for you. David, Terri, and myself are all going to talk about this.

Really quickly, let me walk you through the seven steps. I'm just going to name them and then I'm going to get into each of them when Terri and David come on.

Seven Steps of a Pre-Launch Strategy

1. Launch a pilot program.
2. Survey your list.
3. Build a main platform (for Terri and David it was YouTube. For you it might be a podcast or blog but I want you to hear about how they had a platform that was a total dud and what they did to revive it).
4. Create a launch freebie.
5. Create a free community inside of a closed Facebook group.
6. Create a 21-day challenge inside the closed Facebook group.
7. Open the cart with multiple webinars (wait until you hear how Terri and David segmented their webinars. It's so freaking good, you will love it).

A little extra, they debrief at the end to tell me what they would never ever do again and what they would add the next time they launch. This is going to be an action-packed, tons-of-value episode. I won't make you wait any longer, let's dive in.

Amy: Terri and David, thank you so much for being on the show. I'm thrilled to have you here.

Terri: So excited to be here, Aim...

David: Thank you so much Amy.

Amy: I'm so excited to do this interview because we have spent some time detailing the whole thing out. I feel like it's going to be very step by step. If you're cool with it I am ready to just dive in. Sounds good to both of you?

Terri: Perfect. Sounds good.

Amy: To get things rolling, let's first talk about the online course that you created for this launch. I'm going to do a little rapid fire with you, Terri, because I want to get down to the details. Are you good with that?

Terri: Great.

Amy: First of all, the name of the program is Real Love Revolution. What is the focus of your program and who is your ideal audience?

Terri: The program takes women through the five pillars that I've created to create healthy, sustainable, real love in their lives. It's for both single women and for women in relationships.

I would say the demographic, or women in our tribe, are really high functioning and successful. They identify as over functioners, basically, in their relationships. They struggle with perfectionism, which I am sure you would know nothing about, Amy.

They are highly intuitive and sensitive to other people's emotions and they struggle with setting boundaries in their personal relationships.

Amy: Got you. So you cater to women that are not in a relationship yet and also those that are already in a relationship, right?

Terri: Yes because, basically, the focus of the program is your relationship with yourself.

Amy: Got you. I feel that's a little bit of a really good Trojan horse.

Terri: Well listen, you can't call it "self love is the only path to true love" because nobody would take the course.

Amy: Right. I like what you did there, for sure. How did you organize the content inside the course?

Terri: We have the modules, the training videos. We had the integration exercises, which were weekly PDFs, a really important piece of it. We had weekly live Facebook broadcasts. We had a secret group in Facebook,

which is the Facebook community. And then we had an education platform where everything was delivered for people who actually didn't want to be on Facebook in any way.

Amy: Oh cool. So you have a membership site where people would login but then there is a lot of activity. I know this firsthand. You have a lot of activity inside your paid Facebook group where you are doing your live streams and all that good stuff.

Was the content dripped or did they get it all at once?

Terri: It was dripped weekly.

Amy: Every single week. Was there a start date and end date to the program?

Terri: Yes, it started February 1 and once we got going I actually added a week because I realized the first week really was about people getting acclimated to the education platform and a lot of people in our demographic are not super tech savvy so it took a period of time for them to be comfortable going into the Facebook group to make sure it really was a secret group.

So it started February 1 and now the end date is April 15. It is actually 11 full weeks.

Amy: Nice. And you are very active in the group and people are responding so well to it. I've just got to say, "Congratulations on an amazing program." Beyond the success of selling it, the content is fantastic so congrats on that.

Terri: Awww, thank you so much. Trust me, it's two decades in the making and very exciting.

Amy: I do love that we are kind of just honest, it didn't just happen overnight. We're going to talk a little bit about that coming up but I love that you put that out there.

Real quick, one last question, the price of the program?

Terri: \$997. That is the one-pay price.

Amy: Okay, and did you have a payment plan?

Terri: Yes. I had a payment plan of \$97 a month for an entire year that I think I learned about from you.

Amy: Imagine that! I love it. How do you feel about doing the payment plan? Did you feel good about that? It is obviously going to be more work in the long run but I'm assuming your audience responded well to it.

Terri: I think, as you talk about it Amy, it really is the truth that it opens up the possibility for a different demographic and so many more people to participate in the course. If I hadn't done the 12-month thing, and I do feel good about it and I've never done it before, so we will see by the end of this year.

There will obviously be a percentage of people who default. If we hadn't done the monthly thing we would have done some other payment program. I can't imagine just launching and saying it was only a one pay because it would be very limiting demographic wise.

Amy: For sure. I bet my audience, who doesn't know you yet, Terri, is now mesmerized by your amazing voice and you are putting them into a trance as we speak. My mom is going through your program as well. The first thing she did is call me and said, "Oh, Her voice is beautiful and I could listen to her every single day."

I said, “I know.”

Terri: She’s so cute.

Amy: She is pretty cute, but it’s true. I do love your voice and I love listening to you. Even if you just talk about nothing important, which is not what we’re doing here, I’m just going to listen to you all the time. This is going to be a little treat for me as well.

So, David’s coming up soon, but we’re not ready for David just yet. I’m going to get into Step 1 and, Terri, I’m going to have you take this one as well.

Because you all know I love going through step by step and as I mentioned in the intro, there are seven steps to this process that David and Terri have created, Step 1 is that they launched a pilot program.

Terri will you talk to me about this pilot program? I want to know details about how long ago you did it, who was invited, what it looked like.

Terri: This was over a year ago, the “pilot program.” But the beta test, honestly, became a test in hindsight once David and I really started working together in earnest. We had known each other but this was once our business relationship really solidified.

After that first launch I was actually in my car bawling my eyes out talking to Kris Carr, one of our mutual friends, about the launch because the marketing company I used came in 68% above their original estimate.

Any profit I would have made on that “beta tested launch” I really didn’t make it. I was so frustrated and so upset about that. I did have enough mind to do an exit survey with the people who had taken the course and learned a lot but it was really from David’s input, his way of looking at it.

He was telling me how important the data was and that it was going to be amazing, that I could see what I was experiencing as a failure. It was really valuable feedback that could be used as the foundation for a more successful situation.

Amy: So you did this pilot program, beta program...We're talking about the same thing, right?

Terri: Yep.

Amy: So you did the beta test and at the time you felt it wasn't a huge success so it felt really bad for you. Then you and David started to work together and David said to "wait a second. This information is golden."

Terri: Yes, and what I didn't know was going to happen on this is that I had my own trepidation about launching this because I wanted to but what I had done successfully for almost two decades was me in a therapy room with a person one on one.

I knew my strategies worked because I had so much evidence in my experience as a therapist and coach. What I didn't know is whether it would work in an online form and if it would work for people all over the world and if they had no one-on-one time with me.

That's really what that beta program showed us. It absolutely translated.

Amy: I love that. David, Terri was telling me that you went through the surveys of the beta test to pull out some of the important stuff. Tell me about your experience with that.

David: A lot of people that took the first program wrote in detail all of the different experiences and transformations they had. It was really interesting actually connecting with them on Skype and asking them much more specific questions.

There were just so many things that create ripple effects in their lives because if they changed your life, maybe they are ending an abusive relationship, maybe they got into a relationship, maybe they got pregnant and have been wanting that their entire life.

All of these things kind of don't always fit into the narrative and timeline of a short survey so what I saw when I started digging into this is that there is a gold mine of information and transformation waiting to actually be shown to her audience.

Amy: So you used a lot of the stories you got and testimonials from the beta program to shape what the prelaunch and launch looked like for the successful program we're talking about now, the successful experience you just had. Am I on the right page there?

David: Yes, correct.

Amy: Perfect. Moving into Step 2...In Step 1 they did a beta test, a pilot program a year in advance. Then Terri felt it wasn't as successful as she thought it would be. David luckily said she had created a gold mine to have a successful experience following.

I wanted to really hit home, like I've said three times, but a lot of my students will come out for the first time with their program and think it was a huge failure. If they look at that as their beta test and that they will learn a lot from it they can pick themselves up and do it again.

Terri and David are a case study of that exact experience so listen as we get into the details. At the end, I'm kind of teasing you as to what they actually ended up with in terms of success, it's going to blow you guys away. So let that first experience with your program, maybe not the best experience, guide you into creating something pretty amazing, which is what we're getting into now.

Step 2 is that you all surveyed Terri's list that she already had. So Terri started to build an email list and you surveyed that list. David, will you break down this whole experience of the survey for us?

David: Yeah, because after talking and, of course, seeing your survey for her beta test, the pilot program, we could see there were some common denominators that kept recurring all the time.

When we surveyed the entire list we could kind of ask a lot of questions and figure out if this is something that's happening for a lot of women or just the people in our program.

We had a Google survey that went out and we had a lot of "yes" and "no" questions in the beginning just to get people started. Then we got them more to explain their status quo and their narrative or dreams for the future.

We had almost 2,000 responses. What I thought was so interesting, and it still kind of breaks my heart, 67% of these women never had healthy role models of love growing up.

It kind of told us that there are a lot of women that don't actually know how to create healthy, loving relationships in their lives. For the single women, this was for both women in relationships and those that were single, but 54% of these women were single and attracted the same wrong guy over and over again.

On the positive note, 89% of these women believed that real love was possible for them. So it kind of told us that even though there were a lot of challenges and pain points there was a lot of positivity and hope that they could actually create real love in their lives in the future.

Luckily for us we had a program.

Amy: Imagine that! So Terri, when you surveyed your list and you saw these 2,000 responses and learned of the information about no healthy role models and the fact that these women did believe in real love, my question to you is, “Were you surprised by any of this or did you think it was what you knew but it had now been validated?”

What was your experience with the data?

Terri: It was the latter. It was that I had been speaking to a lot of this in a lot of the work I had been doing and I was most interested in healthy love. I felt when David and I first became friendly years ago, he asked what I wanted to do the most or was most lit up about, even back then when I was considered more of a fear expert I had said, “Healthy love.”

I really think it’s not just like I’m an expert but I know really how to do it because I’ve been doing it in my personal life as well. So this really validated what I thought was true.

But it also gave me the black and white evidence of going forward and making it bigger and taking into consideration all of the suggestions from the people who had taken the beta course, really making those changes and how I could make it the best, most comprehensive course possible.

Amy: That’s so true. I think one thing we need to remember when we actually take the time to survey our audience, is just what Terri was saying, she had these ideas. She was pretty clear about where her audience was, but now it was black and white and there was no question.

Every time she created a piece of content or wrote an email or put something out on social media or into her free Facebook community, which we will talk about, she knew she was spot on. There was no second guessing, lack of confidence, not sure if this was the right message.

There is something magical that happens when you have that confidence in speaking to your audience. So I love that you guys didn't cut any corners. You surveyed your audience and what David said when he was giving me the notes around this, "We used the survey as our map toward what subjects to target as we created our YouTube videos on the core platform."

And that's Step 3. I love the connection there. You surveyed your audience to make sure you were on the right page with your overall course but you also now had an amazing gold mine for what you should create content about on a weekly basis.

So many of my students are stuck questioning, "What kind of content should I create. I feel stuck. I'm blocked. I don't know what to keep putting out there." You survey your audience and you will know.

Really quick, last week I talked about Mind Your Business, a podcast with James Wedmore and my dear friend, Phoebe. It's so good. David, do you listen to that one yet?

David: Yeah, and I also met Phoebe and I just love her.

Amy: I love Phoebe. She's so amazing. They just did a [recent podcast](#), I mentioned this last week, about surveying your audience. I'll link to it in the show notes because I feel like David and Terri knocked Step 2 out of the park and it really shaped their content creation. So this is a step we cannot skip. It's a great podcast episode, for sure.

Moving into Step 3, it's all about building a main platform. For Terri that was YouTube. Terri is amazing on video. She connects with people instantly and what's interesting is that Terri already had a YouTube channel.

Before I bring David on to talk about this in even more detail, Terri, I've got to hear from you. Talk about what your YouTube channel looked like before and what it was doing for you.

Terri: Well, I didn't even know it was supposed to be doing anything for me. Therefore, according to me, it was doing just fine until I started understanding, through David, who was really educating me. Keep in mind, he'll be nice about it, but I had so much resistance to make the changes he wanted to make. It's so funny.

Amy: I didn't know that.

Terri: Oh yeah. Oh yes.

Amy: What was some of that resistance? Give me an example of what he was suggesting you do around YouTube and video and where your resistance was coming from.

Terri: Sure. I can give you ten examples because I don't know how he didn't businesswise break up with me from all of this. I had massive resistance because he wanted me to do longer videos. He was telling me I had to do 20-minute videos.

Even though I knew nothing about it I felt that nobody wanted to watch a 20-minute video, "What do you know?" My videos had been two to three minutes. For five years I had been doing a weekly tune-up tip.

My open rate was whatever it was. I had no engagement on YouTube and that's the truth. Maybe a really popular tune-up tip, because anything I did around meditation would be very popular, so over five years something would have been viewed 1,000 times or 2,500 times.

Most things were viewed 400 times even years later. David will hit you with all of the other factual things about what is happening because of the

changes. But one of the resistances to the long form is similar for me personally, and the same thing I had a resistance to David's suggestion that I be more of "myself" than my therapist self.

I had a lost of resistance to that as well. We would go back and forth about what that means. He said, "Terri, you're funny and you curse and in real life you are rarely compelling."

He was basically saying he felt I was only showing a part of who I was and maybe not even the best part. So I did eventually relent because he is very patient. That's all I can say.

Amy: It's so nice to have that in a business partner. I think that helped immensely. You had a YouTube channel that basically wasn't getting much traction whatsoever. You had really short videos. I agree, I would have though the really punchy, short, to-the-point videos would have done well.

David said you needed to go with 20-minute videos. You would use the survey to pull out the topics. I know he said you would no longer just do branded subjects that no one is searching for but you would start talking about relationships.

I am assuming you all knew that if you got more into details about relationships people would find you for that and, of course, go on the journey with you into your program.

Terri: Exactly.

Amy: I love it. Okay, David, you and Terri put a plan together to transform Terri's YouTube channel and turn it into a platform that would attract the perfect audience for the Love Revolution program. Obviously you wanted to engage the right audience, build trust, affinity. You also wanted to start list building and I thought that was great.

Break it down for us. What did you do with the YouTube channel, specifically?

David: We did have much longer videos. They were around 20 minutes. We know that on YouTube they really do prefer longer videos and high-quality content. They look for video that has a lot of likes or dislikes and a lot of comments.

Six months before we launched we started to transform the YouTube channel and we started adding all of the longer videos.

Amy: Okay, I have to stop you. I'm so sorry. Six months guys. They got in front of this six months in advance of launching. Now I know that feels like a lot. Terri, did it feel like, "Holy cow, this is so long before we launch" or did you just know it was good and you had time to ramp up?

Terri: I actually felt the overhaul that David was orchestrating and had designed, for me, the launch was really only one part of the overhaul because I really had been searching for the overhaul for so long and just didn't have the skills to do it myself. I hadn't found the right person to partner with on this.

For me, I was super psyched to have a really long lead time.

Amy: It must have felt really good. Six months before you launch you were going to overhaul the whole thing. David, I fully cut you off but that was a big piece. Kudos to you for doing so. Keep going.

David: Just on the YouTube channel we started hitting all of the pain points and Terri really got to show her brilliance and also show all of her different sides. I think the YouTube audience fell in love with her and started commenting and, of course, we got a lot of good rankings for her videos and since Terri answered every single comment people could see that she

is an expert that really validates and really listens and really responds to everyone.

She started to build all of this trust and consistency and credibility every week. Then for every week, because we look at you, Amy, as the #1 expert, we added lead magnets every week to collect leads from YouTube and that has been a huge game changer for her platform.

We have specific pain points and specific tags and email systems so we can target people very specifically from the channel and that's amazing.

Amy: I know I shouldn't choose favorites but David has become one of my favorites because he doesn't just listen to what I say on my podcast and what I've been doing in my own podcast with list building. He actually showed up and, with Terri, they did it.

They really did create a bunch of list-building opportunities from Terri's videos. I love that because at the end we're going to share with you guys where Terri's list was when she started and where it is now. You will be blown away by those results.

Showing up and doing the work, and let's be honest you guys, it wasn't easy. It couldn't have been just overnight you had 30 videos out there with a bunch of freebies. This stuff takes work, right?

Terri: Yeah, it takes work and time and thought. And one last thing I want to say about the overhaul of the platform which led to the launch is that the way the platform was before, and I feel probably many people who do what I do in this world of empowerment are the same, we want to be an expert on everything.

We don't want to exclude anyone. It was a very disjointed platform that really was not engineered for dialogue.

Amy: Hmmm. Okay.

Terri: What David taught me and helped me understand was how to really be in a meaningful dialogue, an even just giving me that task that every single week, every single day, even now, I prioritize being on YouTube even while the course is happening.

I answer questions. I don't just stop. I'm in the free group answering questions. Being present and knowing that by putting the work in, as he was always telling me, it will pay off in a different way, in a real way.

Amy: I love that. It will pay off in a real way and in a different way. That's true. I think a lot of us, once the launch is done, feel we have to take a break. We have to stop doing all of this. And here you are still in your YouTube comments knowing that you're going to launch again.

That's not the only reason you do it, but if we're talking marketing strategy, you've got to keep up these rituals and habits of engaging with your audience even when you're not in a prelaunch or in a launch.

Terri: Yes, because they don't want to feel used.

Amy: Exactly. It is all about what they feel during the launch and after the launch that's important. That is so good. I love that. It's not easy, by any means, but you're showing. I love what Terri said, she made it a priority.

It is a priority everyday. She is showing up. For me, if it's not on my calendar it's not going to happen to I've got to schedule this stuff. It is so brilliant.

One more thing about this. Obviously, again to remind everyone where we are, Step 3, building out the YouTube channel, is the biggest piece of the puzzle because it changed everything in terms of attraction, finding the audience, list building, and all that good stuff.

One more thing you told me you did, David, you mentioned that you were actually talking about the upcoming program, Real Love Revolution, in the videos as soon as December hit. You guys launched in January but in December you started to talk about the program.

David: We also had some promo videos that we shot. They were not exactly sales videos. They were talking about the different pain points with Terri's amazing voice and showing them narrative and showing generation after generation how these different love patterns have been inherited from one family to another and so on.

In every video, at the end, it would say, "Join me and one powerful group of women in one transformational adventure starting February 1, 2017." It was an open gestalt. It was like a teaser of what was coming.

A lot of people were like, "What is this starting?"

Amy: That's always great. That's one thing I actually learned a long time ago from Marie Forleo. I notice that in her video show, she started to talk about B-School coming up, "Get excited."

Back in the old traditional way of internet marketing you never mentioned your product until the carts open. That feels very salesy. I love that you all were saying that you had something really cool coming up and to pay attention and stay with you.

I feel that soft sell before the cart opened probably really actually created more trust and affinity.

Terri: Definitely.

Amy: Okay, so we're going to move on to Step 4, to create a launch freebie. In addition to the freebies you offered on the YouTube videos

during your prelaunch also created a core lead magnet for the entire launch.

Here's what's really interesting. A lot of you have different audiences you want to cater to and you feel really pulled. You question whether you should talk to "this" audience or "that" audience. What was so brilliant about Terri and David's launch is that they catered to people that were single and also those in a relationship.

I'm going to have David explain why they did this launch freebie in addition to all of the freebies on the YouTube channel, but in addition to those freebies, the launch freebie was 1) Your attraction style for singles, 2) Your relationship archetype for those in a relationship, and after people opted in they got redirected to the private Facebook group, which we are going to talk about in the next step, Step 5.

David, will you share the strategy behind these core lead magnets for your launch? If you already had the freebies in the YouTube channel what was the reason you wanted to create these as well?

David: We wanted to create an opt-in opportunity to build a massive waiting list and a tribe for the program and also to show off all of our beautiful promo videos. We had only one URL, just one URL that we put all of our traffic towards.

We split tested this in many variations. Somehow, The Over-Functioning Sisters, a video we made with Terri...

Amy: So, you have an accent so I just want to make sure people understand what you said. Over-Functioning Sisters. When we were doing the prep for this, one of my girls that works on the podcast wanted to know what the heck an over-functioning sister was.

Terri, you just might need to really quickly explain that because it is so interesting. But, before you explain that Terri, what I think is so important that David said is that they split tested a lot. They thought they were going to find a different headline that would totally attract.

David was looking for something a little more sexy but this really stuck out. Real quick, David, I'm sorry I keep interrupting you. I keep getting excited. But Terri, will you explain what an over-functioning sister is?

Terri: Yes. It's probably most of the sisters listening in to this podcast. Part of the demographic that we identified were over-functioning, high-functioning, co-dependent women. It wasn't like your mother's codependency, not with the image of weakness and can't get it done but almost like a Super Woman.

Amy: I'll do it all.

Terri: Getting it all done. They really related to the over functioning because they're tired. Who doesn't identify? It resonated. They also know that I'm a recoveringish co-dependent, over-functioning person so they feel there is hope.

Amy: Yes. I love that. David, I'm not going to keep interrupting you. Basically, keep going on this whole idea of a launch freebie.

David: This launch freebie actually had a conversion rate of 66 to 67%. Of course, everyone was an ambassador or affiliate and I got super excited because everyone was pushing their traffic this way. Once somebody opted in we actually asked them if they were in a relationship or single and then you went to separate landing pages.

On one landing page for singles we had specifics for the assessment, as she said. Then, under relationship we had different ones. We started

sending them emails with gifts and video promos that were custom to their relationship status.

That was a huge differentiator, I think. When someone opted in we could kind of invite them directly into the Facebook group so the next landing page they got was immediately, “Come over to the Facebook group and join me now, Mama.”

Amy: I love how he says, “Mama.” Say it again for me, David.

David: Mama. That’s what it said.

Amy: It said, “Come join now, Mama.” I love it. That’s another thing that you all don’t get to experience because, obviously, the launch is over. There were little things that Terri says, “Hey, what’s up Mama?” So, when you see it in her marketing you realize she is really being herself and this is what you get.

When you get into the group you don’t feel fooled. You see it’s the same chick you’ve been watching in the videos and now you get to communicate with her live in a Facebook group. It all blended so nicely. It’s just a reminder that we get to be ourselves in our marketing because we are our own bosses. That’s kind of an amazing thing.

I also love that David shared with me earlier that when someone opted in they didn’t have to wait for that person to open up the email, get the download, and then invite them to the Facebook group. They instantly sent them to a thank-you page that said, “We’re sending you your freebies” and “join the Facebook group right now.” It was on the thank-you page and I think that’s so very smart. I’m glad you brought that up.

Now we’re moving into Step 5, to create a Facebook group. We’re talking about a free community where you got to introduce your launch freebies,

you got to do videos with them, and all that good stuff. I'm going to give it away because I want Terri to talk about what she did.

I want to point out, because we've been talking about Facebook groups a lot on this podcast, this is the overarching community where you get to talk about different topics and Terri is that go-to source, the leader of the group.

This is before she is actually opening the cart so she is building the community in advance of all of that. Terri, how did you create community and engagement inside of this group?

Terri: The first thing we did was we had the free weekly Facebook Live experience. That was weekly. It was a Q&A. We would pin to the top of the page a weekly question that would be the focus of that week. They knew that is what we would be talking about on Friday.

They sent their questions in to my assistant. It was organized. It wasn't just, oh, if you get on the line. It was really people getting their specific questions answered for them. We created this clear narrative week by week.

Me being there and answering questions in the Facebook group was the real thing, creating the community. But they were all excited about being live on Fridays. We called it the #FridayFocusQuestion. Again, we were creating a social media community and awareness around it as well.

We were promoting it and inviting other people. This is how we built that Facebook group up. We were putting it out there in a social media with a hashtag saying, "If you want your questions answered by Terri personally, join the group and be here on Friday."

They had to join the Facebook group, obviously, to be on the Facebook Live experience.

Amy: So there was a lot of live video going on. You were asking questions. You were answering questions throughout the week. The community started to share things in that group, right? They started to share their experiences and talk.

Here's what's cool. Terri did these assessments, your attraction style and relationship archetype. Right?

Terri: Yes.

Amy: People figured out what their attraction style was and now they are sharing it in the group and talking about it. If someone else didn't take the assessment yet they wanted to know where to find it. Or, they would tell you their relationship archetype and ask someone else what theirs was.

Someone would be like, "I don't know. Where do I find it?" Now people are going back to the freebies and opting in. I feel like you created the best experience for that.

Terri: I feel like David created the best experience for that and I just did what he said.

Amy: Seriously, I love it. Let's give David some credit because that was really, really smart. Speaking of things that are really, really smart in a prelaunch, you also did a 21-day challenge. This is Step 6.

Get ready guys, because after we talk about the challenge we are getting into what they did on webinars, which will kind of blow your mind, so I'm just teasing it right there.

Step 6 is to create a 21-day challenge. I love this because not only was your challenge right on point with what you were going to sell but it was

also just one extra way to engage people. David, tell me about this challenge and how it worked and what the goal was and all that good stuff.

David: It was a 21-day meditation challenge, which was called The Real Love Meditation Challenge. The goal of the challenge was to warm the list up for launch. Open up the emails and get a good experience.

We also offered daily affirmations that Terri wrote in all social media channels and then linking back to the challenge. If you didn't join on Day 1 or 5 you could still join and receive these beautiful affirmations that were all around relationship and love.

We ran this from January 1 to January 21. The cart, of course, opened the minute the challenge stopped. We just ran the challenge inside of the Facebook group. You had to opt in through the funnel so we knew if you were in a relationship or single before you could join.

We literally only announced this to her email list and in the different social media channels but we also gave it to all of the different ambassadors and affiliates because it was one more way for them to engage people just through one single link that had this challenge and all of the assessments and, in the next segment, the webinars.

Amy: I love that this challenge ended when the cart opened to the program. Remember, with daily challenges, people are opening their emails to get the daily challenge. Remind me, Terri, was this 21-day Real Love Meditation Challenge a daily meditation and were they hearing your voice every day?

Terri: Yes.

Amy: That's huge guys. Now people are hearing from Terri so they are getting used to Terri coming into their house every single day and they are loving it because she's getting them the results they are looking for. They

are feeling better, getting into a habit and a ritual. They are opening her emails.

I feel you all did this challenge beautifully. Terri, I'm curious, as the content creator of the entire launch you put together, what was your experience with the whole 21-day challenge?

Terri: I honestly feel the 21-day challenge was amazing and brought people together. But it was more like the free gift icing on the launch cake, if I can say it like that. It's weird but you know what I mean?

The six months prior to this is really what set the stage for the tribe and the community feel that happened, more than this, I feel this was almost a celebration, a gift for the tribe we had already created over all of those months of consistently caring about them and caring about what they were going through and what they were experiencing and seeing them and validating them and valuing them.

I really do think this was just a thank you for them.

Amy: Yep. I love it. The challenges can do some amazing things inside of a prelaunch. You are right, all that work up front, the six months of YouTube videos, only added to this entire experience. That's why I love that we're talking about this whole pre-launch experience and what it looked like for all of you.

That is actually a perfect segue because now we're getting in Step 7, which is the cart opened up with a multiple webinar strategy, which we will talk about. Here's what I want you all to really pay close attention to. Steps 1-6 were all about the prelaunch.

Terri and David's experience is solid proof that if you do the work up front, if you are patient and take the time to actually warm up your audience with amazing value, you are setting yourself up for launch success.

Don't get me wrong, they did a lot of work in the launch process as well and we're going to talk about some of that right now. But we cannot overlook the fact that they really put a stake in the ground and said they were going to do it right up front.

I know in Episode #149 I gave you a 90-day pre-launch blueprint but the way Terri and David did it, they did a six-month pre-launch blueprint. If you can give yourself that extra time, by all means do so. Because, now we are going to talk about some of the success with their launch.

David, will you walk us through what it looked like once the cart opened up?

David: The cart was only open for two weeks. Actually, my idea was to have it open for four weeks but we got some tips from you, Amy, and did not do that, thank God!

We also didn't offer 50 videos on the sales page, which was my plan. Thank God we didn't.

Amy: Again, I love that you're such a good student. As I mentioned in the intro, David, Terri, and I got to talk just a little bit before they launched. They had all of these amazing videos and David was going to put them on the sales page.

I was a little nervous about that because when people start watching a bunch of sales videos or promo videos on the sales page they get very distracted and don't take action. There's too much going on.

David was like, "Okay, we're going to change that." I'm so glad you did.

David: It was amazing advice. Your podcast was also a game changer for this launch because a year ago when I started working with Terri I was walking around listening to your podcast all the time.

You are like my Oprah Winfrey in marketing and I really knew how to create these type of high-ticket coaching programs, producing them. I have produced over 150 of them. But I didn't know how to get them to convert.

You, Amy, alone are my biggest guide to online marketing strategies so I am just very grateful.

Amy: Thank you. That means the world to me so thank you, David.

David: Once we had everything figured out we had the cart open for two weeks and we had six webinars with Terri. We had three for each relationship status and then we had five additional affiliate webinars so in total we had around 9,400 people that signed up for webinars and around 3,400 that were live.

Amy: That's a lot of webinars. Terri, oh my gosh, were you exhausted?

Terri: I wanted to kill David. Even though I knew it was in the service of what we both wanted, but I was like, "You're kidding me?"

Amy: I had no idea until he sent these notes. I was like, Terri did a lot of webinars. I had no idea. What's important, before David goes on, and I know I said I wasn't going to interrupt him but I have to for this one because you guys are going to love it.

They did six webinars for Terri's list and Terri's audience. Those really were the ones that really converted the best. Of course they did because it's her own audience. They did three for those who were single and three for those who were in a relationship. I thought this was brilliant.

They had already segmented their list so when they emailed to their list they knew who were single and who were in a relationship. But if I saw a promo for a program about love and I saw Terri talk about those were single and those in a relationship I truly would think it wasn't for me.

I want something for someone who's married. That's where I am right now. Terri didn't make me decide. She said, "Look, if you're in a relationship this is for you."

Imagine how detailed she could get or how specific she can get in her language on a webinar whether the free content or when she's selling when she knows she's only talking to people in relationships or those that are single.

Take it from a girl that was single for a long time, those are very different worlds. I absolutely love that you did that. Congrats on a huge success with your webinars.

I want to dive into the webinars even a bit more. So talk to me about how you boosted the engagement. This, too, was something that I was over the moon excited to hear about. The engagement on your webinars was amazing. Terri, how did you do that?

Terri: Part of it, again, honestly, was that David and I came up with a strategy but he was the one who would really know the strategy and because he has a really intuitive way of knowing people there were different kinds of engagement.

This is what we just went for. We were asking them empowering questions. An example is, "What do you want to feel in your relationships?" If it was people who are married or in a relationship it would be "in your relationship," or "one your are in a relationship" if they were single.

We then created a specific thing with words on it, things I wanted. Then I would say to please put it in a sidebar three words of how you really want to feel in your relationship.

I then took the time out of the webinar to actually read almost every one, the person's name, and say what it is they wanted. I would say, "Jennifer wants to be witnessed. She wants to be cherished. She wants to be loved," "Betty Sue wants to be respected," whatever it was.

I knew that caring about them specifically makes them so much more engaged in what it is you are doing. It was worth putting that time in. If we can fully amplify what they want in their life and what they are seeking and let them feel seen, because they were, it really got people excited.

I think that was a really big part of the engagement and also promising and coming through with answering all of the questions. I had asked them to save all of the questions until the end so that nobody was co-opting the webinar or hijacking the webinar. But then we stayed on as long as it took.

Some of these webinars were almost two hours long.

Amy: Wow. I love that. You got through all of the questions. I didn't realize I took an idea from all of you. When we talked weeks ago it was right before B-School. I was putting my B-School webinar together. I created an extra slide that said, "How do you want to feel in your business?"

I did exactly what you just said. I put a bunch of words that I know how I want to feel in my business. Then I said, "Share with me yours." I didn't even realize I got that idea from you but now I remember that you told me about that.

That's what produced the most engagement in my webinars.

Terri: Woo!

Amy: Yeah. This was a marketing webinar. It wasn't one about love and feelings and all that good stuff. This was how to do strategies but it still came down to the fact that we all want to feel a certain way with whatever it is we're doing.

You guys gave me a huge gift because, you are right, I got so much engagement from that. One thing Terri did not mention because she's humble like that, they had over 700–800 comments when there were just 150 people on live on one of their webinars. That is incredible.

Just for the record, guys, that is very, very rare. I just want to give you a lot of credit that your audience was engaged and that's why you had such high-converting webinars. But I love that you shared. You were asking them questions.

Then there was a note here that says you were always connecting the material of the modules while pitching the program back to them. What did you mean by that?

Terri: Let's say it was about self compassion. There are different modules: Self awareness, self knowledge, self acceptance, self compassion, the fourth module. So, asking them a question, "Do you always prioritize everyone else's needs above your own?"

Just that, bringing it back to how that is not having self compassion when you do that. Always dropping the different modules' content within the webinar and wherever else we were talking so that people would be familiar with the pillars that create the love you are seeking.

Amy: I've got you. I love that, always tying it back to them and having them validate, "Yes, that's me, I totally get it."

Terri: Exactly. So you're not saying, "I think you need this." They are saying, "Wow, I think I need this."

Amy: That's so smart, so very smart. I love that and hope you all really understood that part. You might need to rewind to listen to it one more time because it's that good but I really love that tip and take it into my own webinars as well.

One final thing I'll say about your launch success is that you and David have subscribed to the concept of a soft sell. First when I read this I was a little nervous to bring this up before I got into the notes.

I don't want my audience to be afraid to sell on their webinars and through their promos. But then I started to read the notes and I thought it was a really cool approach because it speaks to you, Terri, and now that I'm getting to be friends with David I can see it in him as well.

Will you talk to me about this soft-sell approach because you made a lot of money in your launch so it's not like you didn't sell. Give us a little hint.

Terri: Part of it is that we sold in a way that was aligned with who we actually both are. As a psychotherapist and a coach and, obviously this is a coaching program, right, you aren't actually psychotherapizing anyone on line because it's not possible, but there is a sensitivity that I would have to, as David would say, not stomping on someone's pain point with "Join us or you'll never get married and have babies or worse, you'll pass this dysfunction on to your children.

That would be really mean, scaring people. I think part of why, for so long before David, I didn't know. A soft sell is something I learned from him. I knew the hard sell would never work for me. I really believe that is why I have not successfully done it before he and I partnered.

He taught me and showed me that I could be myself and he respected that. He's a master marketer so sometimes he would want to do something. I would be like, "actually not." He would just say, "Okay, took it off."

He wouldn't try to go against it. He would say maybe I was right, maybe it was too hard. But it is sort of a casual, friendly sales approach and messaging that resonates with them without trying to scare the crap out of them.

Amy: It was so true to who you are and who David is and also, because you understood your audience so well, you knew what they were going to respond to the best. Freaking them out with "You're never going to get married and have babies" was really not the way you ever wanted to go.

I love that you said that. Again, I know every promo video and every blog post and every message would include, "Join me and one powerful group of women on one transformational adventure starting February 1." I just love that.

I know David said it earlier but I wanted to say it again because they had a little tag line that was so inviting, "Join me and one powerful group of women and one transformational adventure starting February 1." I've never done that before where I created a little ditty that was cool like that.

Terri: How interesting.

David: Now it's 2018.

Terri: Yeah, now it's 2018.

Amy: Join them in 2018. Yes, I like it.

Terri: We would also say at the end of that little tag, "The Real Love Revolution" so that you were, again, getting brand recognition so that the

adventure and the amazing group of women were all associated with The Real Love Revolution.

Amy: That's so cool. They kept hearing it. They were hearing it from you with a cool tag line. It's something I've never done before so, anyone listening, that might be something cool to add to the end of your videos leading into a launch. It's really cool.

We are definitely getting to the end here. This is the stuff that my audience eats up. They love, and maybe it's the stuff I eat up so I'm assuming my audience loves this as well, but I want to talk about the launch stats.

I want you to break it down for us. David, I want you to tell us the total revenue and the breakdown of the revenue. How much did you spend on ads, conversion stuff, like the geeky side of all of us that love these details. Break it down for us.

David: It was fun because the webinars were literally the highlight of my life. You could just feel the energy and you could just see all of the sales coming in. The total revenue of the entire launch was \$441,000.

Amy: Amazing.

David: Yeah.

Amy: Does that feel crazy to you, Terri? Is that crazy to you?

Terri: Yeah.

Amy: That's a lot of money. That's a lot of hard work is what that is but I love it. So \$441,000. Keep going, David.

David: We got \$90,000 more in affiliate sales and 162 actually paid in full then 284 paid the monthly \$97.

Amy: That's a lot of people to pay in full so 162 paid in full. I can't remember, this is not to toot my own horn, I know we talked about maybe doing a bonus if they paid in full but I don't remember if you guys did that. Did you?

Terri: Yes.

David: We did.

Amy: I love it.

David: Thank you Amy.

Amy: Gold stars for both of you. So what did you give as a bonus if people paid in full.

David: They actually got one extra call, a smaller group, with Terri for each of the modules, for each of the pillars.

Amy: Nice, so they got a call with Terri in a small group setting?

Terri: Right, it was a video where, not only could they see me, but they could see each other.

Amy: That's cool. That's even better. I like it. Awesome. Great. That's something you all can think about if you're going to do a 12 pay but are hoping more people will take the full pay, add an extra bonus. We do that with all of our programs and it makes a huge difference.

Terri: Just look at the button...Amy, we did exactly what you had done with yours.

Amy: I love that. Okay, good.

Terri: It was right there where they click on it. It tells them exactly what they are getting to pay in full.

Amy: Yes, that's a new thing we implemented in both Webinars That Convert and Courses That Convert. When you go to the sales page on the button it actually gives you a list of everything you get if you do the 12 pay and everything you get if you do the full pay.

There is one extra thing if you do the full pay so it kind of stands out right on the button. Cool. I forgot that we did that so I'm glad you brought that up.

David, how much did you guys spend in ads?

David: We spent \$4,500 in ads and were only retargeting people that had been on the webinar back to the cart or to the webinar. We had an average conversion live, with affiliates it was down to 8% but in average it was 17%. The best live rate was actually 45% on a single webinar with Terri's audience.

The open rate during our entire campaign was around 55%.

Amy: Wow, that's huge. Before you get into the then and now, because this is a good part where we talk about what things looked like before and what they look like now, just to break that up a little bit, that's crazy that they only spent \$4,500 in Facebook ads.

Like he said, they used some of that money to invite people to the webinars and a lot of that money to retarget those that were on the webinar.

I believe they only had to spend \$4,500 on ads to make \$441,000 is because of all of the work they did up front. If you have a really tight

budget and you can't spend a lot of money on Facebook ads then you definitely want to get out in front of this.

Start building your list, engaging with your list, creating videos or doing blog posts or whatever it takes, but would you guys agree that all of that work up front definitely probably saved you a lot of money in trying to find your audience with ads?

Terri: Most definitely.

Amy: I can't even believe how little you spent on ads to get that launch success. Kudos to you. That's amazing.

Break this down into the then and now, David. I want to hear this.

David: Before the list was around 12,000 and the open rate was as low as 12% some weeks. But the email list now is closer to 30,000. It is 27,000 and the open rate is between 26 and 27%.

I feel like you said on your podcast that the email list is the beating heart of your business so I really feel we had cholesterol problems when we started working with Terri. Huge! We were really just waiting for the heart attack. Now I feel we are healthy again and we're going to work toward getting 35% and 40%.

The Facebook was around 8,000 likes and thankfully we have this amazing friend called Steven Aitcheson and his group, Your Digital Formula, it is like a little group of Facebook pages in this field of transformation that I feel helps promote each other. We grew that Facebook page to 150,000 and massive engagement.

Terri: Amy, hold on. Did you get that?

Amy: I am confused about this group you're talking about. Tell me about it again.

Terri: It's okay. Facebook. The change in the Facebook page, part of it was David's connection with a friend of ours who is a friend of mine now that I met through David, Steven Aitchison. He has something called Your Digital Formula.

Really, his group of heart-centered Facebook pages help to promote each other. It was very inexpensive to join that group and our social media person took the course that he has and learned how to grow the pages with organic engagement and not boosting financially.

Luckily for me it was David's connection to Steven but this really is what turned the Facebook situation around as well as all of the other ideas David had and how we were changing the platform.

We just wanted to shout out to Steven Aitchison and [Your Digital Formula](#) because it really was a game changer for our Facebook page.

Amy: Okay, I'm going to link to that because I'm sure people are listening and wanting to know more about that. I'm going to link to it in my show notes at <http://www.amyporterfield.com/150>. We will definitely do that.

You are talking about your Facebook page so we're not even talking about a group. We're talking about going from 8,000 fans to over 150,000 fans in massive engagement. Is that right?

David: Yes.

Amy: Cool. I'm so glad you guys brought that up. That's awesome. Okay, keep us going David.

David: YouTube was around 3,000 subscribers. There was literally no commenting and no engagement.

Amy: I love that Terri laughs at that.

Terri: I'm like, "I wonder why?"

David: Now it is around 4,000 but we have massive engagement. We have thousands of comments and it is just growing and growing faster and faster. We have videos before of her that were on the average of 300 or 400 likes. Now they are going up to 10,000 likes and climbing toward 20,000.

Everyone has a lead magnet so everyday they are building and building and building our tribe.

Amy: Oh my gosh. I love it. I'm going to link to [Terri's YouTube channel](#) in the show notes for sure. You guys have to check it out. Whether you're in a relationship or single you're going to fall in love with this woman so I'll definitely link to it.

How about the free Facebook group? How many people are in there right now?

David: We have almost 3,000 and it's still very active with weekly questions and we have a monthly Facebook broadcast or live stream with Q&A with Terri. People are sending questions and are super engaged.

It is so good because the people who couldn't join this time are still being in the Terri Cole experience until next year.

Amy: That's so cool. So, just like Terri mentioned earlier, she's still engaging in that group. She's still doing her live streams through Facebook

video. It's still active and, of course, when they open their program again in February, 2018, this group will be ready to buy.

Now they have tons of time to nurture this group so it's all about habit and the ritual of getting in there even after the launch. I love that, for sure.

I said we were wrapping up but I do want to get into a little bit about what you would do differently or what you will never do again. Let's start there with Never Again! Even with a hugely successful launch there is always stuff you are like, "Oh heck no, that's not going to happen again."

David, walk us through just a few of those.

David: I will never, ever do a webinar on the go again. All the landing pages, all the email copy and all of the different schedules and pre-written and pre-tested stuff, we don't want to do that on the go.

We had a lot of influencers and it just requires so much more time than you think, especially when you're a testing freak. We just need it to be at least a month out. So less is literally more. I would rather have fewer webinars that were Terri's webinars because they convert better.

When you have a lot of different influencers it's a very fragmented pitch. It is many narratives coming together to lead them to the program. It's better to focus on Terri's narrative because we kind of perfected that one.

I will never do copy on the go again. It kind of feels good to be flexible but it should always be like an editor or copywriter reading over it or at least have a day or two to digest the copy, especially when it is sales copy going out to 10,000 folks.

Amy: Awesome.

David: Doing the tech next year, there will definitely be somebody taking care of all of the tech and checking everything. You can't do everything at the same time. We were just two people doing the entire launch and, of course, we had some help from our team but it was just too much pressure on us at some of these webinars.

Amy: Okay. I love the hashtag, we have notes, as I told you guys. It says, "#Valium" so, seriously, launches can drive you to insanity, especially when you're doing a lot of it on your own.

I love what David said, "No more on the go." Everyone who has done a launch has experienced this, the night before or one hour before the email is supposed to go out you're typing away like a crazy person. Then you learn that will never happen again.

David, I've so been there. I get it. It's nerve racking, for sure. That's a lot of good stuff, never again, no more webinars on the go, copy on the go, and all of the tech stuff, getting a project manager.

This is what's perfect. I do believe they should have done this launch just how they've done it, in the trenches doing most of the work themselves. Now they've proved it can be successful. So now this is where you reinvest your money and say, "Okay, project manager for sure. I'm not going to kill myself again."

But it usually happens on the second one. I do have to say, I know we're going to wrap up and we've got one more little section, but I love the fact they are talking about launching again.

Instead of, "This was a huge success, now what am I going to go create?" No, you've put in way too much work to not do this again and again and again. I absolutely commend you for that and I love it.

After we've gone through this list of what we will never do again, how about next time? Terri, share a few things that you would love to do next time around.

Terri: We would keep the content sharing because I love that. The Facebook group, the free one, I really do love all of the engagement even if it can be a little bit overwhelming. We would certainly do the webinars and all of that.

We would continue to build the YouTube and really focus them more on the five pillars and the pain points that they actually experience. What is relevant for this tribe in a more expanded way?

We have either more time or the same amount of time. But now I am really excited to share the testimonials from this group and more behind-the-scenes Real Love Revolution updates and after Real Love Revolution. We are going to have people staying in touch with us because the transformations are happening at a rapid rate within the group, life-altering things.

We know we're going to have a lot of testimonials. We are hoping to add 1,000 new leads to the waiting list per month. David set the bar. I was like, "Okay, that sounds good."

Another thing, and this is actually a really smart, smart thing to do this time around and it was a combination of David and another friend of mine, Susie Balson, of getting 20 journalists who are taking the program this time around.

Amy: Oh I like it! So the journalists are in the program now and then next time around they are going to talk about it.

Terri: Yes, many of them are writing about it now. They want to write about it. Cosmo, there is a bunch of high-profile journalists. Another thing

that was amazing is that a friend of both of ours, Danielle LaPorte, was a huge supporter.

She is currently taking the course and promoted the hell out of it. She is not an affiliate. Her whole entire team is doing the course. She did a free webinar with me to basically introduce me to her tribe and was very clear to tell them she isn't an affiliate because she really knows that it works and has benefitted from my work for many years as a very close friend and is really just so excited to share my strategies with her tribe.

That's generosity on a very super high level. I really appreciate that. Now I don't expect her to do that again next year but there is something really impactful about that because her profile is very high and I feel...David, how many sales do you think probably came through Dee?

David: Must have been from 50 to 100. This type of high-ticket sale, I saw a lot out of them. They were on our list. They were on YouTube. They went to the lead magnet and they did one, two, or three webinars or maybe four webinars before they bought the program.

I think a lot of these different things just created more and more validation and more and more credibility and they eventually bought the program. So it's not just one thing.

Amy: I absolutely love that. I just feel like getting the influencers and online celebs and journalists involved...I've never really done that and I've seen it, though, make a huge difference. You are so smart.

One thing you guys have is patience. You are thinking, "Okay, they are in the program now. We know in a year from now, almost, the value that will come from that."

Patience definitely wins out here. I can't wait to have you guys on next year after your launch to talk about the seven-figure launch that you've done

and all of the lives you've impacted. Do I have your promise that you'll come back on? Please?

Terri: Ummm, yeah!

David: I'm still star struck, Amy, so I'm going to work hard just to get on your podcast.

Amy: Oh my gosh, David. I can't even wait until you guys come back on. I cannot thank you both enough for breaking down your entire success of your launch, specifically the pre-launch strategy.

You two are really what inspired me. You two and my friend that I talked about last week on the episode, inspired me to create this pre-launch blueprint because I know it works. I've seen it work over and over again. You two are the perfect case study for that.

I appreciate you sharing that. I want to give you both a final chance to wrap up with me but I want to give a shout out for David. I mentioned in the intro that David is an expert at helping to create and promote high-ticket transformational programs.

There are many of you listening that are thinking that's what you want to create and what you have been struggling with. I want you to go over to his page and get his high-ticket transformation strategy. There are seven questions you've got to answer so you can make a six-figure coaching program.

David, where do they go if they want to create a high-ticket transformational program and launch it? Where do they go to get this information?

David: They just go to my homepage, www.davidvox.com and it will be all over the whole page because it is my favorite, favorite thing that I have created out of doing 160 of these programs now.

Amy: You know what works and that's so cool. Now, you not only know how to create them but you know how to launch them and you have a great case study. I cannot even imagine what's going to come after this. www.davidvox.com will be in the show notes, for sure.

David, thank you so much for sharing that. I think you will get a lot of traffic because it's such a great opportunity, for sure. This is a freebie, guys, that you can check out.

Terri, thank you so much for being on the show. I want you to share what you've got coming up as well.

Terri: We're going to be doing a boundary boot camp challenge because I find that drawing effective boundaries with ease and grace is something my demographic really, really struggles with. A lot of people think boundaries is a bad word. It means you have to have fight with someone, which it doesn't.

In The Real Love Revolution waiting list group that David was talking about, all they need to do is go to www.terricole.com/RLR and that will bring them into where you have described before and then they can go to the Facebook group from there.

Amy: Perfect. I'll put it in the show notes as well but you've also got the URL that you can go to and jump on that. Boundary Boot Camp Challenge. I might have to sign up for that. I definitely am Terri's demographic. That's why I love her so much. That's awesome.

Guys, thank you so much for being on the show. This is a treat. I know this is a long episode but this is a full-on training for people that want to do

what you've done. You've just given a huge gift to my audience. Thank you so much.

Terri: Thank you so much, Amy. We love you.

David: Thanks Amy. Thank you.

Amy: Thank you guys so much. I'll talk to you soon. Take care.

Terri: Bye.

David: Bye.

Amy: There you have it. I hope you enjoyed this interview as much as I absolutely loved speaking with both Terri and David. I thought it was so cool that we got to see what they did in their prelaunch and then you got to see the reward of what their success looked like once they launched their product.

If you can put the time into your prelaunch you will see the rewards inside of your launch. I feel very confident about that. All the links we talked about in this episode can be found at <http://www.amyporterfield.com/150>.

Next week we are talking to Jill Stanton of www.ScrewTheNineToFive.com and it will be Part II of my Facebook group mini training. Weeks ago I did Part I and Jill was supposed to follow right after and a few things got mixed up on my end so we have been waiting for our episode to go live.

I'm so excited that it is going live so that's episode #151 and you'll learn how she went from about 7,000 fans to over 38,000 fans in her free Facebook community. She did this all in one year.

I can't wait for you to hear all of the details in next week's episode about building a free community via a Facebook group. You're going to love it.

I'll see you next week in Episode #151. Until then, have a beautiful week.
Bye for now.

Show notes at: <http://www.amyporterfield.com/150>