Running Your Launch Sessions

Let's talk Launch Tech. Don't be scared, I'm going to break this down into a few different options, so you can choose which one is the right one for you. In this video, we're going to look at the tech that's needed for buildup week and let's talk about how to run your actual launch sessions. So this is the tech that's really needed for your welcome week. Because that's the week before your launch and during the launch week itself we're not going to talk about sales in this particular video. I'm going to talk very specifically about what happens when people join your group, what kind of tech do you need in place to do that, to deliver your workshops and to deliver your coaching calls. So the key places that you will not be active during your launch, number one is your coaching calls, this will be on your Facebook page. Number two, if you have a Facebook page that is. Number two, active in your group if you have a group and your actual workshops and I'm going to talk through the various different options for that throughout this video. So let's talk about the coaching calls first, because this is the easiest one to do.

So not everyone will be using this option, if you don't have a Facebook page or you are perhaps doing a slightly different launch totally up to you, I highly recommend it. So you're going to do the Coaching calls on your public facing page. For 99% of people who go through our programme it's their Facebook page. Why on your Facebook page and not in the group? It adds social proof, so people who haven't yet joined the launch, see all these people engaging in your call and they're like, "Wow, what is this? "I actually want to join." It reminds people who haven't yet joined but who follow your Facebook page, "Yes, I need to join that" because you're going to share the link, it picks someone's curiosity, because they're going to see you answering loads of questions about this amazing, interesting topic that they already follow you for, so people are more likely to join. It is an amazing way to engage people, to get people going through your content, get them asking questions to build that relationship. So, we want to do everything we can throughout the whole of your launch to create those touch points, and to get them to ask you questions. Questions is usually related to something that they're struggling with and it's usually related to an objection when it comes to the sale.

So I find that a lot of people talk to me about, " I've got no audience," so I will answer many of those questions during my launch on my Facebook page, to people going through my launch and really help to demolish those objections that by the time the sale come arounds, they're already convinced, they already know that, doesn't matter if I don't have an audience, Laura's going to help me build that. So, you want to use your Facebook page or your public facing social media for your coaching calls and for your catch up calls. So going back to here, your Q & A calls or coaching calls, however you want to call them, some people choose Q & A, some people call it coaching. I prefer to call it coaching call because I'm proper coaching like going to coach mode on them. So you're going to do those between workshops one and two, and then you're going to do a catch up call between workshop three and the celebration

party. The catch up call, all about doing that summary of everything that you've been teaching so far and I'm going to include two links underneath this video, one of a Q & A call and one of a catch up call so you can see exactly how they differ. This is what the video looks like on my page, and the reason I love this, this was a simple Facebook Live, this was a couple of launches back, we had I think 500 people sign up for this launch. This reached 834 people, 832 engagements, 242 comments, six shares, 671 views, all organic. So we put no traffic on this. So if there is a way that you want to leverage organic strategies throughout your launch, it's this.

So your guidelines for your coaching calls. First, is that you want to pre-schedule the video 24 hours before, I'm going to use a tool like Ecamm or Streamyard, I use Ecamm because I've got a Mac, but I've heard really good things about Streamyard, so we also include that as a recommendation now. So once you have used that tool to schedule your life, you can update your Signpost Schedule link with the permalink. I've already showed you this in a previous video, you just copy and paste the URL that Facebook creates for your video, and you replace that on your schedule. Let me show you what this looks like. So, on all of your links at the moment, you're sending it to your Early Bird page. Once you've scheduled your live coaching call, you're going to update it to the permalink, and that will be the pre-schedule, it will then turn automatically into the live video and then automatically turn into the replay video. So, Facebook are cool because they give you one link and it stays the same for everything. So once you've uploaded and updated your pretty link or your rebranding link, you don't need to change that again, so you're only going to need to do that once. 24 hours, if you have... 24 hours before, if you have a Facebook group, you can also add it as an event and you can invite your group, then I love to do this because it's just yet another reminder for people, they get notification through to their Facebook app to say, " This scheduled event is just about to start," and then you can share the link in that event, it's just another way of getting people to sign up for things, to give them as many notifications as we can. It's also a great way to get your Facebook group appearing high in the newsfeed as a priority because they've signed up for something. So if you aren't using one, at the same time that you pre-schedule it at the event in your group.

Now, what I don't do is when I'm about to go live, I don't share the video into the group. I want all people to go to my page, I don't want to be checking comments in different places. I don't want this to be confusion, is come and join my page, come and join my page, come and join my page. So I create an event and I create a post and then tell everyone, click on this link and join, I turn comments off. I do not allow people to comment in the groups, otherwise, I can't have that amazing engagement in my page. I can't answer all the questions, when you've got hundreds of people on a coaching call with you, you want them all in one place, and it just builds the most amazing buzz. So those are your guidelines on coaching calls. Remember when you are scheduling your coaching calls, your Q & A calls, whatever you want to call them, your catch up calls as well at the weekend or whatever day you decide to do this, you want to add a sign up in the description to join your launch, so when you schedule the video, it's going to give you an option where you can add the description. This is the description here, you add the actual link, you want to remind them what this call is about. So on this example, you can see it says, " Join me for a bonus live coaching " call to dive into the lessons learned " in workshop one, mastering your launch mindset. " Bring all your biggest launch mindset

questions " to this session." And then you want to add a thumbnail if you can, I'm pretty sure you're able to do that with Streamyard, you can absolutely do it with Ecamm, or you may need to go into Facebook afterwards and upload it into the post. Our thumbnails for our coaching calls always look like this the LOVE TO LAUNCH Planathon, this was the link, coaching call and a nice little image of me coaching the think the dimensions are still the same. It's around this for a video, double check it, a quick Google search will bring up the most up to date Facebook thumbnail sizes, they change things all the time, which is super frustrating, but that is what you want to get set up. Don't forget, when you've scheduled your live calls, your live coaching calls, update the permalink in place of your Pretty Link and super easy to do right? Not that difficult.

So we talked about coaching calls, as we've already previously talked about Facebook groups but let's talk about now your three options for your live workshops so this is the thing that you've been spending your time crafting. I'm going to talk through three different options, style one is the Facebook Group, style two is the Webinar and style three is the video landing page. I've done all of these and actually I progressed through these as my tech skills developed, as my confidence grew, as my launch list grew. So I'm giving you these because some of you who are doing a small launch, and everyone joins your Facebook group, and you're just starting out and you hate the tech, it's going to be so easy for you to just do the Facebook group option. Some of you may not have Facebook group or you may hate Facebook or your people might hate Facebook, in which case you need to do Webinar but if you're at the stage of scaling, if you're at the stage where I've done a couple of launches and I really want to take things to the next level, I've seen how Laura does hers and I want to do something similar. Then the third option, which is the Video landing page with a live stream, works really well so I'm going to explain that one to you as well. Okay, number one, the Facebook group. This is very easy to set up and of course it's free but free doesn't always mean better. So this is a great option if you have a demographic who love Facebook, but it means you're going to need a big uptake of people into the group and one of the trends we're seeing at the moment, and certainly that's been shifting over the past 18 months is 70% of people used to join Facebook groups during a launch and that's declined, we're now seeing around 50%, in some launches, we're seeing 40%.

So if you find throughout your launch that not a lot of people are joining the group, then what you can do is you can download your videos, and you can upload them to landing pages on your website and you can send out the replay versions that way works really, really well if you find that you're coming up against some challenges with people joining your group. I've already said that. I'm going to delete that slide and also I'm not going to edit it out because it was going really well as I'm really enjoying this video. Moving forward, Facebook group considerations, if there are low numbers in your group, upload the replays to landing pages and email them out to your people. Now the challenge with using Facebook natively. So what that means is when you log into Facebook and you go to Chrome, and you create a live video, with the Facebook native tool, you can't switch from your face to camera to slides. So you're probably going to have to use something like slides all throughout or your face all throughout and I don't like to do that. I like to do a piece to camera 'cause it's personal and then I like to switch to my slides, and I like to teach. So this is a consideration so you may need to find a different way to stream into your group, you could use

Streamyard, you could use Ecamm and then you can do that switch between the two. So this isn't necessarily the best option, it's the easiest for sure, but it's not the best because there are complications and there are challenges with each of these options as I'm going to explain to you, there are considerations with all of them. So when it comes to your workshop links, so for your signpost schedule where you've got workshop one, what you can do once you've scheduled your live video, say 24 hours before, you can use the Facebook video permalink. In the same way I've explained about the coaching calls on your Facebook page, your workshops only want to be in the group, but you can change your signpost schedule link to the Facebook group video.

So when you've scheduled it, and you've got the permalink, and you popped it into your Pretty Link in place of your your schedule early bird one. What that means is that when people click on... Let me bring you back to the schedule. When people click on say, for example, workshop one, they're going to go to a link, a video link within your group, okay? Now there is obviously the challenge with this, is if people don't join your Facebook group or you've got a really low uptake of people joining the group, what do you do? Well, what you could do is after you've done the live, you can upload the replay to a landing page and you can change the link to the replay page. You're going to have to think on your feet throughout your launch and solve some of these challenges, and my recommendation is always to focus on the majority of the people and make it easy for where the majority of people are and that might mean halfway through your launch, you need to change strategy and that's okay. I've done this many of times. Let me give you an example of a time when I've had to change strategy. A couple of launches back, we were testing out Vimeo Live, because I'd heard great things about it, there were some really cool tools that would give you lots of functionality, and then it broke halfway through. So I had to switch from a live stream launch to a webinar launch I had to stop using Vimeo Pro and I had to switch to using Zoom webinar instead and so you're going to have to do that. If people aren't joining the group, you're going to have to think on your feet and maybe switch to the webinar version or maybe make sure that you've got a really good replay strategy. We're going to talk about that next week. We don't need to talk about it now but having these things at the back of your mind now is going to make you less likely to lose the plot when things do go wrong, and they will go wrong and you're going to have challenges and certainly the challenges with having a Facebook group are that, you are going to have potentially low numbers joining the group, meaning you need to replay strategy and get those out to people outside of Facebook, you're going to need to learn a tool that allows you to switch from face to slides during a live call and then you're going to need to decide on your signpost schedule once you've delivered workshop one, are you going to keep that link sending people to the group? Or are you going to send them to a replay page where you've uploaded it afterwards? These are all decisions that you're going to need to make on the fly, there's no right or wrong answer, it's only what is right for the majority of people going through your launch.

So option two is using Webinar software. This is very easy to set up, it is low cost for smaller launches, and it's the easiest option for people who are launching, who don't have a Facebook group, although if you're using Zoom, which is the one that I recommend, mainly because it's a robust piece of software, it doesn't have all the bells and whistles that some webinar software's have, but it also doesn't fail and the last thing you want is a piece of software failing

throughout your launch, I've never had an issue with a Zoom call, I've had many issues with other webinar softwares, so I cannot recommend them. With Zoom, what you can do is use their webinar add on, and I want you to use the webinar add on and I'm going to explain why in a minute but using the webinar add on, one of the special features it gives you, is that you can also stream it into your group at the same time. So you can have webinar software but also you can have the webinar version, but you can also stream it into your Facebook group. This is an option that I've used. The challenge with it, was that I was having to monitor chats in both places. So if you're not very used to webinars or managing lots of conversation, this is obviously a skill that I've had thousands of hours worth of practise doing as a coach in the online space and with lots of people in my group programmes but if you're new to it, you can be all over the place, it can actually throw you slightly. If you've got someone who can take the questions for you in both of the platforms, that's amazing. It's a great option for you in that case. So I definitely recommend Zoom for this and let me show you why. If you use, sorry use Zoom webinar. So Zoom webinar is an add on and if you use Zoom meeting, and if you have 50 people on your pages, on your webinar, this is what's going to look like very, very overwhelming, people get distracted, it's not very professional, all kinds of things can go wrong, so I don't like this option at all, it's cheap, yes but it's not professional, and it is distracting, so we don't want to use that one. If you're considering using webinars the things you have to remember, is you're going to need to have separate webinars set up for each of the workshops and it can become expensive as your launches grow, 5000 participants is $2,490 dollars a month on Zoom, and they don't turn that it into a day rate. That's how much you're going to pay. You really need to know your numbers to know whether this is an option and for many of you , I don't think it is the best option.

The biggest challenge for me using this one, is you cannot track whether someone has attended your webinar unless they register, which means they sign up for your launch and unless you have an automation setup that then registers them for the webinars, then you're not going to know whether that person actually showed up or not. So you're either going to have extra steps for your users to complete or you have extra tech for you to set up and the other challenge is that if you are tracking people's attendance, you won't be able to use pretty links. So this for me is the option where you really are going to lose that tracking, yes, you'll know how many people have attended but you won't know which specific person attended unless you did something like look in the participants list, which is a whole kind of, it's a big task, it's a big admin task so it's not viable, it's not a great option at all. So this one has its complications, I don't use this one anymore, mainly because of the cost but also because for the extra tech that I have to set up, it's just not worth it but if you don't mind not being able to track who turned up and who didn't, if you don't mind sending out the replays to everyone, then this does work well but you are going to need some extra things to set up. Now obviously, you will need to figure out what you need to have in place. So when we use this, we will have our form linked to Infusionsoft and then we'll use something like Zapier to send that link over to Zoom. So there is tech to setup and what I would recommend is you reach out to Zoom, and talk to them about what email software you use, and they will be able to tell you, which is the best setup for this.

So, in all honesty, I don't like this setup during a launch, it is complicated, there's lots of little pieces, you can't use the signpost schedule effectively but it is an easy option if your audience are not on Facebook. So those are the things

that you need to consider about the webinar option. Option three is Livestream on to a landing page. This is a little more technical to set up and you do need a good internet connection. The internet connection that I have at home is a 47 megabytes download, and I think it's 11 meg upload and whenever I'm in launch mode, everyone is off the WiFi, I'm wired in and that always seems to do really well. So if you're just using WiFi, chances are your connection is going to drop and if you're using something like Zoom, Zoom has a much lower threshold in terms of what they deem an okay connection. If you're using a live stream, for example, YouTube Live, which is what we use, you're going to need a better connection, you don't want it to drop off.

So as long as you've got those things in place, it's all good. The thing I love about this, it is extremely, extremely scalable, means you can have thousands of people on a page and it's not the same as having to spend all of that money on a webinar software. However, there is a piece of software that we recommend you use and that's having a live chat. The great thing about this setup is yes, you are going to need to set something up in the first place which is embedding your video into a live page. Thing though, that is great about this, is that it automatically turns into a replay afterwards so where people see the live video, if you're using YouTube Live, which is what we use, instantly and Vimeo Live is the same but I don't recommend that one. Instantly afterwards it turns into the replay, so there's less of an admin task for you. If you've been through one of my recent launches, you will have seen us use this setup. Our page is a beautiful landing page that we create in our Launch Kit for those of you who bought that, if you haven't bought it and you want to buy our Launch Kit reach out to support we can get you set up. This is our live video landing page, we have our images at the top which point to the different workshop pages obviously, you only have one for the first couple of days and your add workshop two, then workshop three. So by the end of it, you've got four different pages. We then embed YouTube Live and then we have a piece of software called Chatroll for the chats so our setup is pretty simple. We have a beautiful landing page, we have a YouTube Live video which is embedded in the same way. When you embed any kind of video from YouTube, you do the same thing for that. We, I use Ecamm but you could use Streamyard and then we use Chatroll.

So Chatroll has got a subscription cost, but it's not as high it's not as high as Zoom, which I love, I love using Chatroll, it makes it really easy to create that conversation. I don't have any free options for you, unfortunately. So with launches, you're always going to have some kind of setup cost and this is the one thing during my launch, that we do pay a little bit of extra money for we do what upgrade our current subscription, we actually use Chatroll throughout our whole company for our live calls and then we just increase our capacity I can't remember the pricing off the top of my head. I think for 50 people, it's $19 dollars and they're only going to charge you based on the number of participants. So what you could do is set it up for a smaller number, because you're not going to have 100% of people who turn up, join the call and then you can see how many people join and if you need to, you can have your Admin. Assistant, your VA, a friend or family member, watch how many people join and if you need to upgrade to the next one, you can do that then that's what we've done and it is such a massive money saver because sometimes we're just under the cusp of going up to that next bracket of pricing. I think during our last launch, we use the 500 people version, it was maybe $99 dollars but don't quote me on that one right now, the best place to check is the Chatroll

website. So it gives you a beautiful landing page, it's scalable, it's easy to use, the replays go there afterwards. Although there is a little bit of a tech setup and a design process, it does give you the most elevated design. So those are the three options we recommend and we don't add that button until cart is open so although you can see it on the screen grab, don't add that until you've actually finished your workshop and then you can add the button there so when people are going through the replays, they can go straight to the enrol button at the top. So your task now, to choose and set up your tech. You may want to go through this lesson again, be open to things possibly needing changing throughout your launch, use my number one rule when it comes to tech, reach out to support of the tools that you're using.

Bear in mind with Facebook, it's a free tool so they're not going to give you any support, but Zoom and Chatroll, they are definitely going to give you tonnes of support. Just reach out to them and ask them for some help and they'll be able to guide you through any of the little technical pieces. Hope this video was helpful. Maybe watch through it again, go for the option that feels good but don't go for the free one just because it's free. It's not necessarily the best option for you. So best of luck with your setup and enjoy once you've done this piece, it's a massive chunk of work out the way.