

Mountain Strategy

I want to help you start planning out your content. So a great launch closes the gap between your dream client's vision and where they are now. Meaning that when you are creating your launch content and you're mapping it out, what we're trying to do with that launch is make it easy for someone to take the next step. If we can prove true value with what you're doing with your launch experience, then they are far more likely to buy from you. So I've seen many people over the years try and put everything, and including the kitchen sink, into their launch and they wonder why people don't buy from them. So yes, we definitely want to give your people what they really really want, something juicy, something they enjoy, something that makes your experience unmissable. But it can often feel like a bit of a tightrope, because if you give away too much, you're going to overwhelm your people, they're going to get such an amazing transformation, that they don't even need you anymore, you give them not enough, and they're probably going to think that you're pay to pay, I can't actually get results unless I pay this person, and that can leave people feeling really disappointed and disengaged. They'll probably think that what you've done is surface level and you don't create a desire. And so we need to think carefully about the kind of content we put into your launch.

Ultimately, we have to think about where they are right now and where you get them too. But you're not helping them to climb the whole mountain in one launch, we're going to chunk this down into some smaller pieces that actually make it really easy for you to go all in, for you to give your all, for you to answer all the questions and not feel like you're giving away too much because you won't be. So, what we're going to be doing first, in the next couple of weeks, is planning out your outlines for your launch workshops, creating your copy, and then designing your SlideDeck in that order. People have a tendency to go and buy a SlideDeck off something like Creative Market and then try and fit their idea into that. We don't want to do it that way, we're going to plan out the outlines, we're going to create bullet points, and then we're going to create the copy and then we're going to put that copy into the SlideDeck, because that is going to help you choose the design that you need. So I don't want you doing this the wrong way around, again, everything we do in this programme, is all about doing things in the right order to maximise your time and to prevent you from spending time faffing around. For some of you, especially you design folks, this is going to feel counterintuitive, because you will instinctively want to dive into the fun bit, the sexy part, the creative bit, which for you is the design piece, for some of you it may be the other way around.

So we're going to do the outlines, we're going to then create the copy, and then we're going to design the SlideDeck afterwards. So let's talk about the mountain and how this works as a concept for you creating your launch workshops. So we're using the mountain as an example because this fits across so many different markets and industries. So when it comes to your launch content, instead of you trying to teach the whole mountain in one launch with your three workshops, you will maybe break it down one of

these six examples I've shared, you may already have a idea, and if you do, that's totally okay. I don't want you trying to fit you into a box, if you've got a really fun, creative, idea that actually gives people a result, that helps them get a transformation, if you've launched before and you've got something that works, I don't want you doubling up your work by creating something new from scratch, I want you to take what I'm teaching you and blend it with what you've already done. So, here's some examples for you. So instead of trying to teach them how to climb the whole mountain in one launch, you will maybe help them to discover, that mountain climbing is the right path for them. You may teach them how to know which mountain is the right one to climb, you're not teaching them how to climb it, you're not teaching them skills, you're not giving them strategy and plans, just how to know which mountain is the right one for them to climb. Or maybe, even showing them one whole particular mountain and the right way up in terms of climbing it. Maybe a slight variation on this, if you are in the health or the fitness space, then it may be that you want to do more of a challenge based event, in which case, you can help them create the habit of a new skill that they need to climb the mountain. You may want to help them discover the best way to climb the mountain, obviously there's many different ways to climb a mountain, well there probably isn't, there's probably a handful, but you're going to help them to do that. Or you're going to go deep on one part of the ascent.

So these are just six examples, and I want you to do the mountain exercise at the end of this training, to help you decide which is the right one for you. So let's do a deep dive, example one, discover that mountain climbing is the right path. So with this particular style, you're going to be showing them a new opportunity that they hadn't yet considered. So within my space, I would help them to discover that launches are an amazing way to sell their products and services. You then going to show them how powerful your way of doing things is, and build belief that this is possible for them. Because if you think about people who are wanting to mountain climb, it might feel like such a huge task that they don't even feel like that they can do it, so belief is going to a big part of this particular example. So this one works great if your product or service is one of many ways that they can achieve their vision. So if we think about marketing, if you're wanting to achieve a life of freedom, if you want to eat, if you want to be making lots of money, then of course, launches are not the only way to do that. So I would be showing them that launches are the right path compared to other ways of doing things. It may be that you have found a better way of doing things, another method, so if that's the case, this is a really really great example of how you can structure your content.

Example two, which mountain is the right one to climb and when? So this is about showing them different ways of achieving their end vision. So this might work really really well if I was trying to show them the different ways of launching and how to know which kind of launch is right for them. I've used this one in my previous launches, it works really well for what I do. Because what I'm doing with this format, is I'm showing them that there are many different ways to launch, webinar, challenge, launch experience, phone calls, there's many ways to launch, and I'm showing them which is the right way for them, I'm actually helping to self assess. So what I'm doing here is filtering out the people who maybe aren't the right fit, and helping to discover if this, my way of doing things is the right way for them right

now. So this is great to show them all the different ways, show them your way of doing things and helping them to discover that this is the right one for them right now. So I've used this example myself. This works great if there is confusion in your market, or if you serve someone at a particular stage of their journey because you can break down what you do, show them why your way is suitable for them, and if it's not, that's great actually, we're filtering out those people who maybe aren't the right fit, and if you're helping them decide what is the right fit for them at that stage, this one works really really well.

Okay, example three, showing them the whole mountain and the right way up. So this is a slight variation and what you will find is these really are slight variations, but really depending on what it is that you need to teach your person, you will choose the one that feels best for you. So, showing them a path to progression to achieving their vision. You can show them some of the ways that people go wrong, you can show them the right way to go up and you can go deeper on one part. I love using this one, so I love to show them what makes a really amazing launch, the right way that you should do things, the right order, and I also talk a little bit more about the mistakes. So this is all about showing people that maybe the way you've not been doing things in the past is the right way and I can show you the right way of doing that. So this is great if they've already perhaps, tried to do this. It's also great if there is a linear path in what you teach, and it's also a powerful one if you find that people often make mistakes because they get the order wrong. I talk about this one a lot with launches for example, because one of things I notice is that people leave audience building too late. If we do the audience building from the very very beginning, you're far more likely to have that huge huge success, so this is another format that I've used. In fact, I've probably used most of these formats in my launches, always trying new things, trying to find that way that works best for my market.

Example four, so this is creating habit of skill needed to climb that mountain. So if you think about where you clients wants to be, that end vision, and how you help them get there. If part of what you do is helping them create a new skill, creating that habit of skill, then you could actually do a challenge. It's about you showing them your way of doing ways, showing them where people typically go wrong, and you can go deep on one skill and get them taking action. Word of caution, this is not for most people. If you're in the health and fitness space, and you want to help people get a quick result in a short space of time, to show them that when they hang out with you, they get results, then this is a great format. I don't recommend this for most people, I fact, most coaches, even though you probably could do some kind of challenge based launch, I'm not going to recommend this to you, personally I think challenges are overdone,, but they do work really well in some markets. They help, they work, if you help people create consistency. So if you're in the health and fitness space they work brilliantly, or if you help people to change habits. Them, taking the next step with you is all about them taking things to the next level, creating that consistency. So this is not right for everyone, but it is right for some.

Example five, discover the best way to climb a mountain. So this is about showing them all the different ways of climbing the mountain, and then showing them your way of doing things. This is great actually, if you've got people that you can bring in into your launch to talk about the ways that they have had

success. So I have actually used this particular one, I have talked about all the different kinds of launches, shown them how I do them, and then I brought in amazing people who had huge launch success, to talk about how they had had it. So it was all about really inspiring people. So this one is great if they are many different ways of your audience achieving goals, you've got a better way of doing things, and if you've got examples of ways that you've helped others. But it doesn't even need to be about the people that you've just helped. If you have access to an audience of people who have maybe had success with this particular thing, you can still bring them in. So I've used this example, and I'm going to share with you some slides that I have previously used, to show you how I've used this one. And it was a really good, fun, and easy way of creating some launch content. And all it was doing really was backing up what I've already told them. So I was showing them a different way of doing things, and then the people that I've brought in as examples, were actually completely backing up everything that I've said throughout the whole of my launch on the right way of doing launches. So this is great if you've got some really good examples to help people.

Okay, example six, is going deeper on one part of the ascent. So with this format you're going to show them all the stages of climbing the mountain. You're going to go deeper on one stage, and then you can show them the mistakes that people make at that stage. So this works great, again, if there are stages to what you do, and if you have more of a linear path to progression. And this is also helpful if your audience needs to consider more deeply, if this works for them or for their market. So where this can be really valuable, is if you are a coach and if you've got a methodology, and if people need to have success in this particular thing that you're teaching, they need to achieve the first stage. And you can take some of that first stage and teach it. So for example, I've had wedding business coaches for example, actually helping people to identify whether their person can be found online, in order to take them to that next step. So of course we know that the wedding industry, that people can be found online, but many people actually don't have that belief that they can find the customers they want. So that is about creating that first stage, as part of their launch content, helping people to assess that actually this is the right path for me, I can take this to the next level.

So this is brilliant if you do have a stage that you want to go deeper on. This is also a great one, if for example, you are the kind of person who tends to giveaway way too much during your launches. If you're the kind of person who tends to go deeper on everything, then just going deep on the very very first bit, is going to help you to pull things back again. It is definitely a challenge, it's something that I've definitely struggled with, but again, we're not trying to teach the whole thing in one launch, we're just trying to teach that one small thing. So whether it's looking at the overall strategy, choosing which strategy is right for them, helping them to see a path for progression, helping them create a new skill, discovering which strategy is right for them, or just going deep on one part, there is a launch style for everyone. So at this stage you may be thinking, "Oh my gosh, this is so overwhelming, I don't even know which one I'm going to choose," I've created an exercise for you where you can just start brainstorming these ideas. I want you to create an example for all of these, and you're going to feel most drawn to one of them, but you will have doubts, you'll have doubts because this is new, this is the part where you feel like your

whole launch is riding on this thing. No matter which one you choose, you're still going to help people to get a result, because ultimately, you are closing that gap.

So it's going to work no matter which one you choose, but I want you to choose the one that you're most excited about. And remember, this is your first launch in this particular style, so you can come back and you can do another launch in a different style. I change mine up every single time, trying new things, seeing what lands, what worked best, what did I really enjoy, where did I get the biggest light bulb moments and I take that learning and I apply it to my next one. So just remember, this is just a version 1.0 and if you're having those moments of self doubt, if you just sit there and remind yourself, it's okay, because this is just version 1.0, I can change this, during this particular launch I can pivot, I can do it this way this time round, and the next time, I'm going to try a completely different way. You are going to have less self doubt, you're going to move forward with more confidence. But it really doesn't matter which one you choose, choose the one that you're most excited about.

So for now, we're going to brainstorm some initial ideas based off that mountain analogy. Do all of them and see how you feel about all of them, and then we're going to move onto actually beginning to outline your content. What you may find is that going back through your Dream Client Workbook, actually looking at what do they really want? What would excite them? What would make this event unmissable for them? What's something juicy that if you could give them, they will be super excited to attend? You know your ideal person better than anyone. You probably are your ideal person back at the beginning of your journey, so if that's you, if you're in the transformation space, and you've gone through the transformation that you teach, think about what you really needed to know. What I needed to know beginning of my journey, was that launches were the right path for me, and I could it in a way that felt fun and easy, and that if I focused on mindset first, everything else would fit into place, that I didn't need to be a cookie cutter version of anyone else, that they didn't have to be scripted, these are all the things that I really needed to know at the beginning of my journey. So if that's you, if you are serving you at the beginning of your journey, think about what you needed. But for now, go and brainstorm those initial ideas, and I'll see you in the next lesson.