



Ready to Launch?

You've researched the market, listened to your ideal clients, created your course, packaged up your services.

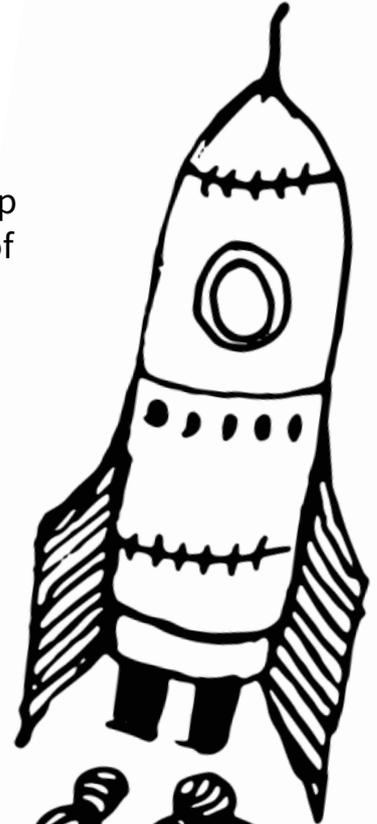
The good news is, after all that hard work, you are on the cusp of reaping the rewards - money, applause, adoring fans - all of it, so very nearly yours.

The bad news? Fluff this last task, flop at this final hurdle, stumble on the homeward stretch, and you won't achieve the success you so definitely deserve.

I know you're tired. I know it's been a long slog to get this far. But grit your teeth, reboot your brain cells and read on because you are so very nearly there.

These steps will work whether you're launching a product, course or an ongoing service.

Do some of them, do them all, do whatever works for your business.



#1 SET THE DATE

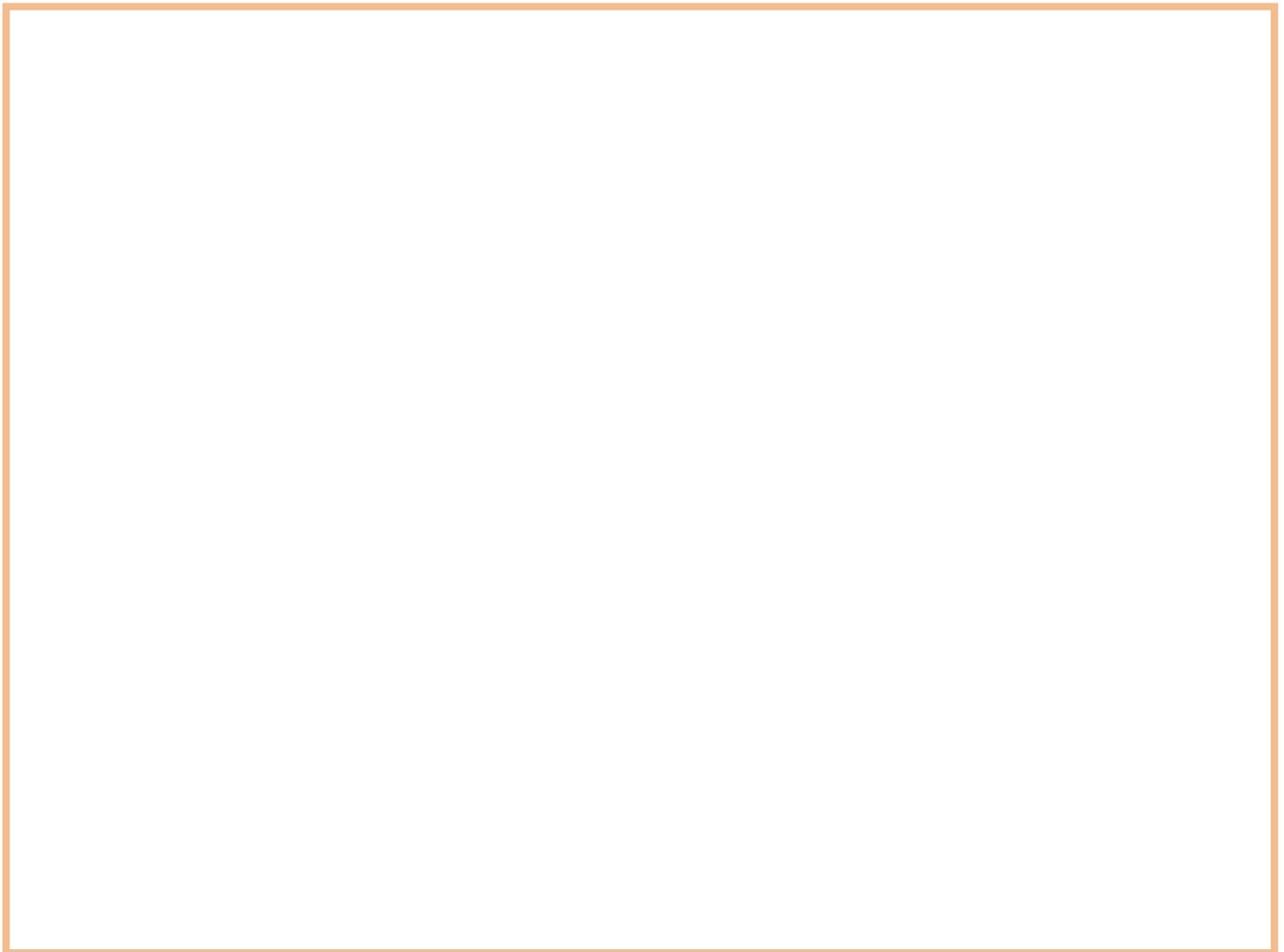
Imagine if Apple despatched the newest iPhone to tech retailers around the world, one box at a time as they came off the production line.

No big launch announcement, no date for eager Apple fans to anticipate.

Every year, Apple shows us how a launch should be done - with planning and fanfare.

Tempting as it may be to plonk your product/service onto your website the moment you feel it's ready, don't. Set a date to work towards, then create a plan to build anticipation.

What needs to happen before launch:



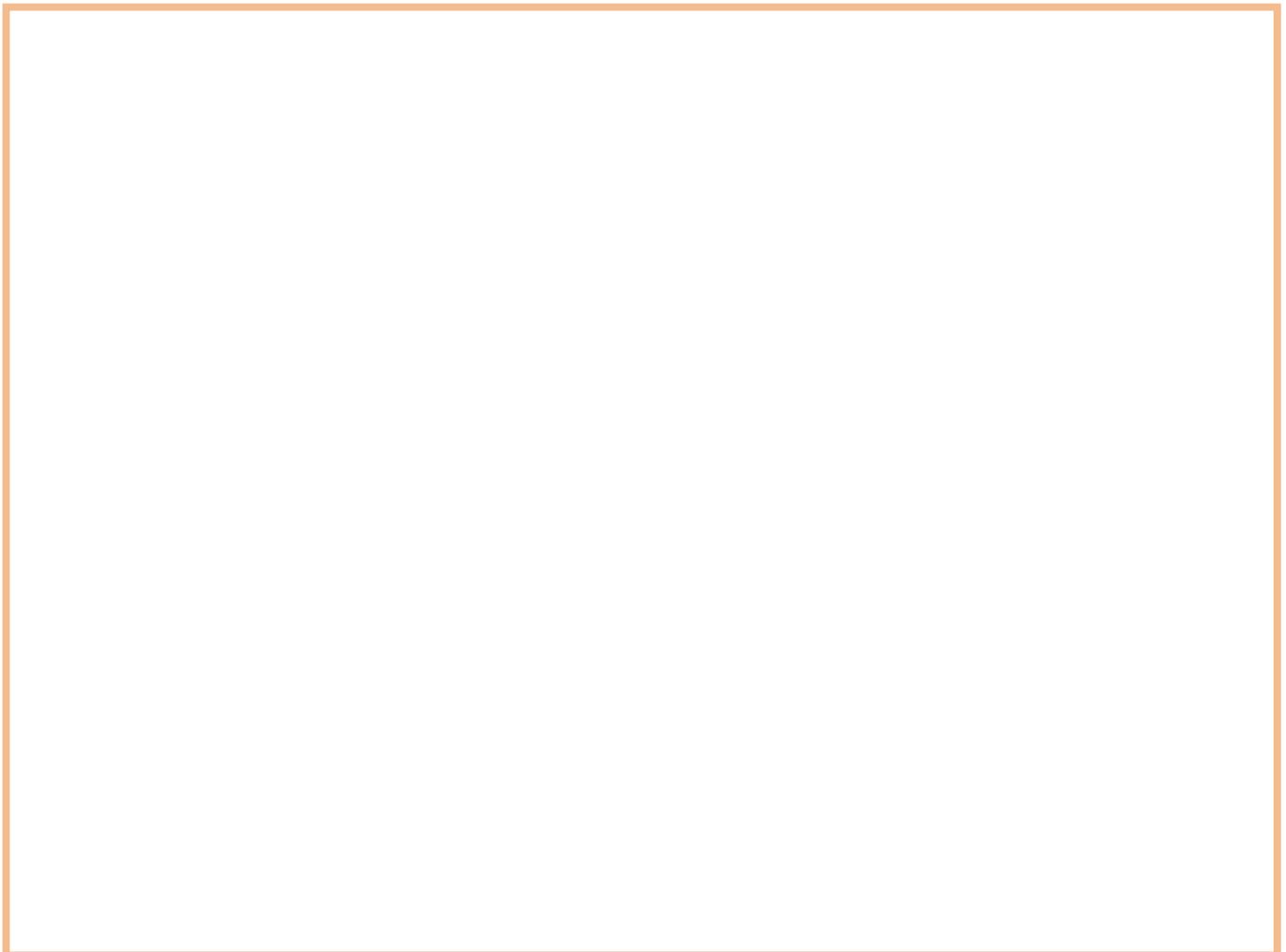
Realistic Launch Date:

#2 ANTICIPATION

What can you do to begin building awareness of your launch?

- ♥ Talk about your plans on social media.
- ♥ Write a series of blog posts (and guest posts) that focus on the problem your product/service solves.
- ♥ Create a lead magnet related to your product/service, then follow-up with a sequence of emails that gently warms your subscribers up to the launch.
- ♥ Run a webinar with another expert so you can leverage their audience.
- ♥ Host a Q&A session to demonstrate your expertise - this can be a great way to gather ideas for bonus material.

Ideas to build Awareness and Anticipation:



#3 CLEAR VALUE PROPOSITION

What will your customers get in exchange for their money?

Imagine a box of flat pack furniture. The sale is made on the image and the description.

But there's also a list of every single nut, bolt, screw and chunk of wood that comes inside the box.

Until you're clear on that level of detail, you're not ready to sell the bigger picture.

List everything your client gets for their money:

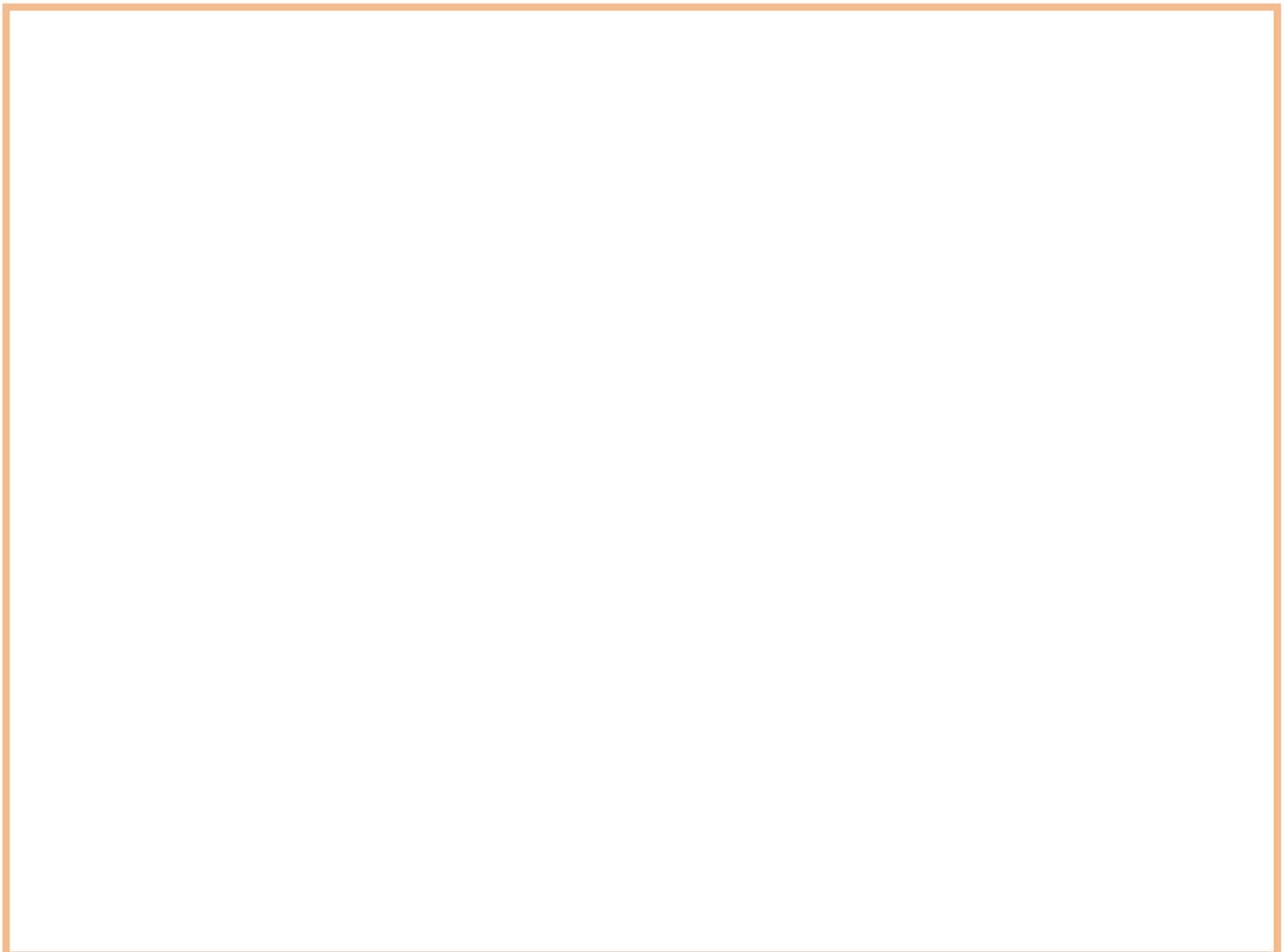


#4 BUILD BONUSES

Everybody likes a little something extra. Bonuses can be used effectively in at least three places:

- ♥ Early bird bonuses - which are only available for people who buy within the first few days of the launch.
- ♥ Launch re-boot bonuses - announce anyone who books/buys in the next (day/week/month) will get these bonuses. Useful for when sales of an ongoing product or service are flagging.
- ♥ Surprise bonuses - don't disclose these on your website. Send them after purchase to generate immediate feel good factor and gently combat buyer's remorse (that sinking feeling we get after spending money).

Bonus ideas:



#5 SET GOALS

What does a successful launch look like to you?
How will you measure your performance and progress?

Financial goals are important, but also, look at the overall benefit the launch has on building brand awareness and relationships with your audience.

What else can you measure?

- ♥ Social media following and engagement
- ♥ The size of your email list
- ♥ The number of people who get in contact with you.

What I will track to measure launch success:



#6 URGENCY

Have you built authentic urgency into the launch? A sense of scarcity and urgency will help your prospects make up their minds.

This doesn't mean inventing a fake number of places you have to sell. But in some way, what you have to offer must be limited.

- ♥ Will you only be able to manage a certain number of clients at a time?
- ♥ Will you only onboard a set number each month?
- ♥ Do you only want a set number of people on your course at any one time so you can give each person the time and attention they need?
- ♥ Or does your service have a lead time, requiring the prospect to make a purchase decision in plenty of time?

Ways in which my offer is time or quantity limited:

#7 SALES PAGE

There's lots of reasons why solopreneurs struggle to write their own sales pages:

- a) We're a modest bunch and we struggle to toot our own horns.
- b) We know exactly what our offer is, we've been so close to it for so long, that it's difficult to understand the perspective of an audience who has no clue what we are talking about.
- c) Writing a sales page requires brilliant communication skills.

If you're selling your launch short because you struggle to sell yourself, I can help. Email me at laura@worditude.co.uk and we'll get the ball rolling.

If you want to write your own sales page, these questions will help:

What problem does your product / service solve?

Why your solution? Why would your client choose you?

What do they get for their money?

How do they feel before working with you?

How do they feel after working with you?

#8 FENCE DWELLERS

While gazing longingly at your goodies, some of your prospects will get stuck on the fence.

What can you do to help them off? Gently. No pressure or sleazy selling.

Help them decide if what you are offering is a good fit for them.

Could you offer a free call, or an email consultation? Maybe a questionnaire or checklist?

Ideas to help my prospects off the fence:



#9 FRIENDLY HELP

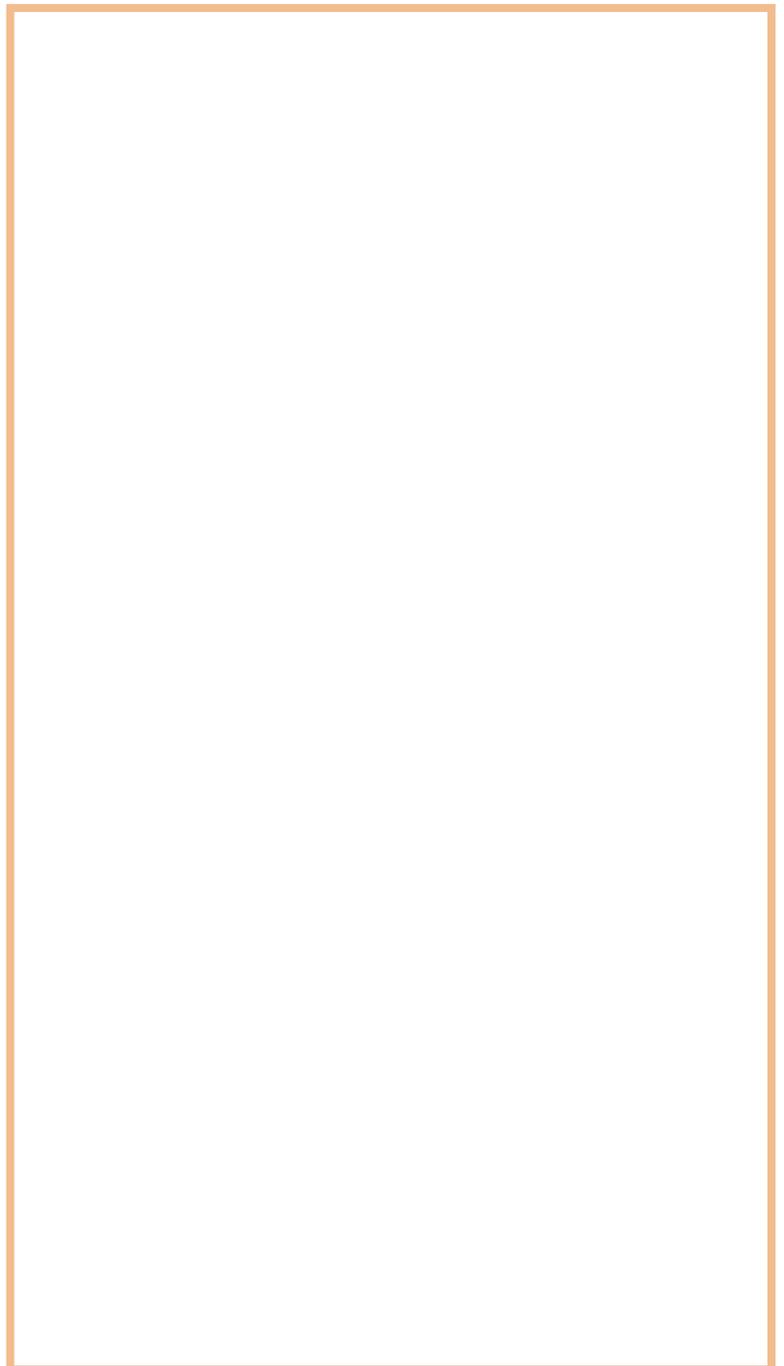
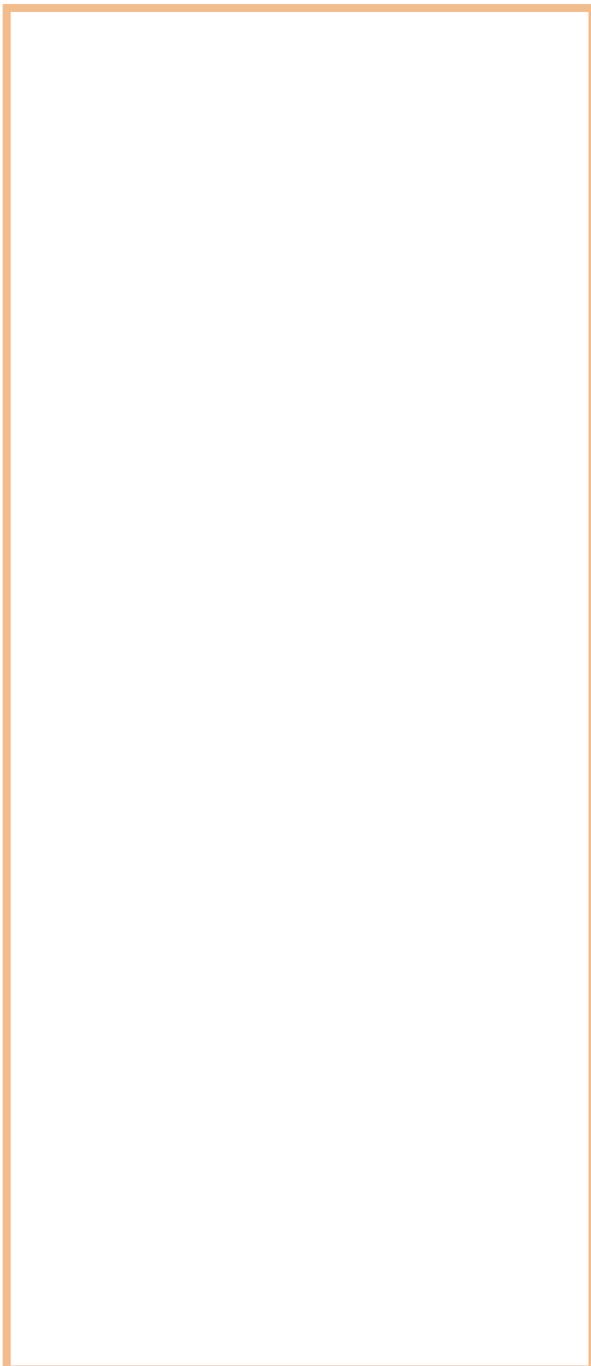
You may be a solopreneur, but that doesn't mean you have to fly solo all the time.

Create a list of the people most able and likely to help you with your launch.

Would they be willing to co-host a webinar, mention you in an email to their list, or share your Facebook Ad on their page?

Friends I can ask:

Ways they can help:



#10 EARLY ADOPTERS

These people are your greatest asset when it comes to a launch. They love you so much they didn't even wait for social proof before parting with their cash.

Appreciate these super-fans, give them a little something extra then ask them to help you spread the word about what you offer.

You may want to offer a gift or vouchers for every friend they refer.

Ways I can ♥ early adopters:

Ways early adopters can help me:

Need help?

I'm Laura,

Digital Copywriter and Content Strategist for Solopreneurs.

If you're a solopreneur who needs help connecting with her target audience ...

If you want to build & nurture new client relationships online ...

If you want to create content that connects with the same power as an in-person conversation ...

... we were made for each other.

Like crisps & wine, tea & biscuits, or whiskey & cola, we're going to get along beautifully.

For help with your sales page, list-building, launch or content marketing strategy, email me at laura@worditude.co.uk

♡ Laura

