

## Overview of the Launch

Welcome to the overview. Everything we do from here on out answers two questions:

1. Where are we sending people?
2. How will we get them there?



*The 100,000 ft. view of the launch*

We're sending people to one of 2 locations: either a blog post or an opt-in page.

If a blog post, there will be no opt-in because they are already part of the content carousel. If a landing page, it will be to pick up a pdf, then they'll go to a thank you page and on that thank you page will be the first video in your series.

You will get them there with email, social media posts and or Facebook ads.

Even if they did not opt in originally, you'll continue to send them the videos.

Eventually they will arrive at a sales page. If it's a low-priced product, it will be a short page.

If it's a high-priced product, it will be a long page.

If it's ultra high-priced, it will be just a short video, an application and a qualifying paragraph.

Now let's look at the sequence in which you will create this stuff...

First you'll design the sales page, then produce the video.

I use a lot of verbiage from the sales page in the video. That tends to make the sales page shorter in the end.

Then send the video to Vimeo or Yuvid.

DO NOT USE YOUTUBE. You want to control access to the video. Keep the controls on the video. You will lose a few sales, but gain a lot of good will in the long term.

Then Schedule the release of the videos.

Then Create the listing for the product. This will include the name and the price.

Now create the order form that links to the listing.

Connect the link from the order form to a button on the sales page.

Write the sales emails. Have at least 4.

Get the social media posts ready.

Release the first email.

Hang around to answer questions during the launch.

The rest of these are advanced techniques, but people often do use them to optimize their results. They're more complex, take more time, and cost more money, so I don't usually recommend them for beginners. But you should know about them because at some point you will be using them.

So here they are:

First, create a way to track buyers and visitors

Then, create a retargeting ad in Facebook.

Then, place the conversion pixel on the thank you page

And finally, place the retargeting pixel on the sales page.

That's the overview of launch. In the rest of this module we'll deconstruct everything so you understand how to make it all work.

And the first thing to understand is how the linear launch works inside the content carousel. And that's the subject of the next video.