

## Running Your Engagement Contest

In this lesson, we're going to finalise your engagement contest and make sure you fully understand the process of how this weaves into your launch experience. You guys already know how much I love contest. They are such a powerful launch strategy. And just remind of all the amazing benefits. They get people are excited about actually attending your workshops, and learning. So we want people to be so excited about your workshops that they make an absolute priority. And people love contests, it keeps them engaged. We want them to be excited every single time you put out a new piece of content. It also enables you to talk about your offer very early on without being salesy. So included in every single engagement contest that I do is my core offer. So at the beginning of my first workshop, I can talk about how excited I am that I'm going to be giving away a free scholarship into my programme. Now I'm going to talk about my programme next week but this week, you can win a scholarship along with some amazing other prizes. How cool is that? For those of you who don't know what my signature programme is, I'm going to tell you a little bit about that now. And you can talk about it. You can talk about it, the very beginning of your workshop it doesn't feel salesy, you just simply telling people, what your signature programme is about and what is available in this wonderful prize package. So for me, it's just the ability to talk about my offer throughout the whole of my launch. So it's not a surprise when doors open. It creates massive engagement, increases consumption, and the more content people consume during your launch, the more likely they are to actually turn into buyers. Now, this is the bit that surprises people, it helps you to identify hot leads. You will be amazed how many of your buyers actually enter the engagement contest.

Now some people and I don't blame them for thinking this, will say to me, yeah, but if people don't win, don't they then feel disappointed and then not buy? No, that is complete fear talking and it's scarcity mindset 101 and actually, when you go through your engagement contest afterwards, and you're going, that person bought, that person bought, that person bought, they're already convinced the prize is just the sweetener. So no, they do not feel so disappointed that they don't buy from you. Okay, you may get the occasional person who goes well I was only going to join, if I got it for free, you don't want those kind of people buyers anyway, it so really doesn't matter. And it gives you incredible data. Because you're asking people to share their insights if you choose that kind of contest. You're learning so much about what they gained from each specific workshop, and you take that, and you put it into the next workshops and you just keep optimising over time and taking these new learnings. If you do some kind of sharing option, it enables your audience to share your launch with their people. They're going to do the marketing for you. And for us, it's creating a culture of getting stuff done. You guys hear me all the time talking about it's time to #DoTheWork. Well, we start to create that sense of, we're here to do work in our actual launches in the engagement contest is the first place that we kick that one off.

So how to run it. You're going to share your contest early on, and you can tease it during welcome week. But you're not going to share the details until the first workshop. You're going to break it up into stages to encourage people to take parts. Even if you bring people in after your second workshop, or even at your third workshop, they're still going to be excited to take a part. It's not like they have to do every single task that creates overwhelm, and people just simply won't do it. You want to keep up the excitement and encourage people to take part even if they haven't done it yet. So and this is why putting into stages is so, so important. You could also do a prize actually for each one but we do a point a search for each task that they do. So the more you take part, the more points you get. And it's just a great way of doing it to keep everyone excited. But what I don't want you to do is to use this to promote your launch on the front-end. I don't want you to start advertising your launch saying, here's my amazing launch and you can win X prize worth bajillion pounds. However much it is, you'll attract the freebie hunters. And this is purely for us to keep those people who actually signed up super engaged, we want to know that people joined they're the right people, not people who just want your free stuff. You know, share the winner on your celebration party and I want you to celebrate everyone who took part in the launch, even if they didn't enter. The fact that someone actually carved out time to go through your launch is enough to celebrate them.

So even if they don't take part, you still want to acknowledge them. So some guidelines, get creative. You can do whatever you want, I'm sure you can come up with even better ideas than I have. So there's a couple of ideas here, and I've done both of these. Idea one, which is about completing all the tasks and judging a tie-breaker, great on small launches be a bit more difficult if you're doing a big launch and you've got like 500 videos. But I did this in a launch, probably about three years ago it was a challenge launch, they had to do all five challenges and then submit a video. One of the my students at the time, who actually grew to become one of my best friends, we actually met through business, submitted a rap and it was the funniest thing I've ever, ever heard. And so, of course, the prize went to her because it was just a brilliant tie-breaker. So the second one, which is the one that we use, because it's scalable is the more you engage, the more entries you get. Whatever you do, start off simple, you don't have to put like, actual monetary items into it you can just be giving away your time, or your offer itself. You don't have to give away iPads, in fact, I encourage you not to give away iPads. You want to give away the actual thing that people can buy because then you're going to gauge genuine interest and this is not an iPad contest.

Okay, so let me share with you a couple of example pages. So when we first opened up the contest after the first workshop, this is what people will see, they'll see the details, there'll be some terms and conditions down the bottom of the page, you'll need to create your own. And there's the details on how to enter the tasks. So what we do is we create the Facebook post, and we schedule it to be released an hour into the webinar. So when you schedule a post, all of a sudden, this will appear at 8 p.m., but it's already linked on your page. So you can have that created. But what we don't do is we don't show all of these straightaway, we show one thing at a time. So then eventually, when you add in those new entries onto the page, you end up with something a little bit like that. And it's so easy truly to figure out who is going to be your winner. We will copy and paste, there we go, into a spread sheet and then we delete anything that is not relevant data. So that's not relevant, that's me, that's me. So then after a while you end up with just these,

let me show you how to do this. So you just end up with these blank rows and then the people's names. So it's super easy to do, we're just going to sort it. So obviously, I haven't deleted all those. And what you end up with is just a list of the names like for example there. And then what we will do is we'll do a random number generator between one and your 500 however many we've got, and you're going to copy and paste workshop one, workshop two and workshop three, all the names into the same one.

So if the lovely Vania, one of our students had entered workshop one contest, workshop two, workshop three, and she did a social share, her name is going to appear on there four times and she will get more entries. And it's that simple. It's nothing complex, unless you're doing the one where you judge people in which case yes, that can be quite a lot. So this is a typical prize for us scholarship, I do give some books away and just some fun things, it doesn't have to be anything crazy. And this is where we talk about it. So we tease only at the beginning of workshop one, we don't give them the link, we tell them we're going to be sharing something amazing at the end of workshop one, you can win our scholarship. And the prize package includes some of these things. We don't tell them how to enter, we tell them that at the end of workshop one. 'Cause we want people to stay through. So we reveal the contest the end of workshop one and we share a link to our contest page. For us, it's always sound on [lovetolaunch.com/win](https://lovetolaunch.com/win). Beginning of workshop two, we remind them about the contest. And then we share the link to workshop two post at the end of workshop two. Same in workshop three, and then a celebration party, we tease that we're going to announce the winner at the beginning of the celebration party. We announce it after the prize reveal, but what I like to do is soften the blow by sharing a fast action bonus.

So this is how it go. Here's our amazing offer, epic, epic, epic, wonderful. Now, here's the news you've all been waiting for. I am so, so thrilled to announce that the winner of our contest is, blah, blah, blah. But don't worry if you didn't win, because for those of you who are fast action takers, those of you who are like I'm so ready for this, prize winner or not, I'm all in Laura, I want to launch with you. Well, here's what you get, I'm going to give away a private coaching call for the first 10 people to join. Okay, so it's going to be a mad rush, so I'm going to share that link to join again, here's the link and I go back to that. And so you'll see that with my contest my friends, it's not complex, it's not crazy, it's easy to run, but it is about giving them something amazing and using that contest as a way to talk about what it is that you do and get people excited. It's just the most amazing way to transition from the actual education piece, the training piece, the coaching piece, which is your launch experience, to the offer that is softened. It's a real soft landing is a, my mentor who first taught me about launch is Jeff Walker. He would call it a soft landing. And this is about the softest landing that you can ever have. So that's the contest. Your job now is to #DoTheWork, going to plan your content and create any assets that you need for it. I'm excited for you, this is so much fun, you will enjoy this, so will your people it's one of the best bits of doing a launch experience in our way.