



WRITE YOUR LAUNCH EMAILS

TRANSCRIPT - WEEK 2

Welcome back to your action plan! This week, you're going to learn all about getting super clear on your messaging. This is the week where you're going to take some of the groundwork that you already laid in week one with your deconstruct offer and your launch outline, and all that good stuff, but now you're going to get super, super nitty-gritty about your audience. And getting really, really clear on what copywriters like me call your marketing and messaging, your marketing messaging, your messaging guide. You may have heard a lot of these terms being thrown around by copywriters. But at the end of the day, your marketing message or your message is essentially knowing what your audience wants to hear from you, and how are you going to say that in a way that's aligned with your brand. So that's all that you need to know about getting clear on your messaging.

Now, I've made it really, really easy for you to go ahead and start doing the groundwork, to excavate your message from your audience. And for that, I've given you a really robust list of survey questions. You can choose to use this as a survey, use a tool like Typeform or SurveyMonkey or Google Forms. Take your pick. But use these questions, set them up and then send it out to people who fit your ideal audience.

Now, these could be people on your email list. These could be people in Facebook Groups that you ask to fill out your survey. It doesn't really matter. What matters is that these are people who fit your ideal audience profile. So that's super important, and where you find them, that really doesn't matter. While these are survey questions, you can definitely also use these same questions to actually interview some of your audience members.



This is something that I personally lay a lot of emphasis on. As a copywriter for my clients, I never start writing before I've interviewed at least five to seven of their students or their clients, and gotten to really, really understand where they're coming from. What kind of words did they use? What was going on in their life? What were they struggling with? What kind of results have they seen? So, those calls give me a lot of information to work on.

Having said that, let's say you're launching for the very first time and you don't have past students. You don't have clients. That's totally cool. Go ahead and send this out as a survey to people on your email list. The important thing is for you to get some data that you can then start working with. That is what matters. You will find that I've included a marketing message worksheet. Now, once you've gotten all of that data, and you've gotten all of your deconstructed offer details as well with you, go ahead and start filling out this worksheet.

Again, take your time with it. The goal is not to get it completed fastest. The goal is for you to complete it to the best of your abilities. Because when you take the time to fill this out, you'll find that when you sit down to write those launch emails, you really breeze through them. I mean, you wouldn't even need most of my prompts and all of those steps, trust me on that.

So in this worksheet you'll see you'll need to fill out information about the struggles your audience is experiencing. What are some of the outcomes that they want? What are their hesitations? And all of this information you will... Again, you're not pulling it out of thin air. You'll be leaning on your survey or interview results. You'll be leaning on the deconstructed offer worksheet that you've already put together. And of course your own knowledge and expertise about this audience and this offer that you're going to be launching.

You also want to look at who are your top competitors and how your offer is better than them. You want all this talk about your bonuses, your core content. How does it tie in to helping your audience flesh their goals or fast track their progress, or maybe



remove objections. You'll also want your marketing message worksheet, you want to note down social proof that you have for this program. What guarantees, if any, are you offering? Do you have like a 30 day refund period? Do you have a show the work guarantee? What are you going to be most comfortable with? And then most importantly, what are your offers? One big promise.

So go ahead, take your time. This is a super important stage. Don't rush through it. Fill out your answers in as much detail as possible. Go deep, and don't be afraid to pause and come back to it later. Because sometimes, when you're doing deep work like this, you do need to split it up over a few days. Because, yeah, otherwise you feel like it's just going around in circles. Any which ways, take your time today. But most importantly, go ahead and do it. I'll see you in the next lesson.