

Conversion Week Day 2

So after the amazingness of day one, hopefully you've had a flurry of sales. You get to day two, and crickets. The sales have stopped. This is the most unnerving feeling. It's called day two doom, and I realised quickly into my launch journey that this was a natural part of the process, and this happens because we have different types of buyers throughout our launch. We have our spontaneous buyers who buy up front, and then we have our people in the middle who are considering your offer, and then we have our deadline dancers towards the end. This is an amazing methodology by an OG marketer called Alex Mandossian, and he was actually putting personas to these types of buyers in marketing, and this became common knowledge within the launch base quite a long time ago that the buyer personas also apply to launches. So you have your spontaneous buyers who buy very quickly, that's why we have bonuses, we want to get those people off the fence fast. And then we have our methodical buyers. Methodical buyers are the ones who are scrolling up and down the sales page. They're looking at every single detail. They're scouring through your success stories. They're probably also reading the terms/conditions.

Methodical buyers like to know all of the details, and they think about things very analytically. Then we have our humanistic buyers who like to hear stories, they like to know that people just like them have had success, and so that's why we have a day where we speak just to the heart. And then, finally we have our deadline dancers. I don't get these people. I'm not a deadline dancer, I'm usually all in. I'm a spontaneous buyer, but deadline dancers, most people do not make a decision until they need to, so that's why you get a big spike at the end. So these methodical buyers are simply considering your offer, that's why things are quiet on usually day two, and sometimes on day three as well. So, what I will do, after doing some of my initial tasks, I will take today off. I will go and have a spa day, or go and get my hair done, I'll go out for some lunch. What I'm not doing is sitting there in front of my computer, refresh, refresh, refresh, waiting for sales to come in that simply are not going to come in today. I know people are simply looking at the offer and deciding whether it's a good fit for them.

So, what you can do is you can put out some objections busting content. We've already looked at this in the early modules. We looked at some of the things that might stop people from buying. So, you can take this to the next level on day two by doing something like an objections busting email. What are some of the things that people are thinking is stopping them? Now, how this usually manifests is with a question. So, if you think of all the objections people have got, what might be the question that they would associate with

that objection? So, for example, will it work for me? Well, when people ask that question, it's usually because they've tried all the things before, and nothing's worked for them. I usually find in my industry, it's for course junkies. So, that kind of question comes up when people are course junkies and they have not had the result because they're just trying to find that next answer. So what I can do in that instance, is I could put, Laura, do you have a guarantee? And I could actually put that in a paragraph that says, yes we have a guarantee, we totally believe in our programme, but also we know that many of you have been burnt by courses in the past.

When you join, you've got seven days to decide if it's the right fit for you, but the thing we want you to know is even if you're feeling a bit nervous about joining, we're going to give you so much help and support throughout the whole programme. So, you see there how I'm really nicely overcoming that objection, but I'm using the FAQ that they might ask to actually switch that objection into something positive for that person. So you can send out a Frequently Asked Questions, and don't put FAQ's email, put something like, some of the things you've been asking me about X programme, and then you can list some of those. You can do a live the group, you can do a live on social, but if you find that things today aren't really slow, and you had a slow day yesterday, then I would actually take big action today. It might be that your offer didn't quite land. It might be there's some confusion. So, the more conversations you can have, the better. And this is where the right fit calls come into play. I want you to go out there and have as many conversations you can have, especially with the people who you thought would be a no brainer.

So you can do a sweep of your launch, of your customer list, of the people who have been engaging in your engagement contest, and on social, and in your group. Make a list of all those people who you really thought were going to be in. And you can very simply start reaching out to them and ask them if they've got any questions that you can answer for them that will help them decide if they're a right fit. And if they'd like to, they can book a 15 minute slot with you. I'm not going to go into this now, there is a whole lesson on this, one of my favourite strategies, it's not always appropriate for all offers. If you've got a low ticket membership, and you're bringing in hundreds of sales, of course you don't want to take a 15 minute phone call for that. But in early launches where you need that little bit of extra launch hustle, when you've got a high ticket offer, and it really does pay you to do those right fit calls, then do them. Fill your diary with right fit calls. I remember a launch of mine back about 2017, I think it was, early 2017, and this launch, I invested a huge amount into ads, and an ads agency, and it didn't work. And so I was so frustrated 'cause I felt like my launch was going to fail, so I went into launch hustle mode, and I cued up as many right fit calls as I could. So in the end, I had 14 calls, it converted into over \$50,000, and so I think it was \$52,000, and yes, I was on the phone for eight hours. They weren't exactly 15 minute calls, but would you get on the phone for eight hours for \$52,000? I would any day of the week. So, of course, I want you to do that if it's

appropriate for your offer. It's not about selling, it's simply helping people decide if they are the right fit for you. So today, do the four pieces, but take that time off, super important, 'cause things are going to get so, so busy. If you haven't had those sales yet, time to get your launch hustle on. Go and watch the Right Fit Call video, and I will see you tomorrow. Have a rested but awesome day. Bye for now.