

YOUR BEST LAUNCH *ever*

Live Workshop 2 Summary - What's working for launches in 2021!

Discover why Launch Experiences[®] are the most effective way of launching in 2021 to capture, captivate and convert your audience into a queue of buyers.

How launch experiences can empower you... Timestamp: 14:08

Think about how amazing things feel when you're doing things in alignment with your values. Maybe the words, 'Ease', 'In flow' and 'Natural' crop up? You're at your best right?

You'll make more money when you sell in alignment with your values

When you're not in alignment things feel off so you can self-sabotage, hold yourself back and play small

And what about when you feel like you're just being "you"? Perhaps the words "Confident", "Happy" and "Authentic" come to mind.

You have more confidence and more energy when you show up as the real you

You attract the perfect people for you when you show up as the real you.

And what about when you're excited about the offers you're sharing, selling feels easier because you're confident and your energy is through the roof.

A launch experience empowers you because it's...

- An event crafted around the special and unique way you show up in the world
- An event that enables you to show up as the real you
- An event that you're proud of sharing and can get excited about
- An event that helps you feel more confident

And also empowers those you serve...

Let's talk about the challenges in marketing and business...

5 CHALLENGES IN MARKETING AND BUSINESS ... AND HOW TO OVERCOME THEM LIKE A LAUNCH LEADER

Showing up as a success is about how you behave during your launch.

Not just how you show up on the frontend to your audience as a confident leader... but how you show up throughout the whole launch... from audience building, through to the event and beyond to how you wow and deliver.

You're not going to become the person you want to be if you're behaving like the person you are right now.

But showing up with confidence is one of the hardest things... because it requires full trust when you in fact don't fully trust!

This is how you BE the launch leader.

1. Connection over information... Timestamp: 28:49

Marketers ruin everything. It's a bit of an industry joke... but in all seriousness, they DO! The internet came along, and all of a sudden we magically had access to a whole world of information.... And BANG. People started to exploit it.

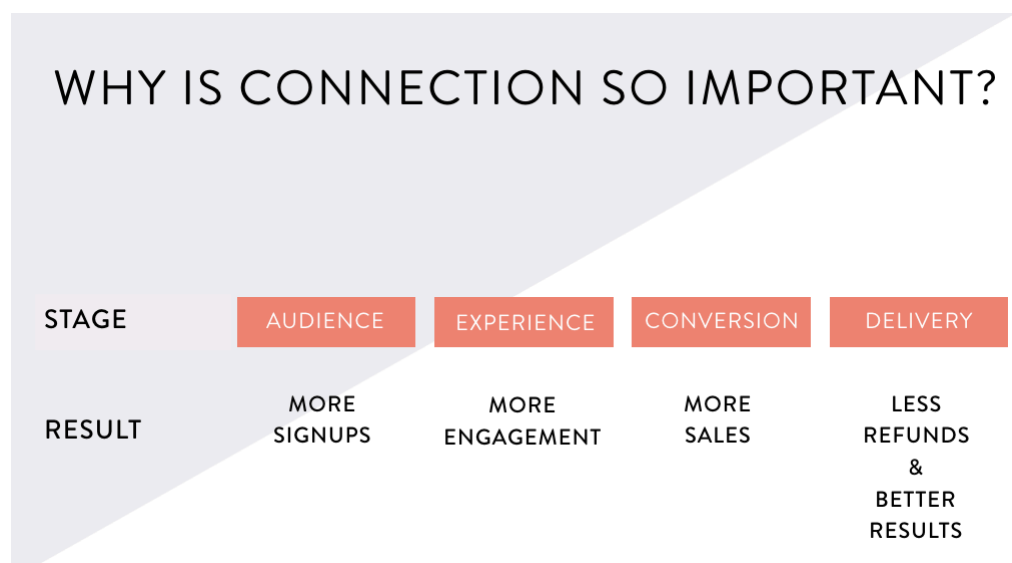
Spammers, bro marketers, sleazy sales people - started to prey on people using the internet. These tactics get misinterpreted by well-meaning folks as to what's needed to be a success in the online space. After seeing the spammy old school ways of marketing, some people don't want to even sell online!

I think now people's BS radar is a lot stronger and that's a good thing... and you have the power to change this for the people in your audience who feel jaded from the spam, sleaze and aggressive sales tactics.

You can launch in a way that feels so good - and instead of feeling spammy and icky every time you put out a post, you feel good. And instead of your people feeling sold to, they feel good and excited. The idea that selling has to be icky... not anymore lovelies.

BECAUSE
OF THIS....

We have to do
more to build
the trust of
our audiences



As humans we are craving connection...

- Its our innate desire to be connected to others
- FB's 10 year plan is focused on building communities
- Influencer marketing frown by 83% - personal brands are winning

Weave in as many ways to connect with your audience as you can

OUR #1 LAUNCH RULE

NO COMMENTS UNANSWERED

Connection isn't complicated... show up and be a nice human! People just want to be seen, to be heard and to feel valued.... So our small way of making everyone feel welcome is this rule.

2. Launch Experiences[®] attract more attention...

Timestamp: 35:00

And so you folks have learned this week about the power of launches... and that in itself is a growing challenge. They work so beautifully, but because more and more people are discovering this... there is increased competition.

Many people out there are simply watching other people's launches and regurgitating what they see on the frontend, and they give that to the customer. They look at a launch and go right... "This person is doing 4 videos about pain points, or this person is doing a 5-day challenge about their goals and this person is doing 3 workshops sharing knowledge. I'm just going to do what they do."

And they become a cookie cutter version of someone else. It's like an Iceberg - they see the top 20%. And they get 20% of the results.

Most of your competition aren't even thinking about what we're sharing right here. This is an opportunity to do things differently. To truly stand out and have your competition wondering "How the heck did they do that?" we have to innovate, we have to be creative, we have to be 10 steps ahead.

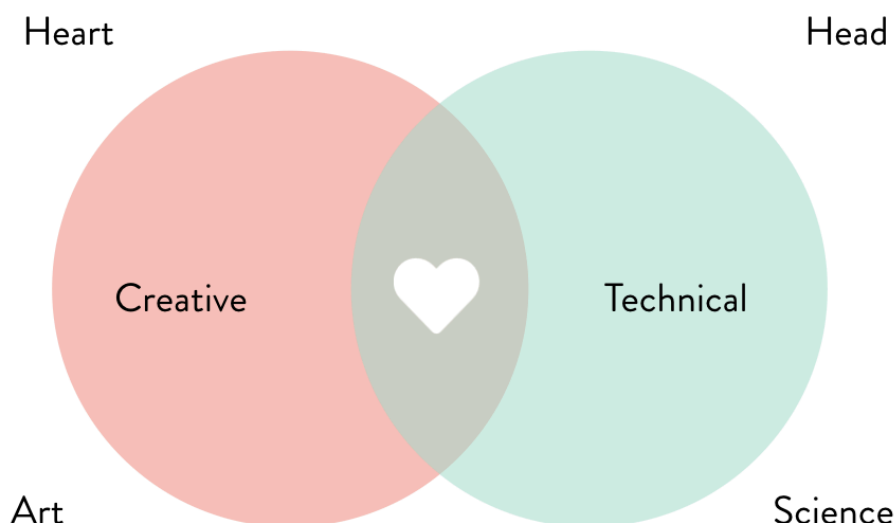
BECAUSE OF THIS...

We have to do more to stand out amongst the crowd

Possibilities open up when you embrace both, it takes your launches to the next level. If you're excited your audience will be excited. And if you're excited about what you've created because you feel like you've put out your best work.... how do you think your audience feel? It takes blending creative and technical to do so, you can learn how to do both sides!

The more content consumed by your audience the more likely they'll buy from you

The best way to do this... blending creativity into your launch.



My friend Stu McLaren calls himself a Scientartist!

I always start with the creative because that's where the best ideas come from!

Top tips for creative launches:

- If its boring to you, it will be boring to your audience.
 - Start off on paper first - not with the sales page.
 - No idea is stupid in the creative process.
 - Use technology to support your creativity.
 - When are you at your most creative?
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3. Live content drives more interaction, retains attention & gets more sales... Timestamp 42:19

It's harder to keep attention. Now I love tech and apps, and all the things - sometimes its hard to remember what life was like before it all! We FEEL more productive because we have ALL THE TECH helping us... but it's actually because of all the tech that we end up adding more things to our plate that we need to keep track of. But the more technology and information that exists, and channels pulling our attention away from us - the harder it is to to keep people's attention.

As a human race - we're getting busier but it's not actually because we're working more... it's because our attention is getting pulled in so many different ways. We FEEL more productive because we have

ALL THE TECH helping us... but it's actually because of all the tech that we end up adding more things to our plate that we need to keep track of.

Studies have proven that productivity is declining. People's attention is being pulled all over the place.

So if its harder to keep attention...

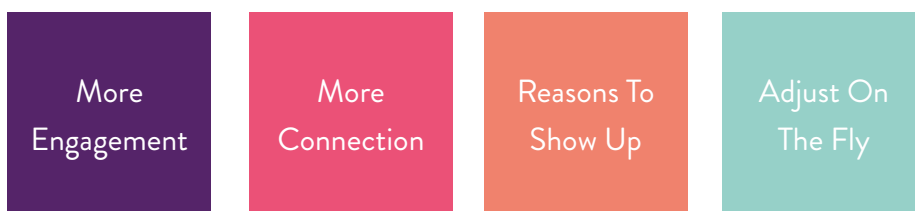
We have to do more to keep the attention of our audiences.

Live content drives more interaction, retains attain and gets more sales.

I know this brings up resistance. There's a fear around doing something live, tech fears. Create a Facebook group where you're the only member and start practicing going live in there if it brings up the fear. You can still use prompts but when you aren't trying to polish and perfect everything you actually get better at video far faster. When I did my first live I realised this.. I made far less mistakes when I was trying to NOT be polished...

What surprised me was that I attracted more of the people I truly wanted to work with when I showed up and was just "me", with my terrible jokes, geekiness, silly mistakes, my dog interrupting... my UHMs AHs and SOs...

The big benefits of live:



Why live is the way forward:

- Our own launches went from 7% to 11% when we switched from pre-recorded to live content
- FB report last year live video content views quadrupled
- And FB also report live video gets 3x more engagement.

Other reasons we love live:

- It's easier and more cost effective to practice going live than learning how to edit content or hiring a videographer
 - It's quicker to create live content as you focus less on your mistakes
 - Instant connection & better relationship building
 - Identify and answer mini objections along the way
 - Adjust as you go - meaning you'll overcome obstacles quicker
 - Low tech - don't need anything other than a webcam and a mic
 - People are more likely to show up for a live event
 - They'll stay for longer because you're there with them
 - Instant feedback throughout - you get to learn the lightbulbs along the way.
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4) Focus On Customer Experience... Timestamp 51:52

Can you folks remember what content used to be like 10 years ago on YouTube...
Poor lighting, grainy, terrible audio.

I'm consistently blown away by how content creators are taking things to the next level. Tech is better, hardware is better, we're getting more and more creative! And think of all apps we have now that make life easier.

So consumers do expect more... They want better quality. They love engaging in content that's different. The barrier to entry is lower and with that comes more and more creative content.

But you don't have to create a cinematic experience or have the best technology to create that kind of experience - so much of what you've seen this week was till now

with a webcam I've had for 5 years, a presentation template I reuse for everything and a mic that cost me £60.

We have to do more to create a better experience

People think customer experience starts with a purchase... but when you apply it your launches.

- You turn strangers into super fans in days...
- You have people queuing up to buy from you before you even have anything for sale...
- You give them a flavour of what its like to be in your world, because of how you made them feel.

You want them feeling...

“If the free stuff is this good... Imagine how good the paid stuff is”

Customer experience is so important.

- Are you likely to buy from someone who makes it for you to get what you need?
- Are you likely to buy from someone who hasn't put time into thinking about what you need?
- Are you likely to buy from someone who doesn't seem to even want to acknowledge you?

An incredible customer experience starts with your launch:

- 90% of your marketing is done BEFORE you open cart
- People share positive customer experience
- People pay a premium for products with good customer experience
- Its not about the bells and whistles... its about making people feel like they are valued.

Where they want to be

Where they are now



Some of the areas you'll want to focus on:

- Ease, convenience & frictionless
- Technology makes it easy not harder
- Friendly & personalised
- Looks and feels great to be in
- Unique experience

5) Thoughtfully Crafted Content... Timestamp 56:40

We are suffering from Marketing Fatigue. We're bombarded all day everyday with information, advertising, apps.

And because of that, because there's more information absolutely everywhere you go, it's hard to get people to buy into information as a value-exchange. You give me your time, I'll give you information.

It's no longer enough to put out a single webinar, hope people will turn up because they want the information, and the information will blow them away so much they hand over the credit card instantly.

Those days are long gone... and I remember the time when webinar show up rates were 60-70%! Now you're lucky to get a 25% show up rate.

Now yes, I do believe that webinar promotions are incredible and they DO have a place - but you can't rely on that a standalone strategy for your biggest two launches of the year unless you have the time and money to invest into paid advertising and you have a big audience... because its a numbers game.

So when we do get people we have to do things differently...

A great launch closes the gap between where your audience is now and where they want to be.

This is typically how you help people. you get them from the bottom of the mountain to the top.

People confuse giving value with giving away the whole mountain in one launch.

What you actually do is overwhelm you audience.

“Give the wow, without giving away the how”

Giving away less makes it easier for someone to say yes... you can give the how with your offer. And that means nothing but good things for you..

There is no “one best formula”...only what works best for you

The playing field is more level than its ever been and the online game has changing in YOUR favour..

- Yes, We have to do more to build trust.
- We have to do more than simply put out information.
- We have to do more to stand out against the competition.
- We have to do more to keep attention.
- We have to do more to create engagement.

It used to be that the company who won was the company who could spend the most to acquire the customer... Companies who were able to plough more and more money into ads.

But now you get to focus on doing things YOUR WAY.

You have to craft experiences around who you really are, how you want to show up and how you want to make your customers feel