

## Welcome Week Day 4

Hello and welcome back to day four. Day four of welcome week. We're getting so close to your launch now. It's so exciting. We actually are in launch mode, technically speaking. Super excited to have you back. I hope you are having lots of fun with your launch. I'm so excited for you, and I hope you're enjoying the connections that you're building with all those lovely people who are now in your group. So, there's a few things we need to do today that are a little bit different. First things first, go and send out your momentum booster email, that's your email you created in Launch Copy week. You've already done it, which is amazing. And that's all about reiterating the importance of going all in. You want your people to show up live, so make sure you send that one out today.

If you have got a confirmation sequence set up where people sign up for your launch, and then they get a confirmation email. If you have the ability to do so, add a little automation 24 hours later. They also get this momentum booster email, and you can start that after, or you can make that change after you've sent out the broadcast. Now, the reason I didn't have you do this six weeks ago was because having all these tech pieces in place and trying to create automated sequences with timer tags and, ugh, it's exhausting. And so, I'm going to give you things to do over the course of the next two weeks that you probably may have never heard of before. You would've never heard me talk about some of these strategies. 'Cause if I gave you all of these things to do over the course of the last eight weeks, you'd be freaking out about the amount of work that needs to be done. So, these are small, small tweaks. Now, if you can't do that, if you can't create an automated sequence where someone signs up and then 24 hours later they get something else, don't worry about it. We'll do it next time. So, there's a few things we need to do today that are a little bit different. First and foremost, let's talk about ads. We need to check how our ads are performing. If they're working, great. We're going to put some more ad spend into it if you've got it. If they're not working so great, we're going to try some different things. So, four days in, you should know whether your ads are performing or not, so now's a really good time to check it.

Check your landing page conversion rate, see how that's performing. And then, we can talk about some super exciting things. So, you may or may not remember if you've gone through one of my launches, seeing a video ad once you signed up, and it was all about the schedule and just getting people to take more action. So, I'm going to do a very small reenactment of this ad. I will probably mess this up because this is a live recording, or this is an action recording, we might say. So, this is my schedule. So, this advert will go out to

people who have signed up for the launch. You could do something fun where you do it here, and you pop up above it, or hold it here. I like to draw people's attention to it, so you can do something like this. So, how this advert works is you will only show it to people who've signed up for your launch, so it's not going out to everyone, and you'll include a link to your links page. So, this a page where you put things like your schedule, your workbook. Mine will always be [lovetolaunch.com/links](https://lovetolaunch.com/links). Now, what you can't do is you can't link to a PDF on a Facebook advert, so you can't just link to your schedule, so you've got to put it on a separate landing page. It will go something like this. Hey, lovely, Laura here, founder of Love To Launch. I'm so excited you've signed up for the Best Launch Ever Bootcamp. Now, what is this? This thing here is our schedule. If you haven't already downloaded this, you'll want to do that because it's got all of the dates and all the special links for our upcoming workshops. I don't want you missing a thing. Here's a special thing about it. We've got some really cool links here, little short links, so you don't have to worry about trying to find the right link. And this link at this time will take you direct to that workshop. Now, if you click it now, it's going to go through to an early bird page, which means it's working fine.

So, you want to make sure you click it at the right time, and then you'll magically see our workshop, our coaching calls, and our celebration party. So, these are all for you. Make sure you download this, and also come and join the group. The link to join the group is also on the schedule. Now, I've put all of these helpful resources onto a page for you, and the link is [lovetolaunch.com/links](https://lovetolaunch.com/links). L-I-N-K-S for links. You can find all the helpful links on that page, and you'll be able to download your schedule from there. So, the links here, it's also in the comments. This is for you to make your life easy. You can print it off, you can keep it on your desk, and I'm so excited to get to know you over in the Best Launch Ever Bootcamp. We're going to have such an amazing time. That's all I do.

Now, this ad is going to cost you next to nothing. You heard me talk then for about a minute, a minute or so. You don't need to script it. You can just do something off the cuff. In fact, I encourage you to do something that's a little bit raw, so that people really get a flavour of who you are. It doesn't have to be polished. So, that is one of my favourite things to do. Doing an ad for that, dead easy, super simple. So, another thing I want you to keep an eye on today is the number of people who are joining your Facebook group. Now, if you're finding that your numbers are really, really low, then what we're going to have to do next week is switch strategy. If you're only showing your content in the group, you're going to need to do maybe the webinar version or the live stream version. And I know that's going to bring up some fears, but if we're seeing that we're not going to have 50% of people joining the group, it's such a waste for you not to do a webinar outside of the group. So, keep an eye on things. It's so important for us to really understand for our market, for our launch, what works and what doesn't.

For some markets, we see 70, 80% of people joining the Facebook group. For some, we see 20 or 30%. And so, by us looking at those numbers today, seeing where we're at, and looking at, okay, well, what do I really need to do over the next few days? Do I need to create more posts that get people to see the value in the group? Do I need to send out an email inviting people to the group? Do I need to really drive home the benefits of that on a Facebook ad where you're talking about that? Or do I need to completely change my strategy? I don't want this to come as a surprise to you over the weekend where you're looking at your Facebook group numbers going, "Oh, I don't know what to do!" By us looking at things now, we know whether we need to make a decision or not. Whether we need to encourage more people to join, we need to put out that advert and ask people to join, or we need to completely change strategy. So, we don't have to make that decision right now. I would be prepared for it. If your numbers are high, great, we don't need to do it. If your numbers are really low, and by low, I mean 20% and under, we have to do the work, and we have to change that strategy. If it's between 20 and 40%, then we just need to do more to get people to join. You will get more and more people join over the next five days. And we definitely want 50% or more joining the Facebook group itself if doing a Facebook Live launch is going to be the option for you, otherwise, go back to the tech setup, learn those other strategies. I know it's more tech, and you don't want to have to do it, but my mission, and why we do Let's Launch Together, is to make sure that we're adapting to those changes that need to take place.

You will find the more launches you do, the more you realise that these things change from launch to launch, and sometimes we need to completely change strategy. But being able to adapt, being able to go, "Do you know what? "This wasn't a mistake. "It's just something we've had to overcome." It's going to set you up for even more success. I don't want you getting to next week and flapping because you haven't even thought about this. So, just to recap, if it's 20% or under, we need to rethink strategy. If it's 20 to 40%, we need to do more to get people in the group. If it's more than that, I think you'll be fine. But if you find next week you really don't have that many people in the group, if it's under 50%, then we definitely want to change that strategy. It's one of those things where I would rather you spend more time this week getting more people into the group, than having to change strategy on Monday to fix that kind of issue. So, I know it's a pain in the butt. I know, I know, I know, but we are prepared for it. So, go and smash today. Make today today amazing, look at those numbers, check those ads, check your landing pages, do that schedule ad, it's such a fun one to do. Your people will get so much benefit from having the printed schedule. That's why we create it. And I will see you tomorrow. Have an amazing, amazing day. Bring your best energy, I'll see you tomorrow.