THE VIDEO LAUNCH CODE WORKBOOK 1

The Perpetual Launch



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BECOMING A CATEGORY OF ONE

What Is a Perpetual Launch?

This is a system that engineers attraction with a rarely-used strategy. In fact, it's possible that less than 1% of people online today are using it.

This strategy is CONSISTENCY. But consistency in what?

It's the consistent distribution of value that demonstrates expertise and builds trust among a specific group of people who come to rely on you showing up.

None of these demonstrations of your expertise sell a particular product or service. But they do allow your audience to sell themselves on you.

So if you are not selling in the traditional way, then all of a sudden it becomes clear that the audience is key to the success of this strategy.

This is not "content marketing" as it has become known today. That is based on selling to a generalized demographic and consistently points back to a particular solution. This is something more focused. But on what exactly?

Showing Up Unique

It goes without saying that if you look and sound like everyone else and talk about the same things everyone else is talking about, and in the same way they are talking about it, you will not be seen as a Category of One.

So you show up unique. When you do, you become not only an expert, you become THE expert. And when you're the only one in this space, you've created the most natural form of scarcity possible. When there's only one of you, you're more valuable than if you are merely one among many.

Everyone talks about how we're all special and unique. And that's true. It's just that no one is willing to do the work to demonstrate the truth of it.

If you're willing to do the work, this system will work for you. You'll never have to betray yourself again, worry about where your next client is coming from, or take clients who would not be a good match. This system is not about adding a marketing funnel to your repertoire. It's about a way of life that will change the way you look at marketing for the rest of your life.

Someone Has a Problem

But who? Ask a business owner who they serve and 9 times out of 10 they go blank. This is fine if you run a convenience store. It's not so fine if you're a coach or a consultant.

The problem is that if you can't communicate how you help using meaningful words, then your potential client remains potential.

So if you were thinking that it's your audience that has the problem, you're half right.

For you to become the only choice, you must naturally become a category of ONE.

But how do you do that?

This is a simple (but not easy) 2-step process...

- 1. Get very clear on who you serve.
- 2. Get very clear on how you serve them.

A PERPETUAL LAUNCH
BEGINS AND ENDS WITH A
COMPLETE UNDERSTANDING
OF YOUR CLIENT.

Who Do You Serve?

In any market there are people with big problems. But they see these things as problems for completely different reasons. Take the relationship market. One may want to win back a lost love. One may be looking for love after a bitter divorce. Each is looking for the same service, but their reasons could not be more different.

Your job is to know who they are and speak to them in a way that inspires trust and confidence...on a consistent basis.

Questions to Identify Your Target Profile

We start at the outside of the circle by asking ourselves this first question:

What is our target AUDIENCE? This is everyone with the same general problem, say, looking for a loving relationship.

Now we go a little deeper and ask:

Who is your ideal client? In other words, who has the ability to exchange money for services and who would you or do you most enjoy working with?

What are his biggest obstacles? This is one of the most important keys for you to determine the 3 or 4 big themes you'll be talking about from now on. For instance, if our hero is always tongue-tied when asking for a date or even talking to someone he's interested in romantically, then you may want to put your priority on verbal dating skills. This way, that problem your ideal client is experiencing, which is never far from his thoughts, is activated effortlessly when you talk to him about it in your videos.

Make a list of 25 problems you can solve. Then we'll narrow it down to 4 in the next section. Those 4 problems become the basis of your 4 big themes.

But first we must figure out the second part of this equation; how we serve.

How Do You Serve Them?

You've already listed 25 problems you can solve. And there are doubtless at least 25 more. But right now we need to look at this in another way. We need to figure out how you solve these problems in a different way than someone else does.

The Magic of "Why"

The reason you do things differently is key to being seen as unique. Maybe you emphasize verbal dating skills because that's a less overwhelming way for someone to get out there again. (I have no idea. It's probably a terrible thing to do now that I think about it. But that's not germaine to the issue...)

The point is that you have a reason and you are able to state the reason clearly and in a compelling way.

So if you can take a few of your 25 problems and look at them from 30,000 feet, explain the "why" of them, and roll them into a Big Idea, like "Verbal skills in dating are one of the most overlooked, yet most powerful tools you have in your dating toolkit," you'll be ready for the next step.

1.	Describe your ideal client. Gender, income, relationship status, likes, dislikes, job
2.	List the problems you solve for them. (add to the back of this sheet if necessary)



PLANNING THE VIDEO SERIES

How Often Will You Produce?

Consistency is more important than frequency

The question is not how often CAN you show up. It's a matter of will, not ability. Once you make this commitment, you can't go back on it. Because you're making a promise to your market that you'll show up on a certain day with a certain kind of content, you're building trust with each day you show up when you say you will.

On the other hand, if you say you will, then you don't, well, the less said about that the better.

So choose carefully, but don't undershoot the mark. Remember, there's something else going on when you show up that's important to keep in mind.

Each time you post it's another chance at bat. It's another chance to remind your audience of what's available to them inside your site. It's a chance to talk about a program you're launching, or relaunching, or remind them about free services you have they may have forgotten about.

How often do they want to think about your topic?

In some heated markets, like day trading, you can post something more than once a day and it will seem like not enough to your audience. In some markets, for instance business services such as staffing, web design or AdWords buying, once a week may be plenty.

The main question is how often can you show up, be valuable and interesting? Then, what is the intersection between what is easy for you and helpful for them?

Naming Your Video Series

This doesn't need to be difficult, and it doesn't need to be cute or creative. What it does need is a vibe that resonates with your target profile so they hear it and say "Yes, that's me!"

Promise, Benefit and Clarity

When I was renaming my series from *Viewfinder* to what it is now, my objective was to help my audience make the connection between video and being a visible authority. I also wanted to let hem know that with each episode they would be getting closer to their goal of being more visible online, but be able to consume the information very quickly.

Hence, the name of my video series is now *The Five Minute Authority*. A promise, a benefit and clarity about who should watch. That's what you're shooting for.



OPENING THE DOOR TO SALES

The Content Carousel

With a video series driving new traffic to your site, the next step is to have something available for your visitors to help them make the connection between you and what they want.

I call these various entry points tickets to your carousel.

If you think of your client process as a circle that never stops revolving. So rather than offering a "tripwire" product at a low price for something they might not even want, leading to higher and higher priced upsets for other things they don't want, you give them entry points that open up at various times.

Some entry points are perpetual, like a lead magnet, that puts them on your list in the first place.

Where most make their first biggest mistake is in trying to sell something right away. But most people don't get many times at bat. They don't even want them. They just want to make as much money as possible in the shortest period of time.

But when you're showing up consistently and frequently, you have time to create mystery and value and offers; as many offers as you like.

But back to the entry points...

Now that someone is on your list, what are some good entry points?

I have used **assessments**, where for a fixed period of time someone can get a professional critique free of charge, a service that normally would go for \$495. Specifically this would be free for the first two weeks after someone joins my list.

Another helpful entry point is "Office Hours". This is where you post certain hours people can call in for help, for free, or you can charge for it.

You can offer a **Mastermind Session** a few times a week that people can sign up for on your online calendar.

In most of these cases, there are limits and opportunities. But notice that the offers are open-ended. You're not force feeding your audience. The scarcity is natural, but with

the exception of the assessment, repeatable. This means that if they weren't ready the firs time the ride came to a stop, they can jump on later.

The Spiral Ascent

Eventually people want to go deeper into what it is you do, and invest more time and money to get what you have to offer.

So now the products and services are engineered to take them to the next level.

For instance, if you offer relationship advice, you can have a **monthly hangout group** available on a subscription basis.

For much of what coaches do, I think something can be engineered to deliver something on a regular basis that provides real value and can grow into a substantial income over time.

In any case, each new product should have a **built-in decision point**. For instance, if someone buys the Mastermind, you should have the next step prepared so that if they ask for it, it's ready. It's just important that you not be the one to bring it up.

The problem of neediness

It's important not to make offers in your calls, because that's the opposite of attraction, and puts all the attention on your need rather than theirs. Your series is really all about delivering value and causing attraction.

On the other hand, when you start selling, you push people away. But if in each of your products and services, there is a built-in next step, you're actually more likely to sell than not, because the inquiry comes from your prospect and not you.

Some people would say that to give your prospect this kind of control is dangerous. That unless you pummel their lizard brain with all kinds of doubt, fear and worry, they will never buy from you.

People may be perpetually distracted, but they are not stupid. And when you treat them with respect, while they may not buy from you right away, they remember how you made them feel, and they'll be back.

And those kinds of clients are the best ones to have.

The Lead Magnet

Now that you understand the basic outline of an Attraction-Based series, the obvious question is how do people even find out about it? And then, why would they want to sign up for it?

You need some mechanism to continually attract new people into your world.

One thing that works like gangbusters at introducing you to more and more of **the right people** is to have the right kind of lead magnet.

Even if you think you are familiar with this concept, please read this section all the way through, because this is an ever-changing landscape. What applied yesterday may not apply today. And in any case, lead magnets need to be thoroughly tested, and on a continuing, if not daily basis.

What is a Lead Magnet?

For purposes of this platform, a lead magnet is a solution to a particularly vexing problem experienced by your audience.

It's not a huge problem. It's not a life-threatening problem. But it is one of those things that drives you to distraction when you allow yourself to think about it. Why? Because you have no idea how to solve it. At one point you even researched it and found that, sadly, no one had anything remotely useful to tell you.

Do you see why the lead magnet is so important in a system based on attraction?

How Do You Create a Lead Magnet?

It's really important not to overthink this. When coming up with ideas for a Lead Magnet, you should use your brain only to help you create the deliverable, but not come up with the idea itself. That way lies madness and despair.

In fact, I've watched in helpless horror as some people spend 5 months creating something that should really should have taken no more than 5 days. And of those 5 days, 3 of them should have been in coming up with the idea, and 2 in creating it.

Why keep your thoughts out?

The problem is that if your thoughts were capable of creating something new, they would have done it by now. The truth is, your thoughts are only good for a few things, like keeping you from walking into glass doors and at best, helping you stay in the flow when you're working the problem.

But thoughts are TERRIBLE at creating something new. That's because they insist on using the past or the future as reference points. They cannot live in the present and therefore have no access to present-based information, also known as inspiration.

And this is definitely a case where inspiration is required. Remember, you're coming up with ideas for a lead magnet based on the list of problems you solve for a certain kind of person.

The permutations and combinations of this are not something your thoughts can help you with, but they're child's play for inspiration.

So here's my method for coming up with Lead Magnet ideas:

- 1. Review your list for problems that you solve.
- 2. For each problem you solve, break it down into 5 smaller problems.
- 3. For each of those 5 smaller problems, break them in half.

As you're doing all this, keep your ideal client in mind. Give your subconscious mind the task of translating these problems into practical problems that can be instantly understood, just by glancing at a Facebook ad.

I'll use myself as an example. One of the things I can help people with is scripting their videos. But if I were to put that in an ad, their eyes would glaze over. But if I'm really thinking about what drives my ideal client crazy, it's that he feels overwhelmed with the process.

My thoughts would be useless now in going forward with this idea. In fact, they would probably say "move on to something else, Steve. People don't care about scripting."

Except I know they do. It's only my thoughts that tell me otherwise, because they're really kind of useless when it comes to creativity.

THOUGHTS ARE KIND OF **USELESS WHEN IT COMES TO** CREATING THE LEAD MAGNET. BUT INSPIRATION **WORKS REALLY WELL!**

So my next step is to **take a shower**, which usually means waiting until the morning. Or **take a walk in the sunshine**.

And then it hits me.

Reduce the overwhelm by giving them the first 20 seconds. After that, no more overwhelm; only confidence.

Results? We add 500 people to the list in 30 days with some simple Facebook ads.

Copywriter Jason Leister has a one sentence lead magnet for business owners who don't know how to talk about their pricing.

It's not how involved the lead magnet is, it's how focused and how useful.

The Best Format For a Lead Magnet

This might sound odd for a video guy to say, but I like to create written Lead Magnets rather than videos. The reason is that the Lead Magnet should feel like a thing you can hold in your hand rather than an experience had in time.

Also you should be able to rip though it in no time at all, and a video requires you to watch in real time. There will be time enough for them to see more videos, because now they're on the list!

Lead Magnets can be short ebooks, infographics, short videos, or even a web page.

Write them quickly, test different headlines, but above all, get started. You'll never know how rich a source your Lead Magnets can be until you try.

