

Launch Build Up

Ooo, it's getting exciting, because we are now in the launch build-up phase. I know how this bit feels, and I can say this with past experience. I know every time this part of my launch comes around, I start to get the jitters as well. So in the same way that I teach my children on scary rollercoaster rides, it's not nerves, it's excitement. I tell myself the exact same thing when it comes to my launches. We're not nervous, we're just excited, and it's that exact same feeling at the top of your stomach, that you start to feel those stomach flips, but it's not nerves. And the more we tell ourselves we're nervous, the more we're setting ourselves up for this big, huge scary thing. Yes, this is new for many people going through this programme. But it's also the most exciting part of your business. The way that you reach out, find new people, and sell them your amazing offers, it's so, so exciting. So every time you do feel that little bit of nerves, keep telling yourself time and time again, "I'm not nervous, I'm just excited." I promise you, it'll start to go away. So this is what the next three weeks look like.

This week, we're in the launch build-up phase. It's all about ramping things back up. And this is to help you mentally shift gears from the content phase into the actual launch phase. So this is where I start to say we're in launch mode right now. So this week is all about ramping up your visibility, and you can start putting out your warm-up content. Next week we've got a few little techy bits to do. We leave this till last because there's just a few check boxes really more than anything. And also because I don't want you to have to have a piece of software on subscription for several months, so we leave it as close as we can before the actual event to cut down your costs on your launch.

So we're going to set up your workshop videos, maybe you'll use the livestream or a webinar, whatever we decide, we'll talk about that next week. You're going to set up your Facebook group and your contest page. Now, if you're ready after this piece, you can absolutely allow people to join. But, there is a big but on this one, if you do decide to open up your launch registration early, you've got to make sure that your thank-you page makes it very clear that you're not starting until your actual launch date. So I actually open up my group slightly after we open up launch registration. Because I don't want to have a Facebook group open for three weeks before my launch, it's too exhausting. Sorry, excuse me. And I lose too much steam. So I prefer to start open up registration. By all means, they can request to join the group, but I don't open it up until welcome week. So one of the things that I do, and I'm going to pop a link to this underneath, I do two videos. I tell people who are early, "Hey, great to have you. "You're early, the group's not open yet "but I'll let you know when it does open. "You can request to join, "and when the doors are open you'll know."

So I'm going to pop those two videos below, because we don't necessarily want to be having a group for three weeks, it's very, very exhausting. And for me, it's the part of the launch that, actually, exhausts me the most. I'm an introvert, so entertaining lots of people, I do find it really exhausting. It's also a lot of resource for my team. So we

want to make sure that when we're all in for launch, we're only all in for two and a half weeks rather than three and a half, four weeks, as it's just such a long amount of time. So if you do decide to open up your launch registration early, got to make sure your thank-you page makes it clear. You may need to have a second version of your thank-you video. And you're also probably going to need to keep people excited with extra emails and some group activities. So you'll definitely want to take that into consideration. The advantage of doing this is it gives you more time to work on your ads. So then the following week is welcome week. So this is the week before your actual launch event. This is where you start to invite people to join. This is where you can open up your group. That's where things start to feel really fun and amazing 'cause you're welcoming people in.

Okay, let's talk about build-up content. The great thing about this, this is where we're at right now, you've already created three warm-up emails. So that's three pieces of content already done. Now what you can do is you can take the subject that you create as your warm-up email about, and you can start to create other pieces of content. So, for example, if you're on Instagram and Facebook, you could do a livestream about it. You could do some Instagram stories about it. You can do a couple of shorter pieces of feed content. This is where we shift gears from talking about general content to getting people excited and getting them ready for your launch itself. So your first warm-up email can go out this week. It can go out right now if this is a great time for you to send out that email. A great day for me and my audience is actually Tuesday. Next week is tech set-up week. So we're going to do things like set up your workshops. We're going to sort out your Facebook group. And get everything ready, all those little tech pieces. But you've also got two pieces of content already created to go out. So I would send out two next week. One at the beginning and one at the end, because then the following Monday is welcome week. That's when you're going to invite everyone, you're really going to start talking about the event specifically. You're going to be pimping it out everywhere. You're going to be getting people excited. You're going to be doing livestreams about it. So your warm-up content is really getting people excited about it, but welcome week is all about actually inviting people in. So I typically find that, when I'm moving into my launch phase, that I gradually start to really ramp up my content. I don't suddenly go from posting every, you know, two, every three days to posting every, single day, five times a day. I much prefer to take a slower, more natural approach that isn't going to really annoy people. So I will start to probably doing daily content two or three days before welcome week starts. Not too much before, and then I'm definitely not doing it on multiple platforms. Then when we move into welcome week, that is when I am going to be showing up every, single day. I'm going to be on all the platforms, all the time, pimping myself out everywhere. You're going to hear me say that a lot over the course of the next few weeks. Pimp yourself out and pimp out your event. Welcome week has become known as Pimp It Week in my community because you do feel like you're pimping yourself out absolutely everywhere, it's really fun.