



## LAUNCH PLANNING

Whether you have evergreen programs someone can join at any time, or you have specific launch dates, you have to generate excitement and attention around what it is you're doing in order to attract customers.

There are 3 unique (and could be more) phases of selling something specific. Unless you have tons of traffic, a "site-wide" sale is not a good idea. But a specific promotion for a specific program or offer is an excellent strategy even if you don't have an "email" list to speak of yet.

You can start with friends and family.

Knowing what happens during these phases is key to getting organized and getting results. When you do this once, you have data to inform what you do next. The more important part is PRE-LAUNCH.

### PRE-LAUNCH

This is the runway to your event, your cart-open, your sale, beta group or special bonus offer.

#### **What's happening:**

You're generating excitement, anticipation, getting people ready to learn what this big announcement is and how they'll benefit.

#### **What you need:**

Emails, blogs, social posts, social lives, guest interviews hinting at this, videos that are directly related to what a prospect needs to understand, think, or feel before they'll buy your service/product.

#### **How long is it:**

It depends on a few things. If it's a newer product, a higher ticket item, a big event, something that your annual revenue hinges on, and you want more "cold" traffic not currently on your email list or following you, the launch period could be 4-8 weeks. Example: A brand new program or membership you're rolling out that's 6 months or 12 months long opportunity to work with you.

If you have a warm audience, they know you do this regularly and they wait for it, they're on a notifications list, or it's a lower price thing, you may have a shorter 2-4-week launch.

Example: every Memorial Day you put a certain product on sale or have a 20% off summer sale.

**What products or services do you want to call attention so that when you open the cart/store you have customers eager and waiting to go to the checkout?**

**How often do you want to have a launch for these during your calendar year?**

**Are there certain times a year when it fits best into your calendar to do that?**

## **LAUNCH**

This is when the cart is open and the special or promotions are applied for those who purchase during a specific time. Launches have a start and an end.

Launches can have layers of urgency. The first people who get in (first 10 or within the first 3 days, for instance) get extra bonuses or a special rate. Never have the price go down during a launch. That's a quick way to alienate your previous buyers. Likewise, if you add a bonus at the end to increase sales, you must give it to everyone who already has purchased too.

**How long is the “cart open” or offer applicable?**

It depends. You can do a 3-day long weekend promotion, a full week (say over 4th of July or Thanksgiving week, or you could open for a month or more.

For short weekend promotions, you don't need to have extra bonuses period since it's already short. However, during a month-long promotion you'll want layers of urgency, and special things happening for those who already purchased that you can announced to create FOMO (fear of missing out) in those who haven't purchased yet.

**Based on your products or promotional motivation, what's the best cart open period?**

## **CART CLOSED/PROMOTION OVER BREAKDOWN**

After it's over and you've reached the end of that announced period, you have a choice: honor it or throw out an "extended" notification that gives them one last chance. This works best for weekend promotions. You have the "excuse" of people traveling/boating/enjoying the holiday weekend with family who missed it and are emailing you about getting in.

In long launches, you don't want to do this. You've already given them weeks, multiple weekends potentially and if they aren't in, it's because they don't think it will work, the offer didn't relay enough value to them, or they don't think it will work for them.

Do hold a meeting, with your team or yourself and review:

- Everything you posted
- Every email you sent during this period
- Every partner that may have promoted for you or hosted you on a social live or their podcast

From your review save the things that worked best. When you sent an email that resulted in sales, make sure you have a screenshot or a google doc of it ready to go next time. When you posted during this launch, record which posts/images/videos got the most engagement.

Make notes of what you did, what you would stop doing, what you would do more of, and what you will test next time.

**Next, start a spreadsheet.** I have offered 12-week programs and challenges for a long time. I regret not starting this sooner. Going back and collecting it is more labor intensive than just starting and keeping up with it. We have statistics on how many enrolled, how many from that converted, and where they came from. It gives us goals for next time. But equally important is that you don't start from scratch, you just improve from the last time each time you do it by keeping a Google doc with "launch materials" for each product/service launch you have.

On this spreadsheet, include cost of third part or support team, cost for platforms you're using, any paid advertising and the cost of your time. For evaluation of profit margin you need it all. The first time you build it, a program will be more. But marketing it over and over will give you a bigger return.

If you launch just once a year (rare), things won't change as much as if you do it quarterly. You'll need seasonally appropriate content and to work around stories and testimonials that are timely.