

## Keep Up The Momentum

Welcome to core launch content week. So good to have you back. This week is all about creating the main content that you're going to need for your launch experience. And we're starting this right now, because doing this now is going to help you prep early, it's going to reduce so much more stress later on down the line. I will totally admit and put my hands up to sometimes creating materials on the fly during my previous launches, and it's super stressful, and it adds a tonne of extra work to your plate. And when you should be focused on creating an amazing experience, having conversations, building connection with the people in your launch, and instead what you're doing is working on slides, is you're missing the opportunity to build a relationship.

The thing that I've learned is, A, to reuse the materials I've already created that reduces a lot of stress, but also to prep far more in advance than I ever would. And I'll be honest, I'm not that type of person, but what I've had to do is to build my launches around my weaknesses, and my weaknesses is trying to do everything on the fly. And that really stopped us with growth in our early launches. So, learn from my mistakes, and that's what we're here for, right? So this week we are going to be looking at your offer, but what we're not going to be doing is creating a sales page, it's not important.

Please resist the urge to go and create a Fancy Shmancy sales page, not needed. If you have some time later on down the line in the programme, by all means, do it. If you're ahead of where you should be, what I want you to focus on is building more of an audience. That is the thing that's going to help you, not a sales page. So I want you to be really mindful of where your time is being spent, okay? We're also going to talk about your celebration party which is how we actually transitioned from the free content to the paid offer. It's our very special way of selling. If you don't like selling, you're going to love how we do it. It is all about celebrating the successes of those who've gone through your free content, and very simply, sharing the next step. We going to talk about that.

We're also going to talk about the engagement contest which is going to enable you to build a massive engagement, create excitement, and importantly, to siege your offer at the beginning of your launch experience. So rather than having this moment where you go, okay, here's my free stuff, here's my paid stuff, and having this kind of clunky transition, you're going to let people know, way in advance, at the very very beginning of your launch experience, you're going to tell them that something is for sale as part of your engagement contest strategy. So I'm going to share that with you as well, is important that you know that.

And the next thing I want you to focus on is not skipping ahead. So if you haven't yet completed last week's content or done those modules, stop right now, go back, do that work and come back, because the program is structured in a way to get you best results, but it does mean doing the right things at the right time. We need that content from last week to enable you to create really amazing workshops this week.

Please trust our process, follow the plan and the way that it's laid out, that's going to help you to have more success, keep you focused on the right things at the right time. And most importantly, keep up the energy, keep up the excitement, keep up the momentum. You're doing such an amazing job. And especially, if this is your first time launching, doing this for the first time is a huge amount of work, and I'm not going to sit here and tell you that it's not because it is. However, when you come back and relaunch and relaunch and relaunch, and all of the work is already done, we probably reuse 80% of our core launch content every single time we launch. We don't change much. We add new things in, we might optimise or take things to the next level, but 80% of the work is done, which makes it really easy for us to keep relaunching and relaunching and relaunching. So you want to keep up the energy.

And just know, the work that you're putting in right now is going to have such a massive return on investment for you and your business in the future. Don't forget, if you are feeling a little bit behind, I don't like that phrase, we have actually got our two-week implementation break that we built in as part of the 12-week programme to make sure that you are having some time off. The last thing I want is you coming back after the break and then diving into, actually getting people into your launch, and you feel burned out and exhausted, like that's not a great way to start a launch experience. It's also not the best way to start delivering upon your offer. Your work actually begins when your launch ends 'cause that's when you start serving, right? So we want to make sure that you're in an amazing energy.

So let's recap. We're going to talk about your core launch content, we're going to create those pieces. We're going to talk about your killer offer, talk about celebration party and engagement contest, and you only need to focus on creating what I talk about this week. No bells and whistles, no fancy sales pages. There's lots of little tactics that we'll create later on down the line, but they're not important. The reason we're focusing on the core launch content right now is because next week when we dive into creating your copy, and then we dive into social media posts, for example, you've got all of the core pieces here, and you know exactly what it is you're going to be talking about.

So enjoy this week. Remember that this is an evolving thing. Sometimes your workshops will change from launch to launch. What you learn will help you to make those changes and to optimise. So we're going to start off with what we think is going to work, then we'll review your launch afterwards, and we'll make any necessary changes. The most important thing, I want you to feel excited about it. So if you're excited about what content you're creating, your people are going to feel excited too. So it's the single most important thing. Confidence comes from the energy. When you feel confident, you build trust, and trust is what turns superfans into buyers, and that's really what we're doing here with the launch experience method, is turning strangers into superfans.

And so it all starts here with your core launch content, have an amazing week, bring your best energy, create that focus, turn off your phone, turn off social, turn off emails and let's get this work done. You are going to feel absolutely incredible when you dig deep in this module 'cause it's the foundation for everything, okay? Have a wonderful week, I'll see you in the next lesson.