

THE COPYCLOSET™ PRESENTS ...

**EVERYTHING YOU NEED TO
WRITE TO HAVE A BANGIN'
PRODUCT LAUNCH**



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Contents

- EVERYTHING YOU NEED TO WRITE TO HAVE A BANGIN’ PRODUCT LAUNCH..... 4**
- CRAFT YOUR PRODUCT SUMMARY 5**
- SET LAUNCH GOALS 6**
- CREATE AND PROMOTE YOUR LEAD MAGNET 8**
- CRAFT AN ENCHANTING EMAIL SALES SEQUENCE 9**
- CRAFT A SMACK-THE-BUY-BUTTON SALES PAGE 10**
- GET YOUR PAYPAL POPPIN’ WITH AN INCREDIBLE LIVESTREAM SALES SCRIPT 11**
- WELCOME BUYERS WITH OPEN ARMS..... 13**
- IN-YOUR-BACKPOCKET TIPS 14**
- MEET YOUR MILLION-DOLLAR WORD STYLIST 15**

EVERYTHING YOU NEED TO WRITE TO HAVE A BANGIN' PRODUCT LAUNCH

You've got an incredible product. And you believe folks will have a need and a desire for what you're offering. The only problem is, you have no friggin' idea how to get them engaged and excited about smacking the buy button.

Here's the thing:

Launching a digi-course or other online program is overwhelming. You hear all the gurus talking about email sequences, lead magnets, sales pages, product delivery and all the other stuff you need to create to complete a successful launch; meanwhile, your brain hurts because you don't know where (or how) to get the ball rolling.

So what does it take to have a successful product launch? Heck, what is a "successful" product launch? And how do you create everything you need without going absolutely insane?

In this Masterclass, I'll discuss the key elements to a successful product launch, including a secret that can have a huge effect on sales. So without further ado, let's dig in.

CRAFT YOUR PRODUCT SUMMARY

The secret to selling out your product launch is ...

PLANNING!

So first things first – craft your product summary. The product summary is simply an exercise in putting your ideas on paper. It will also form the basis of your sales messaging.

Now, no need to worry about grammar, spine-tingling sentences or any of that stuff because, in many cases, the product summary will be for your eyes only.

In the product summary, you want to identify the following:

- 1. Product Goal:** Craft a short statement that summarizes why you're creating the course.
- 2. Buyer/Participant Outcome:** Craft a brief statement outlining WHO is the ideal buyer and WHAT he/she can expect to gain from investing in your product.
- 3. Info-Selling Model:** Identify how you'll deliver the information and for what duration.
- 4. Authority Anecdote:** Craft a brief statement outlining what gives you the street cred to deliver the product.
- 5. Pricing:** Determine your money goal and work backward until you land on the per unit/participant price you need to accomplish your money goal.
- 6. Module Map (Optional):** If you're creating a course or a Masterclass, you'll need to map out each module or segment of your Masterclass in a way that's easily consumable. Be sure to tie a result to each module or segment, so your participants can achieve tiny wins along the way.
- 7. Tech Needs:** Make a list of any systems, software you'll need to use or purchase to deliver your product.

SET LAUNCH GOALS

The key to setting your launch goals is this:

START WITH THE END FIRST.

What this means is, start with your overall money goal for the launch by answering this question:

How much do you want to earn?

After you've answered that question, go back and think about how many participants and buyers you can realistically attract. Notice, I said realistically. Now, can you get 1,000 people to buy a course? Yep, you can.

Can you get 1,000 people to buy a course if you have an audience of 30 people on Periscope, 300 folks on Facebook and you're not doing any paid advertising or promotions? Likely not.

So once you have your realistic number of buyers, divide it by your overall money goal, and that's the ballpark place where you need to start when determining per unit or participant pricing.

For example, let's say I'm hosting a 6-week course and I want to make \$10,000 from it. Now, I sit down and go over all my numbers – Facebook group members and engagement, Periscope followers and engagement, and the engagement I have on other social media platforms like Instagram, LinkedIn and Facebook.

From there, I conclude that my goal is to get 60 people enrolled in the course. So I divide \$10,000 by 60 and get \$166.67. This calculation means I'll need to charge at least this amount per participant to reach my goal. If I want to make more, I'll either need to adjust my per-participant price or increase the number of members.

Now, we all know marketing and sales is a numbers game. So for example, folks typically convert 1 to 3% of their email audience. So if you have a list of 100 people, statistically, you're looking at about 1 to 3 buyers.

So when setting your launch goals, you'll also need to consider the following:

1. **List growth:** How many more people do you want to add to your email list during the launch to increase your likelihood of converting more buyers?
2. **Social media fan base:** How many more people do you want to add to your social media during the launch to increase your likelihood of converting more buyers?
3. **Conversion goals:** Will you stick with the standard conversion goals or do you plan to shoot for a higher goal because you have an extremely engaged tribe?
4. **Ad spend and other launch expenses:** Map out your expenses and account for them as you set your price.

CREATE AND PROMOTE YOUR LEAD MAGNET

Earlier, we briefly discussed the benefit of growing your email list. But how in the heck do you do that for a product launch?

Here are a few ways:

1. Host a free webinar, Masterclass or online training
2. Offer a free video training
3. Host a free telesummit or 5- to 7-day challenge (my personal favorite!)

Obviously, there are plenty more ways to get folks onto your email list, but these are my favorites because they keep folks engaged. And engaged people buy.

Now, here's what you'll need to make your lead magnet a success:

1. **OMG-inducing opt-in page:** Outline the reason to participate, knowledge takeaway, results takeaway, time investment, and reasons to believe and trust. *Check out the “5-Day Sentence-Slinging Smackdown” inside the “Sneak Peeks + Steals” section of the CopyCloset for the inside scoop on crafting an OMG-inducing opt-in page.*
2. **Tantalizing thank you page:** Tell subscribers what they should expect, what you want them to do and why they should be excited. As a bonus, you can also offer a related “no-brainer” deal. For example, for the Shots Fired! Challenge, I added a link to purchase the *Shots Fired!* book on the thank you page.

Lastly, no matter which lead magnet you choose, you MUST leave an “open information gap” that can only be filled by your paid offering.

For example, when I ran the F.A.S.T. Money Challenge, I spent 5 days teaching folks how to attract smokin' hot leads online. On the last day, I talked about how I've been able to build a six-figure empire from Facebook ads, but I didn't reveal how to run Facebook ads. That information was only available in the paid course.

CRAFT AN ENCHANTING EMAIL SALES SEQUENCE

When launching a product, you'll need two sets of emails. The first set leads the prospect through the free lead magnet. For example, if you're running a challenge, the first email sequence will welcome participants to the challenge and take them through the daily challenge activities.

Grab a “copy/past/publish” welcome email script from inside the “Swag Bag O’ Scripts” section of the CopyCloset. It’s called “The Opt-In/Welcome Email that Always Makes a Great Impression.”

The second set of emails are the sales emails. In this second set, you'll transition the prospect from the freebie to the paid offering by revealing the product as the solution to the prospect's core problem.

Check out the “Steal My Top-Performing Autoresponder Email Scripts” or the “Marketing a Telesummit: Email Scripts that Sell” training and PDF inside the “Vivacious Vids + Webinars” section of the CopyCloset for plug and play email scripts.

CRAFT A SMACK-THE-BUY-BUTTON SALES PAGE

Once the lead magnet has done its job, it's time to get that PayPal poppin' by transitioning your audience from your free content to your paid offerings.

Now, I say this a lot, but it's worth repeating:

You are NOT selling. YOU are serving your audience by giving them an opportunity to invest in a product that will change their business or life.

You see, it's all about perspective. Selling makes people afraid, antsy and sweaty. Serving makes people feel good.

In a nutshell, your page will need to cover the following:

1. **The Hook:** What makes your product so special?
2. **The Dream:** What has the prospect always wanted but been unable to do?
3. **Reasons to Trust:** Why the prospect can trust you to help her finally achieve her dream.
4. **Benefits and Features:** What are the reasons to buy and what will the prospect get from your product?
5. **The Urgency:** Why should the prospect smack the buy button now?

Inside the “Slay Your Sales Page Masterclass” in the “Vivacious Vids + Webinars” section of the CopyCloset, you’ll find my Sales Page Map and fill-in-the-blank sales page sample to help you craft your very own smack-the-buy-button sales page.

GET YOUR PAYPAL POPPIN' WITH AN INCREDIBLE LIVESTREAM SALES SCRIPT

Now, first off, allow me to congratulate each and every one of you who are hitting that “Start Broadcast” button day in and day out. Lord knows, it took me some time to get comfortable with that and sometimes I still need to have my own little hype session before I go live.

But here’s what I want you to know:

Giving away all your genius is not going to position you to serve more people. And for some people, trust and believe I know – it’s more comfortable to give because they don’t know HOW to transition into the sell.

But here’s the thing:

When you don’t let people know how you can help them on a higher level, you’re blocking that person’s blessing. And that higher level requires an investment.

So, here’s a word-for-word script to help you get comfortable with transitioning into the sell on a live broadcast. Take it and make it your own. Feel comfortable. Know it’s alright to get paid for your genius.

LIVE STREAM SALES SCRIPT

Intro Script Option #1

I’m (insert name) _____, (insert title) and I _____
(insert action word) _____ (insert who you help) so they can (insert the benefit of your product/service).

Script Option #1 Sample

I’m Suzy Smith, **Design Master** and I **create stunning websites for women entrepreneurs** so they **have a stylish online home that attracts the right clients and puts their bank account on bling.**

BONUS TIP: Avoid using the word “help.” In an introduction, “help” doesn’t truly tell people how you can serve them. Focus on inserting an action word – coach, teach, create, design, write and so on.

Today we’re talking about _____ so if you’re _____ I know you’re gonna love this. Also, if you have any followers who are _____, make sure you hit the PeriDude in the corner and click the invite all followers button. I’d also love it if you could share this out on Facebook and Twitter.

[Give 3-5 tips related to your offer]

Now, that’s just a little appetizer. Type “yes” if you want the main course?

[Wait for the Yes]

You see, I break down each one of these nuggets of gold inside my new course _____. And I’m so excited to give you peak inside ...

[Share Sales Page or give a list of the BENEFITS of signing up]

Now, many of you have already said you’re struggling with _____, so I know this is going to be a game changer for you. And the best part is, you don’t have to drain your bank account to get access.

So because I know you’re ready to stop _____ and start _____, (insert name of course) is where you want to be. You can get in now by heading over to (Sales Page link – make it easy to remember).

Once on the page, (click _____). From there, you’ll be taken to a secure checkout page.

[Explain any specific details about pricing, deposits, and so on]

Alright, so what questions do you have about the course or anything I shared here today?

[Spend time answering questions and keep driving people back to the course for more details]

WELCOME BUYERS WITH OPEN ARMS

This is the last thing I want to share with you today. Before we dig in, let me ask this:

What would you think if you purchased something and you stood at the cash register, gave them your money and the clerk took the money and ran off? She didn't put your purchase in a bag. She didn't give you a receipt. Just got your money and threw up the deuces.

That's how folks feel when they make a purchase and don't get so much as an email from the seller. Like, dang – where's my stuff, dude?

That's why the **first email you send after the purchase is so important.**

Ever smack the buy button on an offer and fall into a black hole. The seller doesn't contact you. You never get what you purchased. And you're stuck wasting a ton of time chasing down the seller to deliver the goods.

OMG, that's the worst!! Don't be that type of seller. Be someone who shows immense appreciation for everyone who supports you.

Grab a “copy/past/publish” welcome email script from inside the “Swag Bag O’ Scripts” section of the CopyCloset. It’s called “How to Welcome Course Participants So They Keep Buying From You.”

IN-YOUR-BACKPOCKET TIPS

To close this thang out, I'm dropping in a list of frequently asked questions for launching products online. Enjoy!

1. How many days is a typical product launch?

I plan my product launches for 30 to 45 days. During that time, I'm dropping nuggets, giving a behind-the-scenes look, surveying my peeps and building overall excitement. You may need 60 to 90 days if you're new to the Internet streets and need to take the time to build an engaged audience.

2. What tools can I use to automate delivery of my digital products?

I use WooCommerce and MoonClerk for product delivery and ConvertKit and MailChimp for email automation. When I first started out, I used DPD and absolutely loved it. You don't need to spend a lot of money, just make sure you have a timely way to deliver the goods.

3. How do you create opt-in pages and sales pages?

I create my own opt-in and sales pages using OptimizePress. When I want a sleeker look, I hire Audria Richmond to design my sales pages.

4. I'm thinking about running a challenge for my lead magnet. How long should it be?

Challenges can run anywhere from 3 to 30 days. I have achieved my best results with 5-day challenges. When the content is free, you have to factor in the time element and from my personal experience, 30 days is too long to transition folks into the paid offering because many of them have dropped off after the first week.

MEET YOUR MILLION-DOLLAR WORD STYLIST

Apryl Beverly, the “Million-Dollar Word Stylist” and founder of **BAAB Writing and Marketing Services**, crafts copy that has generated millions in revenue for solo entrepreneurs and some of the top brands in the United States.

Known for her educated, “tell-it-like-it-is” writing style, she recently hit the Amazon Top 5 Best Seller’s List in 3 categories just 24 hours after releasing her first book, “Shots Fired! How to Write Copy that Pierces Hearts (And Opens Wallets).” Her

recent book, *F.A.S.T. Money!* shot to the No. 1 spot on the Amazon Best Seller’s List 24 hours BEFORE the book’s official release!

In addition to being a sentence slinger, Apryl is a mom to the most amazing kid in the universe and is married to the masterful “money man.”

Learn more about Apryl at baab.biz and download her first bestselling book at shotsfired.co. You can also grab your copy of *F.A.S.T. Money!* [here](#).

