

The Perpetual Launch Machine

Now that we've looked at the overview, understand that you can do everything we just talked about inside the content carousel. This is where you put out content on a periodic basis with links to what ever is happening in your business at the time.

This is what we talked about in module one.

So if you're starting a new class on, say, dream interpretation, your video that day might be on dream symbols and at the end or in the email or in the blog post there is just a simple hyperlink taking you to a sales page.

It's perfectly okay to do this without it having to be in the launch format; you know; three videos and a sales video; free, free, free, sell.

The reason you don't have to do a launch is that you've been providing value all along. You've been filling the balloon almost to the bursting point and now it's time to let a little air out of it; maybe 10%; by satisfying the demand your audience has for mastery.

So the idea is that these programs live inside your website waiting to be focused on.

The question is how often do you focus on them; how often do you sell compared to how often you provide value for free.

In a launch the ratio is 75% free and 25% selling. But different people do this differently.



Digital Marketer never creates a single piece of content that doesn't lead to some kind of product.

Marie Forleo produces free content 11 months out of the year, then has a big launch at the end.

So there's a continuum of content versus selling.

Some business owners never do a launch at all. Instead they let the content carousel do all the selling for them. They produce helpful content, some of them every day of the year, making sure that that balloon is nearly full all the time.

But because they have so many times at-bat, they can make an offer once a week without ever being manipulative or excessive.

So the question for you is where do you want to fit on the content versus selling continuum?

The Marie Forleo model might feel attractive but it relies on creating top notch videos every week of the year. Then it puts all your eggs in one basket because you have only one chance per year to make a launch work.

The Digital Marketer model relies on brute force and constant experimentation to optimize the dozens and dozens of launch trails you'll be creating.

The content carousel is a nifty way for anyone to take advantage of the fact that very few people will commit to creating content on a schedule and stick to it. It creates a lot of goodwill, keeps the balloon full, doesn't rely on manipulation or crazy optimization techniques, and allows you to make a good living by offering a number of solutions instead of just one.

This lets you serve more people with programs tailored to their needs instead of just yours.

I call it the perpetual launch machine because once you set it up it basically runs on its own.

Where ever you decide to live on the content versus selling continuum, the rest of this module is about a set of techniques and strategies that will work well together.

You can have a traditional launch inside a content carousel, because the content carousel can contain a traditional launch that happens once or twice a year.

So whatever you decide just know that the content carousel is flexible enough to adapt to what ever you want to do to sell your products and services online.

Okay, so now that we have that out of the way, let's start looking at the elements that we have to get right to make a launch work.

There's more to a launch than the videos. And everything has to work holistically to pull off this sort of magic trick. But when it does it's really great, and none of these things are very difficult.

This is going to be fun so let's get right to it.