

Welcome Week Overview

I'm going to give you an overview of welcome week. So this is all about getting your people into a community where you're going to serve them throughout the whole of your launch, because the problem is, if we start driving traffic to your launch on the exact date that you're first live workshop starts, we don't have enough time to get people into a waiting room. So essentially, we do it the week before, welcome week and so this gives you time to get people in, to get to know your folks, to optimise your ads, to fix anything you need, and it builds a massive amount of excitement. But we don't want it to be a boring waiting room, do we? No, we actually want this to be well thought out, strategic, creative. I want you to get people so excited. Yes I actually used this as a post in my group, it's super super fun. But for me, it's all about getting to know my people, the people who have been following me online for a while, people who have been on my list, following on social media.

It's all about becoming friends. So your community goals, really for me, it's five key things. First one is getting to know people, putting faces to names. There will be people who have been on your list maybe for months, even years sometimes, who you've never had the opportunity to get to know. So I do want you to make friends. And the thing about launches, and the thing that is most commonly overlooked, is the unscalable things. I would much rather, and this will come as a surprise to some people because I'm a marketer, would much rather you were in your private messages having conversations with your leads, rather than creating new ads. And I know that sounds counterintuitive, but here's the truth. You have got far more chance of converting that person into a lead than an advert house. So if you can focus on the unscalable things, especially in your early launches, you're going to learn so much about your audience that by the time your launches grow in scale, you'll know exactly what they're needing. You'll be able to automate some of those things. But the more time you put into our early launches, the more you get to know your people, the better the results you get and the quicker your launches are actually going to grow, because your focus was in the right place and community is a big part of that.

Also for me, it's a brand exercise. This is how we do things round here. So many of you will remember how I talk about #DoTheWork time. When you work with me, you do the work, and so we start that kind of idea of "we're here to do the work" in the launch, and it's really setting the tone for how we do things round here. So I will use lots of the phrases that I use with my clients, I'll use that during welcome week and during my workshops, because I want people to get to know who I am, what the Love To Launch brand is all about, so they feel really comfortable by the time I'll present the offer to them. They're like, "Hell yes, I'm in. "I've been in since Laura first said #DoTheWork." It's about the technical piece as well. So the reason I'm such a fan of using a fresh group every time you launch is because it gives you time to get your group warmed up. Especially in the early stages with smaller groups, smaller launches, groups can go stale a lot quicker so it's hard to keep that group engaged in between your launches. It's very easy to start a fresh group, get people in there and get that group warmed up. Facebook's going to see a very very active

Facebook group from the outset, and because of that, your posts that you put in your group are more likely to get organic reach. So it's not pay to play necessarily, not with a Facebook page and with ads. If you can do a really good job when you open up your group of creating massive amounts of engagement, you're far more likely to get your group seen throughout the period of your launch.

So having a welcome week is a great way to warm people up. It's also a great way to warm up the Facebook algorithm and get your posts more commonly in the feed. Create engagement, breaking the ice! You want people to feel really happy and confident and comfortable, especially if the subject that you tackle is sensitive, or people are going to discover some of the things that they struggle with. If it's lack of confidence, especially if you're in the fitness and health space, there's going to be a lot of shame around those subjects. Relationships for example as well, money, there's so much shame around the things that people struggle with. If we can break the ice and get people talking and make them feel comfortable, they're far more likely to ask the tougher questions that are going to help them to get results. And finally, signposting. You guys know how much I love my signposting. We can do a little bit of admin now that's going to make the whole experience so much easier for your people as they go through. So I'm going to share with you some of the posts that I do that work really really well. Many of these posts, I will just copy and paste and do the same thing each and every time. It's so simple. The first one is a welcome post. This is an introduction post. I'll post it to the top of announcements, and I want to direct new members to this post. Now the important thing is making sure that you reply to each comment. You want to get to know those people and have a conversation. In the early days of your welcome week, it's going to be really easy to do that. That becomes a little bit harder the bigger your launch gets or the longer time passes, because you become busier and busier towards the cart open period.

So be mindful that the more you can answer upfront, the better, and it does get busier and busier throughout. So I just ask some really fun questions. "Where in the world are you?" "What do you do in business?" "What do you want to launch?" "And if you had your best launch ever, "what would it make possible for you "in your business and life?" I want to know how my people are doing in terms of their business, what they do. I want to know whether they've launched or whether they like launches. Quite often, question three, people will tell me that they've maybe not had a successful launch, or they want to do a launch, or maybe they're relaunching something. So it gives me a really good gauge of the level of where people are at. And question four, for me, that's all about casting a vision. "This is totally possible for you." You're going to get some people who are not going to necessarily leave a positive thing for question four. They might have some difficult challenges, in which case, that's your opportunity to show up for them and to be a friend and to actually have a conversation. It might be more appropriate that you move the conversation to private message, but this is your opportunity to make best friends. And so I want you to see this as a relationship building opportunity. And I always do a fun one, "bonus points if you tell me "what your favourite party drink is." So fun, because we are having a party. So you can take this to the next level. This is what I do with every single launch, I will have a video. So people will go into the group, they'll see the video. I'll tag the video in the welcome post when people join, and I tell them "your boot camp experience starts here".

So this is actually from my January launch and it's just a video to talk about what happens next and the good thing about this is that people watch it. Loads of people watch it, and then they get directed to the other post. So what I will do on this particular video is I'll do the introduction, I'll talk about what's going to happen, what they've got to look forward to, say hello, all that jazz. And I will then turn off comments, apart from two of my own comments. Now those two comments there, the first comment is a link to my intro post, and the second one is a link to my SOS post. So the SOS post is where people can post if they're stuck. Lost your schedule? Didn't get your emails? Don't know what's working? Don't worry, we're here to help you and we monitor that post to make sure that throughout the launch, if anyone does feel lost, they've got a quick and easy way to get in touch with us, 'cause sometimes people don't know that they can email support or hop into the DMs. So we make it very very easy at all times for people to get the support and help that they need, especially when they're feeling lost and they don't know what they need. I mean, not a huge amount of comments. 18 comments on that post, but you don't want to lose people just because you didn't give them a way for them to get in touch with you easily.

So definitely do the welcome post and I'd love it if you do the video, and this is just a five minute video. I don't think I practised it, I never do anymore. Just put something out there, super quick. It can be on your phone, it doesn't have to be polished. It's just about creating a really warm welcome for those who are joining. This is where I'm going to introduce you to my number one rule during the launch, no comments unanswered. And what I mean by that is when you've got people who are engaging with your top post, now not necessarily all posts because that's really hard to do, especially as your launches grow. But if people are commenting on your videos, commenting on the welcome post, commenting on your engagement contest and you're not replying, that is potentially going to spoil someone's experience because they didn't feel seen by you. So if you're asking people to engage but they don't get any engagement back, is that a way you treat friends? For me, no. Now as your launches grow, this becomes really really challenging. So it may be that you have to remove some of the conversational elements and do different things, like maybe a contest or a selfie engagement contest, something on those lines. But most of you going through the course right now are not going to have more than 5000 people going through your launch, it's not that challenging to hire a VA or customer support person to be your voice, to actually be that person who's commenting and engaging. They can put that they're on your team and they can answer, but people just want to feel seen.

And when I look back through all of my launches and my client's launches, the people who were most engaged, the people who were having conversations, the people who were getting their comments replied to, the people who felt seen are the ones who became the buyers. So as I've already said, I would much rather you put your time and energy into answering comments, and if that means you have to sit on your sofa every single night for an hour replying to your people, lucky you. Lucky you that you're that busy throughout your launch reaching out to your people that it's going to take you an hour a night to answer those comments. Have some boiler plate responses, or what some people call canned responses, ready, some copy and paste things. It is so important to do those unscalable things, because every single person who has commented and engaging is a potential lead, and they're even warmer, so we want to do everything that we can. So on your most important posts, for example your welcome post, you want to

make sure you're commenting on every single post, every single comment that comes through on that post. Same with your engagement contest, same with comments on videos. People just want to be seen, and the thing about launches, and this actually came from my first mentor within the launch space, the wonderful Jeff Walker, he taught me a long long time ago that you become a bit of a celebrity when you do a launch. And I don't really like the phrase celebrity, but it's true. People see you as this shining star delivering this amazing experience, and when they feel seen by you, they're far more likely to want to buy from you because you're building that relationship. So no comments unanswered, it's my number one rule. It's one I always did and I make sure that my team are also on board with this now as we've grown.

But you may not be able to do it on all posts, so you want to do it on the important ones where people are maybe sharing things that are a bit personal, or their thoughts and feelings, or feedback they've got on a particular video, or something that really stood out for them, maybe it's a light bulb moment. The fact of the matter is, as your launches grow, you're not going to be able to do this on every single comment, but you definitely will be able to do it on the key posts. So it's all about counting down welcome week, counting down to your event. So you can pre-make some graphics and get people crazy excited. So we'll do things like four days to go, three days to go, two days to go, we do it for the whole week, and we change things like the group cover. We add a post into the group, we'll do an Instagram story. We put this everywhere. It's all about getting people excited about the event because if you're excited, they will be too. But it's also about keeping a group fresh. So keeping a group fresh is great for visibility because we've talked about the algorithm on Facebook and how that works. If you're doing things like changing descriptions, adding in files, adding videos, doing live streams, adding events, changing group covers, all those things are essential updates in a group, and so Facebook is going to make sure that everyone sees those kind of changes. And if you're reminding people every single day during welcome week, six days to go, five days to go, four days to go, three days to go, and you're counting down with them, you'll not only get them excited, but you're also keeping that group refreshed. So if someone doesn't see something on one day, chances are they're going to see it the day after, so you're keeping you and your event top of mind.

So another thing that we always always do is we do a signposting within the group. So this is pretty similar actually to the signpost schedule. We do actually upload the signpost schedule into the group, but we also create a digital document. You can give this to your VA to handle. All we do is put all the information into a document and we upload it into the group so people can find things easily. People do not want to have to search through emails. If you ask someone to go and search for their emails for something when they're in a group, what's the chances of them getting distracted and then going to do something else, or answering their email and then getting caught in this kind of vortex of busy? Pretty strong, I'd say. So we can do so much to make it really easy for your people just to show up and enjoy the experience, and we remove so much of the legwork for them. For me, I feel like with launches, and the thing that we always endeavour to do, is to make it so easy that people can just show up and enjoy it. And when they see that when they hang out with you, whether it's in a free environment or whether it's paid, if you can demonstrate with your free stuff there is an experience and there's this beautiful journey that they go through and you remove so

much of the legwork, do you think they're more likely to buy from you? Of course they are! So this is just another one of those ways that we make it really easy for everyone. So super simple, to create a document, you just go to Write Post, Create Doc, and then that's it. That's all you need to do. It'll create the document there and then for you. Another huge benefit of welcome week is that it gives you extra time to really dial in your content.

Now on this page, you can see two posts. They look pretty identical, and I will do the first post during welcome week and I'll do the second post after my third workshop. So the first one, "When I say launch, you say..." "What's the first thing that pops into your head?" Now many people will say something negative. Scared, failure, hasn't worked, too complicated, hate marketing, hate tech, don't know where to start. They'll say all kinds of negative things. And then after they've spent three workshops with me, they see this post, "Now you've been here a week..." "tell me, when I say launch, you say..." And people will say excited, belief, do the work. They will start saying all the things that I've been teaching them throughout the experience. Where I then use this is I turn their answers into a Word Cloud and I put it into my presentation for the offer. And I will say to them, "Look where you've come from. "You've come from hating launches, being scared of launches, "from being worried about failure to being excited, "to being infused, to having belief, "to know that this is something you now want to do. "You've done all of this shift "over the course of three workshops, "imagine what we can do together in 12 weeks." It's an amazing positioning piece, because what you're able to show people is that when they hang out with you, they get a result. If your free stuff is this good, imagine how good the paid product is.

So I love using these, and also because it allows you to dial in your content. If you realise that you've got loads of people who are joining who are in a really good place and they're very high level, then you know that you might need to tweak your content. You know that if you've got loads of people talking negatively, you need to focus more on the mindset. So it's that opportunity to tweak your content, even before you dive in. But also being able to show the transformation. "You've gone from this to this. "If you can go from this to this in five days "with some free content, what happens if we work together? "What happens if I was able to coach you every single day "for the next 12 weeks? "How much progress do you think you'd make then?" So I love love love putting these in. I do this every single launch, it's really fun. I highly encourage you. It's a great piece because you're going to get a flood of comments, 117 comments on this first one. Ahh, love it, love it, love it.

Okay, so if you don't have a group, what do you do? You can tease some preview content and you can do this via email, you can do video, whatever you want to do. Things like sharing your story, how you ended up doing what you're doing, especially if you're selling a transformation that you've already gone through. Maybe a mini-lesson, prepping people for what's coming up. You can share a "what happens in the event" video. The same way that I create that welcome video in my group, you could do that. You could put it on YouTube. You could put it in an email. You could put it on a landing page. It doesn't really matter, just get it out there. So it's time to #DoTheWork, that means create your group plan, the posts that you need to create, the banners that you need. Create them now if you have the time, but we've still got a few weeks until welcome week, so you've got plenty of time to get this done. I will admit, many of the posts that we do throughout welcome week will be on the fly. I'll be trying new, different things.

I'll be testing ideas, and purely because if I spend all my time creating, I would not spend my time showing up and building my audience. So I tend to do a lot of these things on the fly, as I'm in welcome week and it just leaves some room for spontaneity and fun and creativity. I'll also do some live streams as well. So you get to do whatever you want during welcome week, whatever floats your boat and whatever works for you. Okay, so that's it. That's your two lessons for this module. It's time to ramp things up, it's launch mode, launch mode, launch mode. I'm so excited for you. I'm literally sat here waving my arms round the place because I'm excited for you and I want you to feel that energy and excitement the same way. So get as much done as you can now, but don't worry if you still need to do things on the fly. There is very minimal in terms of content creation over the course of the next few weeks, apart from some tech pieces next week. I want you to free up that mental space to be creative, to show up, to be that beacon of light, that lighthouse for your people. And if you're constantly creating content over the next few weeks, you're not going to have that same kind of energy showing up. So get these pieces done, do as much as you can and I will see you in the next video. Bye for now.