

30 Days to Your Next Successful Offer

30 DAYS BEFORE YOUR PREVIEW EVENT (Challenge, Webinar, Virtual Workshop, etc.)

Let's build your calendar for your launch so you can begin to think about what components you'll need to set yourself up for success.

STEP 1: Decide Your Close and Open Cart Days

Start with the end in mind and work backwards.

Close Cart Day: This is the last day your audience can purchase your offer.

When is your Close Cart Day? _____

Open Cart Day: This is the first day when your offer is available to purchase.

When is your Open Cart Day? _____

I recommend a 4-7 day period between Open and Close Cart.

What are the dates of your Open to Close Cart? _____

STEP 2: Create your Sales Page

If you create your sales page first, you'll be able to pull much of your copy from it for your launch emails and social media posts.

STEP 3: Create Your Emails and Social Media Posts

A. Start seeding your preview event in email and across your social platforms and in groups where allowed by talking about the problems and challenges your audience is having that you'll be solving for them in your preview event/offer (without mentioning either specifically yet).

B. Create emails for Open to Close Cart

Example Email Sequence:

1. Cart Open - let your audience know that they can buy your offer
2. success story - share a success story of yours and/or a client's
3. heart post - touch upon the emotional benefits of buying
4. head post - touch about the tangible benefits of buying
5. FAQ - answer top 3-5 questions/objections
6. final day - share features and reminder of deadline, bonuses
7. last chance - one a.m. and one p.m.

*Bonus disappearing - add to PS

*Reminders of deadlines - add to PS

14 DAYS BEFORE YOUR PREVIEW EVENT STARTS

Step 4: Days 1-4: Create specific awareness of your preview event

Let your audience know you're going to be offering something specific that will help them solve a current problem they're struggling with. Start asking them what's the #1 challenge they have around your topic (this will give you additional copy/language/market research).

You can do this via social media posts, emails, Facebook Lives, ads, etc. - pick a delivery method you're most comfortable with.

Step 5: Days 5-14: Invite people to register for your preview event

Daily: Email your list and post on social media that your preview event is open for registration.

Components you'll need:

Registration Page - where people will give you their name and email address to register for your preview event

Thank You Page - where you will tell registrants what the next steps are for your preview event

Follow-up Email Campaign - to be sent after someone registers

Optional Upsell - on the Thank You page, you can invite registrants to upgrade for a small fee for an additional experience and/or bonus materials

Now that you know what steps to take, put your dates on your calendar. Just remember to start with your Close Cart Day and work backwards.