



# **YOU PRENEUR** **LAUNCH CYCLE™**



## Building buzz around your upcoming launch is paramount to initial launch success.

There are a lot of strategies that you can use when building buzz for a launch. The pre-launch buzz enables you to have built-in validation of what you're doing and what you're about to launch. If you start to see people get very excited about your launch, then you know what you're doing is going to work.

### Building Buzz Checklist

- |   |   |
|---|---|
| <input type="checkbox"/> Tap your email list    | <input type="checkbox"/> Promote on podcast, videos, blogs etc. |
| <input type="checkbox"/> Promote on social      | <input type="checkbox"/> Promote via live streaming             |
| <input type="checkbox"/> Beta test your product | <input type="checkbox"/> Share behind the scenes                |

## The Launch

### How long is your launch going to be?

*You want to set a definitive time frame for it—10 days to two weeks is normal.*

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**Set emails to go out at strategic times throughout the launch** — usually four to five emails in total in the 10-day period. Check out the Sample Launch Timeline at the end of this worksheet.

In these emails you want to focus on a few key points:

- General info and 'buy now' call to actions.
- Case studies and testimonials from clients
- Big takeaways and what they can expect by taking the course
- Any bonuses that you're including to sweeten the deal

### What's your call to action?

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Who can you highlight for case studies and testimonials?

What are the big takeaways people can expect from your product or service?

What bonuses can you include?

### The Mid-Launch

At around day five to day seven, right in the middle of your launch, you'll have a lull in sales. It's common for this to happen. Everybody experiences it.

At this point, **you want to develop a mid-launch bonus of some kind**. This can be an additional training video, an e-book PDF download, or maybe even some type of equipment you can include. For instance, if you're teaching a course on creating live video, you could say, "For anybody who buys "today", we're going to send you this microphone that you can use in your live videos." Whatever it is, you need to offer something extra of value for about 48 hours in the middle of your launch that will ultimately minimize that predictable lull in sales.

As the 10 days start to wind down and you get to the point of ending the launch, **you'll find about 50 percent of your sales will come in the last 24 hours**. At this point, you want to go really hard, talking about it everywhere online.

## Invest more time and effort in the last 24 hours of a launch than you do the first 24 hours!

You want to really hammer home the fact that your launch is closing and time is running out for people to buy. This builds urgency.

Whatever you're going to use to create urgency, you want to definitely email your whole list again to keep momentum going. Send screenshots of people talking about your product or service on social media or inside your private groups. Then, with literally three to four hours left in the launch, send them another email.

### What Mid-Launch Bonus will you offer:

Additional Training Video

PDF Download

Live Mastermind

Free Product

Something else?

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## The Post-Launch

I've closed the doors to launches in the past and I do still sometimes follow this tactic. The fact is that it does work better than anything else when it comes to creating scarcity for an offer that you're making. However, for some people, it's just too stressful to do big launches, which is why I only do it from time to time.

There is also a case to build against it to a certain degree. **I mean think about it:** if you were hungry, and you went to a restaurant for something to eat and when you got there it was closed with a sign that said it wouldn't be open again until next month - what would you do? Would you wait a month to have something to eat, or would you find another restaurant and spend your money somewhere else?

If you decide to keep your products available all the time and not close the doors you can create scarcity by running regular promotions - you get the value add of a time sensitive launch with this strategy and you can use bonuses and offer a discount to create more scarcity as well. Just be sure that whatever you're offering in your promotion that your existing customers get all the same bonuses, or are paying less than a discounted offer that you might be giving to new customers.

**Live events:** From intimate small-group workshops to full-scale weekend conferences, **live events are one of my favorite** ways to energize my community and give them a great deal of value in a short amount of time.

**Take a minute to write down some live events you've attended recently:**

1. ....
2. ....
3. ....

**What did you like about these events?**

1. ....
2. ....
3. ....

**What would YOUR live event look like?**

**DAY 1**

- **9am** - Email List with **Email #1** [Link: Webinar Registration]
- **10am** - Live Video on Facebook Page - CTA Webinar [Run Ads]
- Social Media Mentions (All Platforms) - CTA Webinar

**DAY 2**

- Twitter and Facebook Mentions - CTA Webinar
- Graphics on Instagram, IG Stories - CTA Webinar

**DAY 3**

- Email 'Unopened' Subscribers from Email #1
- Live Video in Facebook Group - CTA Webinar
- Live Video on Instagram - CTA Webinar

**DAY 4**

- Twitter and Facebook Mentions - CTA Webinar
- Graphics on Instagram, IG Stories - CTA Webinar

**DAY 5**

- Email List with **Email #2** [Link: Webinar Registration]
- Social Media Mentions (All Platforms) - CTA Webinar

**DAY 6**

- Email 'Unopened' Subscribers from Email #2
- Live Video in Facebook Group - CTA Webinar
- Live Video on Instagram - CTA Webinar

**DAY 7**

- **9am** - Sales Page Live / Cart Opens
- **10am** - **Live Webinar** [1hr & 15min Reminders] with 24hr Promo CTA
- **12noon** - Post Webinar Reply to Facebook Page [Run Ads]
- **2pm** - Email List with **Email #3** [Link: Sales Page]

**DAY 8**

- Email Webinar Replay Link (FB Page) and 24hr Promo CTA Reminder
- Email 'Unopened' Subscribers from Email #3
- Social Media Mentions (All Platforms) - CTA Sales Page

**DAY 9**

- **9am - Email #4** - CTA Additional Launch Bonus [Link: Sales Page]
- **10am** - Live Video Celebrating Launch on Facebook Page [Run Ads]

**DAY 10**

- **9am - Email #5** 'Final Offer' Details [Link: Sales Page]
- **10am** - Short Live Video on All Platforms - CTA Sales Page
- **6pm - Email #6** 'Last Chance' Reminder [Link: Sales Page]
- Social Media Mentions (All Platforms) - CTA Sales Page

## Exercise 5: The Youpreneur Launch Cycle

Okay, so you've figured out what you're going to sell. You've chosen your monetization method and now it's time to get it out into the world!

There are 4 parts to your launch:

- The pre-launch
- The launch
- The mid-launch
- The post-launch

Before we break these down, **set the launch date in stone and then stick to that date**. This is very important, so don't forget it—stick to it! Once you start talking about a launch date publicly, if you move the goalposts and change that launch date, it's going to hurt you.

**What's your launch date?**

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### The Pre-Launch

The pre-launch starts before you launch your online course, obviously. It is designed to generate real buzz or interest about the course coming out. You're going to start talking about it everywhere. In today's world, you're really spoiled for choice here in regards to building buzz. You've got social media, you've got your email list, your blog, your podcast, YouTube videos, and you've got live video across pretty much all those channels!

You want to start pre-launch around four weeks before the actual launch of your course.

**What's your launch date?**

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### Pre-Launch Checklist

- |   |   |
|---|---|
| <input type="checkbox"/> Build a landing page | <input type="checkbox"/> Offer valuable opt-in                |
| <input type="checkbox"/> Create VIP waitlist  | <input type="checkbox"/> Announce details of upcoming product |

# NOTES





# NOTES



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