



WRITE YOUR LAUNCH EMAILS

TRANSCRIPT - WEEK 1

Welcome to week one of How to Write Launch Emails: Action Plan. This week, we're going to talk about why launches don't really work or go the way that we expect them to and how you can avoid that big pitfall. Then, I'm going to help you understand how to outline your offer and go ahead and create your launch plan.

The first and most important thing that we need to understand is that, A, not all launches are created equal, and B, most launches falter, fail, and really struggle to see those sales come in- not because they don't have ads and not because they don't have enough hype around it- but because they don't have a strategy in place. Having a launch strategy may sound super complicated but the truth is it's really, really easy for you to put a launch strategy in place.

I've got a Launch Strategy Deconstructed Worksheet that's going to help you go ahead and understand exactly what you need to put in place and what you need to have in place in order to have a successful and stress-free launch. Let's go ahead and look at that worksheet and what you need to do in order to go ahead and have a launch that you actually enjoy running.

This is the step that's so important, and I don't want you to skip it even though it feels like it's going to be really hard work. It is hard work. There is no beating around the bush. It is hard work, but if you set aside, say, a day or two to go through this worksheet and to fill it out in as much detail as possible, it is something that's going to give you so much more confidence and peace of mind when you're putting your launch together and when you're writing those launch emails.



So first step you need to understand. In that Launch Strategy Deconstructed Worksheet, what you need to do is outline your offer. Your offer is what it is that you're selling, it is what your audience is going to buy. And don't just write, "It's going to be a 12 week course for busy moms who need help in menu planning." No. What is that 12 week course going to include? How many modules? How many lessons? How many worksheets? Why are those important? Why have you included these specific lessons and modules? It's super important for you to know all of this because you will need this information when you sit down to write your emails. So go deep.

Second of all, you need to keep in mind what your launch plan is going to look like. When are you going to open cart? When are you going to close cart? What kind of bonuses are you offering? How are you going to create urgency? You need to have all of that information in place so you can go ahead and start thinking about how many emails do you need to talk about, all of this amazingness that you've put together. And then third, and most importantly, you need to understand who your audience is and why is it that they would need what you've got to offer. So it's really, really important for you to have a solid launch strategy in place so you can go ahead and have a launch that you enjoy.

Most importantly, whether you go ahead and use my Strategy Deconstructed Worksheet or you have your own system and maybe you've done a few launches in the past and you've got a system in place that you're comfortable with, that's totally cool. Whether you use mine or your own, the important thing that I want you to remember is this, strategy is simply knowing what to do, why you need to do it, when will you do it, and how are you going to make it happen?

That's it, that's your action item for this week is to go ahead and put your launch strategy together so you don't have a launch that stresses you out and instead you can enjoy a launch that's profitable and peaceful. I'll see you in the next lesson.