

ESBA

GAUGING YOUR LAUNCH RUNWAY

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My number one takeaway from this video

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GAUGING YOUR LAUNCH RUNWAY

When you're trying to launch a product, you get really, really excited about an idea.

And (usually) you make the assumption that your followers are excited too.

FAILURE TO PLAN

All too often people launch to crickets because they weren't prepared and had not created a runway that was effective, engaging, and attractive to their avatar.



Before you launch a product and wonder what on earth went wrong, let's figure out if you're ready.

Facebook Group Size: _____

Facebook Page Fans: _____

Personal Page Friends: _____

Instagram Followers: _____

LinkedIn Connections: _____

Email List Size: _____

Email Open Rate: _____

Email Click Through Rate: _____

LAUNCH NUMBER MATH

Now that you have those numbers, let's do a little math.

Take your Email List Size and **MULTIPLY** it by your **OPEN RATE**.

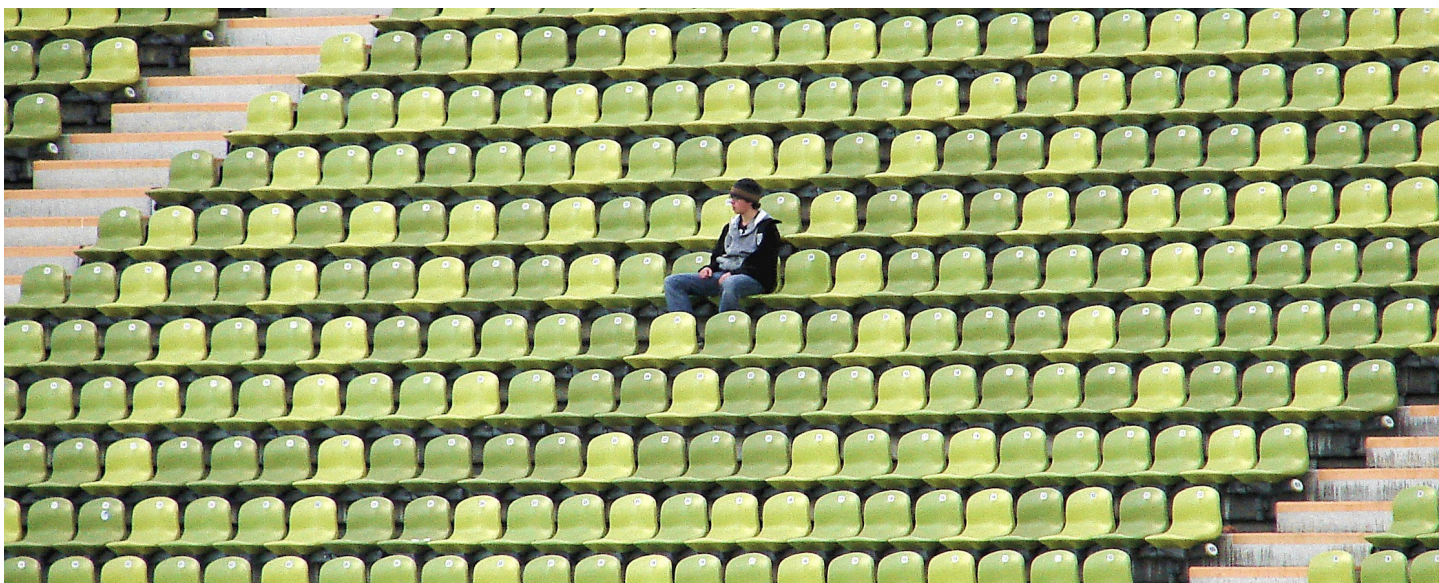
Then, take that number, and multiply it by .10 (10%).¹

Email list size () x open rate () = _____

Above answer () x 0.10 = _____ purchasers

Your answer is the number of people you can (on average) expect to purchase your product.

¹ If you've launched before and you know what your close rate is, you can use that number, but for the sake of averages, we'll go with a nice round 10 percent.



If you're a little bummed, that's okay. You just need to increase your base. It's like filling a stadium with fans, and it takes time.

Does this mean that you need to put your launch off completed? No.

It means you need to do one of the following:

- adjust your expectations
- increase your traffic and conversions or
- work on your opt in funnel

Poll your audience and ask them why the follow you.

Write their answers here

List their pain points, from most frequently cited to least

- Use their language to tweak your messaging and further connect to your audience (and attract newbies).
- Use those same pain points to leverage all of your social channels and your newsletter.
- Create a waitlist and waitlist page for your product (even though not available yet).

Once you've adapted things, start talking about your product. When people ask, and when you post, link to that waitlist page. Get them on a separate list so that you can launch to them sooner.

It's always best to "give them what they want." Once you start speaking your language your opt in rates should improve and you may find that you have an explosion of new fans.



HOW TO LAUNCH

A typical launch takes anywhere from 8-12 weeks. For more complex launches, getting things running can take 6-12 months. It all depends on your business model.

There are some basic things you need to pull off a successful launch, however.

YOU NEED TO KNOW SOME PRETTY BASIC INFORMATION

LENGTH OF CART:

- ☐ 3 days
- ☐ 4 days
- ☐ 5 days

LAUNCH DATE:

PLC START DATE:

CART OPEN DATE:

time _____

CART CLOSED DATE:

time _____

RUN ADS:

- ☐ yes
- ☐ no

TYPE OF ADS:

- ☐ Retargeting
- ☐ Lookalike Audience

FB AD BUDGET:

\$ _____

You need to know where important things are:

Opt in 1: _____

Waitlist: _____

PLC series: _____

Facebook group: _____

Sales page: _____

Cart: _____

Thank you page: _____

Student log in: _____

AND THEN, YOU NEED A PLAN:

WEEK 1

- ☐ Install your FB Pixel on all landing pages and your website
- ☐ Decide on a refund policy/update or create terms & conditions
- ☐ Choose a platform for your course:
 - ☐ Thinkific
 - ☐ Teachable
 - ☐ Kajabi
 - ☐ Self-hosted
- ☐ Set up course platform
- ☐ Ask previous students for testimonials OR review past testimonials to use for sales page and email copy
- ☐ Decide on your PLC (pre launch content) plan. Options:
 - ✓ Live videos
 - ✓ Pre-Recorded content

- ☐ Decide if you are going to offer an upsell to another product
- ☐ Build your email list
 - ☐ Promote a relevant opt in on your FB page and in your group.
 - ☐ Include the (new) group link in the delivery email for your opt in.
- ☐ Decide on bonuses - leverage your relationships and ask other experts who compliment your course to contribute (does not have to be exclusive)
- ☐ Decide if you are using affiliates - I suggest limiting affiliates to 10-15 heavy hitters with big lists.
 - ☐ Reach out to each potential affiliates
 - ☐ Ask potential affiliates if they'd like to contribute a bonus

WEEK 2

- ☐ Create a waitlist page for your product that includes an email opt in for them to be notified when it goes on sale
- ☐ Begin to map out PLC if it's pre recorded. Schedule time to record videos if needed
- ☐ Draft welcome email for purchasers
- ☐ Outline your launch email copy (see email outlines for inspiration)
- ☐ Leverage the transformation that they want (based on their pain points): "One of the big problems people are having is to X. Now, I want you think about how YOU would X. What I'm going to do is show you the way you've never done it before - and it will only take you Y time."



WEEK 3

- ☐ Outline your sales page
 - ☐ Include pain points and resolutions. Focus on transformation. Use pictures.
- ☐ Draft your sales emails
- ☐ Finalize PLC scripts. Film pre recorded videos if needed.
- ☐ Build necessary framework for upsell (if using)
 - ☐ Additional sales page/checkout process
 - ☐ Delivery of bonus
- ☐ Outline your sales page
 - ☐ Leverage pain points, then solve them. Remember to focus on the transformation that your students will have when they take your course
- ☐ Poll Your Audience: “What is your #1 challenge right now?” Give relevant options for your course as potential answers
 - ☐ Share the link to your poll with your affiliates

WEEK 4

- ☐ Build your sales page on your chosen platform.
- ☐ Create launch sequence/automation skeleton in CRM
 - ☐ Create/apply tag for launch
 - ☐ Create purchase tag
 - ☐ Add placeholder for launch emails (if applicable)
 - ☐ DO NOT turn on your sequence yet!
- ☐ Start running ads (if you chose to run them)

- ☐ Monitor your ads (if running)
- ☐ Test launch emails
- ☐ Fix any bugs you find and retest

WEEK 5

- ☐ Set up OR prep your current Facebook Group for launch
 - ☐ Description
 - ☐ Header (ie: 3 weeks to go!!)
 - ☐ (pinned) Welcome post
- ☐ Announce your (new) group on your Facebook PAGE.
 - ☐ *OPTIONAL* Begin running retargeting ads
 - ☐ Email your existing list
- ☐ Monitor your ads (if running)
- ☐ *OPTIONAL* Use your poll as a conversation starter in groups: mention poll “no idea this was a challenge for people” and link to join group.
 - ☐ Adjust sales page copy & launch emails based upon poll responses
- ☐ Test the checkout process
 - ☐ Fix any bugs and test again
- ☐ Tech integrations (or hire out)
 - ☐ Sales page & cart
 - ☐ Purchase & platform
- ☐ Double check with affiliates, remind them of their links and that they should be adding people to the list NOW
 - ☐ Send them links to their opt ins so that they can access them easily

WEEK 6

- ☐ Load launch emails into CRM
 - ☐ Include links to the group for lives if you are doing them
 - ☐ Include link to the sales page when applicable
 - ☐ Remember to double-triple check that you are leveraging their pain points
 - ☐ Test deliverability of all emails
- ☐ Connect with your team and set expectations for email response times and any other manual processes
- ☐ Create canned email responses for questions

WEEK 7

- ☐ Update group cover photo to reflect your PLC &/or “It’s Coming”
Begin PLC
 - ☐ PLC #1
 - ☐ PLC #2
 - ☐ During each live, mention “I’m going teach you XYZ tomorrow, so stay tuned.”
 - ☐ Include a link to your group and a time zone converter. Push people to join your group
 - ☐ Leverage their transformation
- ☐ Update the pinned post in your group to reflect the PLC is live
- ☐ Run another test on the purchase process and the onboard email

LAUNCH WEEK

#herewego



- ☐ Monitor FB ads
 - ☐ turn them off at the end of launch!!
- ☐ Update the banners on your page and in your group to indicate what's happening with the launch:
 - ☐ FREE Training 1 is here! "Learn how to ..."
 - ☐ Does this ever happen to you? Learn how to XYZ!
 - ☐ Join [name of product]!
 - ☐ 1 day left!
 - ☐ Last Chance!
- ☐ Use canned responses to make email more efficient
- ☐ Continue lives through launch to maintain interest and energy level

AFTER THE LAUNCH

Many people assume that once they launch they'll be all done and the money will roll in.

Which is true...but there are some important things that you need to take into account:

- Remember that MANY buyers will not purchase the first time around. Keep nurturing them since they may purchase next time.
- Return your Facebook banner to your normal group banner
- Reduce the amount of lives while you focus on your buyers
- Keep promoting your opt ins to grow your list

In addition to these items, you need to continue to nurture your clients and customers.

Be present to answer questions, address concerns, and build the relationship.

Make a note of anything that you perhaps forgot to include in your product or would like to add for next time:



And start planning your next launch.

TURNING FAILURE INTO SUCCESS

You did everything by the book. You waited until those numbers were where you wanted them...and then you launched...to crickets.

That's okay!! Every single launch should be viewed as a list building opportunity.

Let's dive deeper:

How many people did you add to your list? _____

How many people are now on your product waitlist? _____

Take those lists and offer free 15 minute consultations to the first 5 people who respond. Use those moments to listen. Ask some simple questions when you get your potential customers on the phone:

Why do you follow me?	
Interviewee 1	
Interviewee 2	
Interviewee 3	
Interviewee 4	
Interviewee 5	

What do you hope to accomplish?	
Interviewee 1	
Interviewee 2	
Interviewee 3	
Interviewee 4	
Interviewee 5	

What are your dreams?	
Interviewee 1	
Interviewee 2	
Interviewee 3	
Interviewee 4	
Interviewee 5	

Listen to their language. Take notes. Lots of them. Strive to only talk for 3 of the 15 minutes.

Additional notes / takeaways

Offer a few suggestions that would help them get closer to their goal. And thank them.

Suggestions made

And thank them.

Yes, market research is basic. But it's necessary when you don't understand your market.

REVISITING YOUR AVATAR

Another option is to go back to your customer avatar...do a full on review of who you are talking to, and then tweak your messaging.

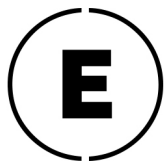
And above all, do not give up! You just grew your list, your group, and your audience. Now you need to listen so that you can speak to them and capture them as customers when you launch again.

ONE FINAL PIECE OF ADVICE

Don't launch again right away. This is not a bike. You may need to change your messaging, your product name, or repackage it completely.

Wait another 8-12 weeks to launch again, and then do it with style.²

² Still feeling stuck? Wondering if you're ready or trying to figure out what went wrong? You can reach our launch coach Breanna @ <http://www.breannagunn.com/esba>



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