



# WRITE YOUR LAUNCH EMAILS

## TRANSCRIPT - WEEK 4

Welcome to week four, and this is where you'll finish writing up your launch emails for the Empower Decision-Making and the Tell Them Why They Need This Now stages, which is going to be the mid cart and the cart close stages. And then you'll also format them and make sure they're all ready to go, load up into your email service provider, and you can sit back and enjoy your launch for.

This week, your action plan is to write your Empower Decision-Making emails and your Tell Them Why Now emails. As always, let's look at what you need to write out those Empower Decision-Making emails. And yes, I have an acronym that will make it easy for you to remember the ingredients. So it's SOP.

So the first ingredient that you want to look at and lean on is social proof. Now, these are all the testimonials, the case studies, the results that your past students or clients have seen from working with you or taking your course. And, again, don't just limit yourself to formal testimonials that people may have sent in. You can also look at screenshots or maybe Instagram messages, or it could be an email that someone emails you saying, "Hey, my life's so different because of this program that I took a few years ago." Always ask for permission before you go ahead and use it in an email, and if you don't have permission or maybe are not in touch with them now, what you want to do is blur out their photo and maybe the last name. You can keep the first name but blur out their last name and the photos so you're not revealing identity.

So your social proof is super, super important, and you could have an email dedicated entirely to your students. One of the things you want to keep in mind when writing this social proof email is that, A, try and include students who fit your ideal audience



profile. So if you know that you've got a mix of moms and single women and someone with a full-time job, these are three key defining characteristics, then you want to include testimonials and social proof from people who are in these three distinct buckets. So maybe you have a Facebook screenshot from a mom who's sharing how she's been able to use your program. Then you have an email from someone who's in a corporate job and is using your tips and techniques. And then you have someone who's single, doesn't have kids, is on her own and is just starting out. So you have a testimony from that.

Does this take more work? Yes, it does. But is it more strategic? You bet it is, because the idea of social proof is not just for you to fling testimonials willy nilly at your audience, but for you to be strategic. Like I said right at the beginning, strategy is what will help you have a stress-free and successful launch. So you need to be strategic about your social proof as well. You need to keep in mind that the testimonials you use in this social proof email are tied in to what your audience wants to hear from you, either help it remove objections or help them see themselves in that. So that's where you have testimonials for different audience buckets, but it's very important that you be strategic about your social proof, which is why I've spoken so much about it.

Next up is "O", which is objection demolition. This is my favorite, and again, it's a proprietary term that I use. It's a term I made up because you need to demolish those objections at this stage. Some of the ways you can do this is maybe you have a great mid cart bonus, you're in the mid cart period right now, so this is like the perfect time to introduce your mid cart bonus that removes an objection that your audience may have, that your program may not work for them or may not be the right fit for them or it may not be at the right stage for them. Whatever objection you know is holding them back, you should have a bonus in place to help them overcome it. Let's say you don't have a mid cart bonus, that's okay. Not the end of the world. You can use your



guarantee to remove objections. You can use tangible results, again, from your students or that you yourself has seen to talk about and use that to remove objections.

So really, really important for you to go ahead and use this stage to demolish those objections. One more way that you could do that is by talking about specific modules. Help them see how they can use specific modules to overcome whatever is holding them back. So the three ways that you want to demolish objections is a mid cart bonus, if you don't have that, or maybe if you have that, you can still bundle it with your guarantee, and then finally, specific modules or lessons that can help them see the results that you know they want to see.

Let's look at "P", which is paint a picture. So when you you're painting a picture, this is all about you talking about what you feel their life would look like, what you know their life would look like once they've gone through your course. You want them to take that journey with you and you want to show them what's possible for them.

Again, your emails for this particular ingredient would need to either have a case study from someone who's experienced this, would need to have some form of tangible results that you know your audience or you may have seen, and it needs to have a very vivid image of what their life is going to look like once they've gone through your course, and not just once they've completed it, you want to look at maybe it's been a week since they've joined, what are some of those quick wins that they would have experienced? How can you help them see that for themselves? So in the Empower Decision-Making Phase, you want to use the SOP ingredients to write emails that help your audience feel confident about the decision they're making to enroll. You want them to make an informed choice, and to do that, you're using social proof, you're using objection demolition, and you're using the paint a picture technique.

All right, so once you've done this, it's time for you to now write up your Tell Them Why Now emails. Now, this is the last stage after the launch. These are the emails that you would need right when cart is closing. And for that reason, the one thing that you really want to lean on and highlight in these emails is going to be urgency. How are



you creating urgency for your launch? Again, there's not just one way to do this. Maybe you have limited time. It's closing now. It's only going to open next year. Maybe you have limited spots. You're only taking on 10 people because this is a high touch program so if they want in now is the time. You've already filled up five or six of the spots and you want to talk about why this is so much of a big deal because why are those limited spots so important, and really draw that out.

And then the third way could be, you've got bonuses that they wouldn't be able to get the next time. So, if they want these, then now is when they need to sign up. And then the fourth way, of course, is limited price. You could have a special on the price. You say that the price is going to go up the next time I open it because I'll have more students in it, I'll have more case studies, or whatever reason. So you want to talk about that. Now, these are four different ways. A lot of launches have a combination of all four. Some have only one or two. That's totally cool. What is most important is for you to explain, A, why is this important? Why is this urgency such a big deal? For them, what's their life going to look like if they don't sign up right now? Without going down the whole guilt tripping road, you want them to understand that you come from a place of service and you come from a place of empathy.

And second of all, you don't want to fake urgency. So if you say the price is going to go up, you better be raising the price the next time this opens up. If you say there are limited spots, there better be limited spots. And if you say doors are closing on this date, they'd better close on that date. You don't want to act out of integrity. So these are the two things you need to remember when you're writing your Tell Them Why Now emails. The key factor you will be highlighting in this is urgency. I've already given you four different ways to use that depending on your launch offer, and I've also told you how to use urgency with coming from a place of integrity and empathy. You don't want to miss out on either one of those. Again, you would probably need to write one to two or maybe two to three emails for each one of these stages depending on your launch timeline.



But now it's super important for you to go ahead and format those emails. So once you've written them up, go ahead and use my fast formatting checklist. I told you right at the beginning that I would have you covered for this. So go ahead, grab that checklist, and format your emails. Give it a quick read through, make sure you've bolded the right amount of text or the specific items you wanted highlighted, you've got italics, you've got short, tight paragraphs, you've got bullet lists, or you're using emojis and GIFs. And then run it through a tool like Grammarly. If you're using Google Docs, Grammarly has a really great Chrome extension that you can just install and it will check your document for you. Go ahead and use that because that'll help you catch grammar, typos, and errors, or any of those gremlins that we talked about when we were looking at the mistakes people make with their emails.

So use Grammarly, format your emails, and then finally run it through Mailtester. I've included all of these resources again in a nifty little PDF for you. So when you run it through Mailtester, you can ensure that your email won't get caught in spam. It scans your email. It tells you what to change so you can go ahead and improve deliverability as well. That was a lot for today. So I hope you've got everything you need. If you've been writing your emails alongside these action plans, you would have your emails ready to go. All you need to do now is finish writing up your Empower Decision-Making and Tell Them Why Now emails, format it, edit it, test it through Mailtester, and load it up in your email service provider. Thank you so much. I can't wait for you to go ahead and load up these launch emails and enjoy a stress-free and successful launch.