

Creating Your Launch Assets

Welcome back! This week is all about the creative part, woo-hoo! After a few weeks of really, some quite strategic work and lots of writing copy, we're shifting gears a little bit now, we're going to start creating our design assets. But this is not about making things look pretty. Of course, we want things to look great. But this is actually about using design assets to make it really easy for people to show up and to enjoy your launch experience. We are big on customer experience within our launches at Love to Launch, because if you can make it really easy for someone to show up, do the work, enjoy the experience, they're far more likely to consume the content.

We use design assets to make it easy. Now, you may feel like this is a huge amount of effort, but the more work we put into making it so easy for our people to join, enjoy the content, and get what they need, the more likely they are to become a customer, and customer experience starts before someone buys from you. If someone has a really bad experience with your free content, are they really going to want to be encouraged to take that next step? The truth is, no. So there's a few special things that we're going to create this week that are really going to help that. But you don't have to be an amazing designer.

This is all about using what assets and resources you can find and making them work for you. So use templates. Yes, we use templates too, even now. We're what, four years into our journey as Love to Launch. We've done 12 launches. Five of those launches have been for Let's Launch Together And we still use the same \$20 template that we used two years ago. So it just doesn't need to be that you're hiring a designer, use templates and use the things we recommend. Just make it so easy for yourself. It doesn't need to be an expensive brand overhaul. It's just about creating some super-simple assets. And really, all we do is we choose two fonts and two colours, and we keep it very, very simple. Now, as we've grown and evolved, yes, we add in some more elements and we add in some more design elements but this is us being four years in, this has been many, many launches in. It's just not necessary so keep it super simple.

Now I know that at this stage, some of the fears start to creep in, especially if you're new to this and you've been starting your audience building. It can feel like you're doing all the things and some things aren't working, some things are feeling slow, I totally get that. The thing I need to remind you is that in your audience right now, there is a lurker, many lurkers, people who are watching you, waiting for something amazing to get them taking action. That's what your launch event will do but it can sometimes feel like things are really slow. It can feel like you're not making much progress when in fact you have no idea right now, because of how you're showing up online, how many people are watching and waiting you to put the right thing in front of them. And that's what we're going to be bringing to them very, very soon.

Please, don't worry if you're feeling those fears right now, totally normal. Keep taking steps forward. Now this week, because everything to come together visually, it can all start to feel a little bit real, which is exciting, I hope you are excited, but again, the fears start to creep in. So if the fear is there right now, trust the process. This is a very normal feeling. And it usually doesn't go away until nearer the time where everything comes together, people start signing up for your events so all you can do is keep taking those steps forward. Action cures fear.

Enjoy this week, enjoy the creative aspects. Remember that right now you're creating assets that you're going to be able to reuse time and time again. Even when you have those moments like, "Oh, this is so much work". Remember that every time you come back and launch and as you grow and scale your launches over time, this amazing bank of resources and assets and templates that you create now are the things that are going to help your business to grow. So this amazing investment of time is going to pay dividends now and all the way into the future.

So this week, keep it simple. Use templates. Remember the work you're putting in is going to make it so easy for people to enjoy your launch experience. And the work that you're putting into your business right now is going to mean so much more of a return now and all the way into the future and every single time that you relaunch. Enjoy this week. Enjoy the creative part. Next week, we shift gears to the buildup stage, getting people excited about your event, ooh, good fun. Enjoy. I'll see you, in the next lesson.