

M6L03

How to Seed Your Next Offer

Okay. How to seed your next offer... What I like to do in my group is test out who's going to like this? How do I tweak it? How do I get their feedback and then, I go into selling it. So here's a couple of things that I would suggest that you do:

Involve your members in the process. If you're creating something brand new, involve them in the process from the beginning. *So, I'm thinking of doing this. What do you think? What would you like to see covered in this program? What would you need to see included in the course, the membership, et cetera, in order for it to be a no-brainer, yes for you? So what do you want to see in the program that you will say 'absolutely yes' to.*

And if you're going to be doing a book or Facebook cover, **show them different images that you've got and ask them to choose which one they like best.** I did this years ago when I was putting out my book, I had three different covers from the designer and I couldn't choose. There was one that I really liked. I then put it in a blog post back in the day, and had people vote and I've just sent traffic to that blog post. And lo and behold, the one that I loved, no one picked. So I went with the cover that everyone loved because what that meant to me was, if they liked the cover, they wanted to know more, they wanted to open the book, they wanted to buy the book, etc.

So the same can go for your cover image or branding for your membership, maybe course, etc. So involve them in the process, they feel good about it. You can ask them for which membership name you should go with, or course name you should go with.

So here's one that I did early January and it was, "I need your opinions, please. So in February, I'm going to launch a one-day workshop. {This is referring to **this** course, I was originally going to do it as a one-day workshop. Then I split it into two} So as you know, I manage and market a number of groups over the last four years, and I know so many of you want to hear more. So you could use groups in your paid programs and marketing of your programs...

I would provide training, time to implement, hot seats, feedback, recordings. I'm adding to the list as I plan this out. Suggestions, welcomed. The workshop will be small, maximum 10 people, etc.... here's my list of topics. What would you like to see covered in the course?" And I got a lot of feedback. And what I did was, I used that to add more to the program, and then I also used their wording to tweak my marketing message as I communicated it back to them and to the public in my emails, etc.

So you could also **get members excited**, get people excited about what you're about to offer. So I had posted a couple of things in my group about how I wanted a membership. People in my group gave me an idea about the membership and then I said, "I think I'm ready to reveal my new membership site. Who wants to hear about it? Hint, not only will it save you time, but it will save you from thinking too." So I got all this feedback pretty quickly and then what I said was, "okay, I'm going to go live in about half an hour." I remember I was driving home from an appointment. I said "I'll go live in about half an hour and I'll reveal it." So I did just that. And I revealed the membership site and got a lot of great feedback. And within the first five minutes I had eight people sign up.

So if that doesn't tell you the power of a community in launching your community, I don't know what does, but that's what I did. So for existing offers, you could do something like: you can create the buzz, and say change your Facebook cover and say "something fun is coming June 21st". You can create a free challenge. You could create free events for your group. That's what you could do to put it out there in your Facebook group to let people know something else is coming. So if you're going to do a free challenge, change your cover image to say "something fun is coming". Or just "the so-and-so challenge is coming up June 21st to June 28th", whatever it might be. Create the excitement and the buzz, and then let them know what it is. If you don't have the time to create the buzz and the excitement, put it out there. Do some Facebook Lives to create excitement about it as well.

All right. That's it for this one. I'll see you in the next lesson.