

Pace

Because you are going to limit your launch sequence to just a few days, you can afford to send more emails than usual.



Pacing is key. Not so much speed as change.

Let's say you're in the habit I'm sending out once a week. During the launch lasting three days you can send out four emails.

The first announces the launch the day before it starts.

The second announces the launch on the day it starts.

The third, on the second day of launch, gives a reason why they should buy and frequently asked questions that have come in so far.

The fourth, on the last day of launch, gives one more reason why they should buy, and reinforces the urgency based on time, or the fact the the launch will be over within a matter of hours.

This is how you create energy and momentum.

But many people in their zeal in their passion to communicate, go a little crazy. The next piece we're going to look at is one of the most dangerous inflection points in the launch. Get this wrong and it can ruin your day.

Get it right and it's like the unbearable lightness of being. It's a beautiful thing. So it's worth talking about. and we'll talk about it in the next video.